The fact that Ray Miller is one of the best News Directors in the business isn't news to us. But, it may be to you.

Ray's been with us since we started in 1949. So we know him well. And we're well aware of just how good he is.
Under Ray's direction, KPRC TV news has become a tradition. He's helped us build the largest electronic news department in Houston. We think it's also the best. So do others. We've won more awards than all the other Houston stations combined. We've also captured Houston.

For a look at the ratings, just call our rep.

KPRC TV HOUSTON
PETRY TELEVISION, INC., NATIONAL REPRESENTATIVES NBC AFFILIATE
Doris Day
Everybody's Superstar

...sparkling in 128 color half hours. It's The Doris Day Show...
a favorite with all members of the family.

No. 1
Rating, Share and
total women
in time period for
5 years on the
CBS-TV Network*

No. 1
best selling
book in the
country

No. 1
best selling
newly released
series at the
NATPE
Convention

Doris Day has also proven to be number one on her two
most recent specials, scoring number one in her time period and
ranking as the network's highest-rated show of the evening.

It will make you number one in your market with the
all-family audience. A Supershow with a Superstar...Doris Day in
The Doris Day Show, with McLean Stevenson, Peter Lawford, Kaye Ballard,
John Dehner, and Rose Marie. Available September '76.

WORLDVISION
ENTERPRISES INC.
The World's Leading Distributor for Independent Television Producers

*Source: NTI (II Sept '68-II Mar '73)
to WCVB Channel 5 Boston
THE GEORGE FOSTER PEABODY AWARD

for "a viewer-oriented programming package which exhibits a quality of service too rarely seen in today's television."

WCVB-TV BOSTON

setting a new standard
TOPSIDE AT CBS-TV  □ Robert Wussler moves into the presidency, succeeding Robert D. Wood who has formed his own production company. The new network chief installs Robert Daly in a revived number-two slot and then heads for West Coast to fill programing vacancies. PAGE 19. A look at the incoming RW and the departing RW. PAGE 20.

MAJOR FCC SHUFFLE  □ Ashton Hardy and David Kinley head for the door, triggering seven new key appointments. PAGE 21.

EQUAL TIME EXEMPTION UPHOLDER  □ U.S. Court of Appeals in Washington upholds the FCC's decision allowing coverage of debates and news conferences involving political candidates. PAGE 26.

TUG OF WAR ON THE HILL  □ Chairmanship of House Communications Subcommittee was a subject of confusion last week as Harley Staggers tried to get John Murphy named until year's end. It appears, however, Van Deerlin will get the job after all. PAGE 27.

THE FCC REMEMBERS  □ After questioning its value, FCC gives the U.S. Court of Appeals a record of outsider contacts with the commission's staff during the pay cable case. Since no official lists were kept, the FCC has to rely on "recollection." PAGE 31.

WHODUNIT  □ The president and general manager of WQIA(AM)-WPWR(FM) St. George, S.C., has no luck at the FCC in his attempt to learn the nature of a complaint about him and who filed it. PAGE 34.

TURNED DOWN  □ Presidential aspirant Frank Church is rebuffed in his attempt to buy network time in 30-minute blocks. He takes his case to the FCC. PAGE 34.

SPECIALTY STATION SQUABBLE  □ Broadcasters object to the FCC's new definition of "specialty" stations for unlimited carriage by cable systems. PAGE 39.

NBC'S GAME PLAN  □ New fall schedule features nine new entries and allots six and a half hours for movies and serialized novels as the network seeks to improve its position. PAGE 39.

NICK JOHNSON REPRISE  □ Former FCC Commissioner testifies at Los Angeles trial that the family viewing concept was not the first example of commission influencing self-regulation. Barry Cole tells of events prior to establishment of concept. PAGE 44.

'ROOKIES' ACTION  □ Viacom Enterprises buys syndication rights to series now on ABC, plans some editing and will put it up for sale in prime time. Meanwhile, producer Spelling-Goldberg sues Worldvision for $5.6 million, charging that the latter backed out of a contract to syndicate The Rookies. PAGE 48.

TEMPEST IN SAN DIEGO  □ Local broadcaster association complains to FTC that KCBQ(AM) there uses hypoglo to distort Arbitron. PAGE 47.

CABLE COPYRIGHT TERMS  □ NCTA and Motion Picture Association of America hammer out a compromise agreement that will be presented to the Kastenmeier subcommittee. It would do away with fees based on revenues and let payment depend on the number and kind of signals carried. PAGE 48.

STALEMATE  □ There's little progress in negotiations between NBC and striking NABET. A network memorandum gives its stand on major issues, and prompts an instant rebuttal from the union. PAGE 49.

GOOD NEWS  □ FCC gives the specifics of its rulemaking to relax certain rules for automatic transmission systems. Over-all, it would ease technical burdens. PAGE 50.

RCA'S RALLY  □ Its income in the first quarter is more than double that of the same period in 1975. Conrad gives a tip of the hat to NBC. PAGE 51.

CHALLENGED COMMERCIALS  □ The National Advertising Division of the Council of Better Business Bureaus reports three TV advertisers drop disputed ads, two others revise their messages. PAGE 51.

RESIDENT PLAY DOCTOR  □ That's how Werner Michel modestly describes his broad responsibilities in ABC programing. His many qualifications stem from experience as a writer/composer, OWI assignments, agency stints and much service at network and station levels. PAGE 73.
The latest Nielsen* Report, February-March, 1976, indicates that a greater average number of persons watch WTEV, than either of the other two stations in the area. For example:

<table>
<thead>
<tr>
<th></th>
<th>Sunday through Saturday</th>
<th>9:00 a.m. to midnight</th>
</tr>
</thead>
<tbody>
<tr>
<td>WTEV</td>
<td>Station X</td>
<td>Station Z</td>
</tr>
<tr>
<td>115,000</td>
<td>106,000</td>
<td>105,000</td>
</tr>
</tbody>
</table>

And what's more, in this same time segment, WTEV led its nearest competitor by the significant average of 5,000 more men and women 18-49 — and they are prime prospects for the purchasing of your product. If you want to get results in this important market — you want WTEV.

*Audience estimates subject to limitations published by Nielsen.

Representative: THE MEEKER COMPANY, INC.

WTEV 6

Providence, R.I. • New Bedford-Fall River, Mass. • New London, Conn.

Vance L. Eckersley, Manager

STEINMAN TELEVISION STATIONS
Ultimate hype
NBCTV executives reportedly will try to
induce baseball commissioner Bowie
Kuhn and football commissioner Pete
Rozelle to permit Sunday night World
Series and Super Bowl games to beef up
The Big Event its weekly catch-all for
specials like Go With the Wind and
NBC's 50th anniversary show in new
schedule (see page 39). As part of
alternate-year arrangement with CBS,
next January's Super Bowl belongs to
NBC. Sources say NBC has sugarplum
visions of World Series going seven games
and allowing two Sunday-night Big Events.
Blockbuster sports events like these would
not only give NBC soaring Sunday-night
Nielsen's, these sources add, but would
demolish hits like The Six Million Dollar
Man, The ABC Sunday Movie, and Kojak.

Sweet sorrow
Whether it's incentive to produce or
simply agree not to compete, Bob
Wood's post-resignation contract with
CBS (see page 19) will keep him well fed
over next four years. It guarantees him at
least $250,000 annually—or, in round
numbers, even $1 million. Additionally,
he'll get 10% off top of any properties
assigned to him by network, and will own
negatives.

Pale blue sky
Ceiling on pay cable growth—at around
two million subscribers, perhaps $200
million in annual revenues—could be
reached in two years. That reality emerges
from equation of: anticipated 12-million-
homes total cable universe, 25%
penetration for pay, $7.50 pay premium
per month and discounting of systems
too small to support pay (about three million
homes). Current count is over half-million
pay connections; that's expected to double
by year end, may double again next year.
But after that what? Key variable, in
urban markets, may be noncable pay
services—over-air pay TV and/or
multipoint distribution services. One
estimate holds those two could account for
as many pay subscribers as will cable in
near term. Combination, however, would
still be only five million homes, 7% of
entire TV homes universe.

Not first
Former FCC Commissioner Nicholas
Johnson's testimony in family viewing
trial to effect that FCC Chairman Richard
E. Wiley's meeting with heads of networks
was unprecedented (see page 44) has sent
commission lawyers to stacks for rebuttal
material. Research has hardly begun, but
inquiries have turned up reports of several
such meetings on various subjects.
Former chairman said to have been
involved include Dean Burch (1969-74),
John Doerfer (1953-1960) and Wayne
Coy (1947-1952).

Women's works
Twenty-fifth anniversary convention of
American Women in Radio and
Television, May 5-9 in Philadelphia, will
include presentation of special
Bicentennial award to Virginia Kassell,
series creator and producer of PBS's The
Adams Chronicles, and first annual
commendations for television programs
giving realistic portrayals of women, to
include "Babe" (CBS), Notorious Woman
and Jennie (both PBS) and Eleanor and
Franklin (ABC).

Colder world
FCC may start turning dealer ear to
requests by UHF stations for protection
against encroachment of VHF's.
Generally, commission has sided with U's
in such cases. But staff, at prod of FCC
Commissioner Glen O. Robinson, is
drafting discussion paper suggesting FCC
weigh not only VHF's economic impact on
UHF but benefits VHF could provide—in
terms of additional service, for instance.
Paper will accompany two agenda items
dealing with impact question. In one—
invoking request of Capital Cities
Communications' WTHN-TV (ch. 8) New
Haven, Conn., to abandon
directionalization and permit its signal to
reach into Springfield, Mass., served by
two UHF's—staff would recommend
grant. In other, involving request of
Landmark's WTV (ch. 2) Greensboro,
N.C., to abandon signal to Durham, N.C.,
which is served by one U and is potential
service area for additional UHF's, staff
would call for hearing.

Rise and fall
There was talk of insurrection against
Chairman Harley O. Staggers (D.-W.Va.)
in House Commerce Committee last week
after Mr. Staggers first ordered
Communications Subcommittee to hold
hearings on broadcasting bills, with John
Murphy (D.-N.Y.) as acting chairman, and
then postponed hearings. Some members
said new rules adopted at outset of this
Congress stripped chairman of that power.
Petition circulated by retiring
Communications chairman, Torbert H.
Macdonald (D.-Mass.), forcing Mr.
Staggers to call caucus for election of
Macdonald successor, was signed by first
11 members it reached (see page 27).
But man most likely to lead insurrection
if one were to erupt—John Moss (D.-
Calif.)—stayed cool, though he said issue
of chairman's powers would be raised
when Democrats caucus April 27, 
presumably to name Lionel Van Deering
(D.-Calif.) to Communications
chairmanship. Mr. Moss said he doesn't
want to disrupt harmony.

35 years later
Case involving longest-running
controversy in FCC history—35-year-old
fight between Hubbard Broadcasting's
KOB(AM) Albuquerque, N.M., and ABC's
WABC(AM) New York over occupancy
of clear channel 770 kc—will be back before
commission this week, in agenda item that
staff says is designed to resolve matter.
Proposed solution to Kaplin's effort to
split difference between parties,
and although neither is expected to like it,
staff believes each could live with it. One
clear offered is that it satisfies ABC
desire to have WABC license renewed—application
has been on deferred status for years as
result of Kaplin's objection to draft
application for I B station on 770 kc in
New York—but won't realize ABC's wish to see
KOB removed from channel.
Fight began after KOB was bumped from
1180 kc, clear channel that went
to Mexico, and landed on 770 kc as full-time
50 kw, on "temporary" basis in 1941.

Stalled
There's no agreement in sight between
House and Senate conferees on bill to
extend sports antiblackout law, which
required professional sports leagues to
make available for TV broadcast all games
sold out at home 72 hours in advance,
expired last year when two houses failed to
reconcile bills to extend it. Four months
later, Communications Subcommittee
chairmen in both houses won't budge.
House's Torbert Macdonald (D.-Mass.)
insists on permanent extension. Senate's
John Pastore (D.-R.I.) insists on three-
year extension.

There's another hangup: Representative
Lou Frey's (R-Fla.) amendment in House
bill, but not in Senate's, to prohibit home
territory blackout from extending to
stations more than 75 miles away. At
meeting of House and Senate
Communications Subcommittees two
weeks ago, House side offered to
make it 85 miles. But Senate staffers say
their information shows there are 12
National Football League clubs whose
blackout zones could still be penetrated by
signals of stations outside.
Johnson & Johnson □ Company's O.B. Tampon is moving out of its two-market test (Denver and Seattle/Tacoma) in spot radio and TV to other markets in West shortly, preparatory to going national. Caldwell/Compton, New York, said heavy advertising campaign, largely in broadcast, is planned for 1976 with expenditures expected to hit $3 million mark. Product will be directed toward teen-agers and women, up to 35, via commercials in daytime and fringe periods.

Union Carbide □ Heavy TV coverage will back intensive consumer campaign during June for Glad plastic bags and wrappings. All three networks will be used, with commercials on 23 different shows in both nighttime and daytime periods to promote coupon offers. Leo Burnett Co., Chicago, is seeking time slots appealing to women, 21-49.

Menley & James □ Sea & Ski suntan lotion begins first four-week push May 24 on network and in 23 spot markets, in radio and TV. Fringe 30's on TV, both 30's and 60's on radio, use theme "Come on sun." Target audience is women and adults, 18-49, teens, 12-17. Ogilvy & Mather, New York, is agency.

Standard Oil Co. (Indiana) □ Corporate campaign is being devised on approximately 50 TV stations, starting in late June for two weeks and returning for another two weeks in mid-July. D'Arcy-MacManus & Masius, Chicago, is setting its sights on men, 18-49, and seeking positions within or adjacent to news programs.

Firestone Tire & Rubber Co. □ Tires will be highlighted in spot radio effort carried in more than 100 markets for four weeks, starting in early May. Sweeney & James, Cleveland, is reaching out for male audience via spots in morning and afternoon drive periods and 10 a.m. to 3 p.m. on weekends.

Krazy Glue □ Firm scheduling advertising expansion, from 15 to 20 markets to 110 markets scheduled in three-week blitz, beginning May 10. Furman, Roth & Co., New York, hopes to attract men and women, 18-49, via commercials in fringe and weekend periods.

Estee Lauder □ Cosmetic firm is blueprinting spot TV campaigns to run spring and summer, with starting dates ranging from May 6 to June 3, for three-week efforts in substantial number of markets. AC&R Advertising, New York, is targeting commercial messages toward women, 25-54.

Austin Nichols □ Campaign slated to go national next year promoting new alcoholic beverage by New York company, begins with preliminary flight in three test markets. First of four flights will run six weeks beginning May 24, in prime-time and fringe 30's. Target audience is adults, 25-49. Warren, Muller, Dobolowsky, New York, is agency.

Frito-Lay □ Frito-Lay, division of Pepsico, Dallas, will advertise Cheetos cheese-flavored snack for eight weeks beginning May 3. Fringe 30's in network and spot TV markets are geared to women, 25-54. Young & Rubicam, New York, is agency.

Nabisco □ Tuna Twist salad mix will be spotlighted in spot TV spread in more than 40 markets from mid-May to mid-June. William Esty Co., New York, is zeroing in on women, 25-54.

Wm. Underwood Co. □ Spot TV flight for meat spreads is scheduled to begin on May 24 for four weeks in 38 markets, coming on top of four-week spurt for Accent seasoning later this month in 20 major markets, Kenyon & Eckhardt, Boston, is steering campaigns toward women, 25-49.

Gulf Oil □ Separate spot radio and spot TV efforts are planned to begin in early
WHO-TV Eyewitness News is all over town, doubling news on film.

"There isn't a single piece of newsfilm equipment in this studio that hasn't paid for itself, one way or another," claims Lisle Shires, proudly. And that's only one aspect of their film production facility that has doubled the amount of film coverage for half-hour shows in one year.

Lisle Shires, Newsfilm director of WHO-TV in Des Moines, Iowa.

Jack Cafferty, WHO's Television News director, recalls: "WHO-TV used to average about six film reports per show. Then, management made some drastic changes in news programming.

"We jumped from six to twelve film stories per news show, as a result, and we now have a dozen reporter-photographers.

"WHO-TV has always had a high percentage of film footage winding up on the air. Now we're shooting two to two-and-a-half times as much film and one-third of it is still being broadcast.

"Our field reporters have some of the finest film equipment available today. And although some of our film is still shot with silent cameras, we have a continuing program to upgrade our sound equipment.

"Presently, we're shooting all prestriped Kodak Ektachrome EF film 7242 (tungsten). You never can tell when we may want to add voice-over later or use silent footage as a B roll with sound effects. We're in the process of converting to the new Eastman Ektachrome video news film 7240 (tungsten) and while 7242 looks good on the air, we're looking forward to the finer grain and low-light capability of 7240."

Cafferty anticipates continued heavy use of film. "With film, I can send a man out with a 16-pound camera and he'll come back with pictures that are simple to edit—and to store, too.

"One more thing—our news is getting a lot of attention. We've been getting very good response from our viewers. And that's what it's all about, isn't it?"

Film is good news.
May for service stations and motor oil. Radio drive for service stations will begin May 3 for seven weeks in 45 markets; TV spree will cover 71 markets, starting May 10 and continue for eight weeks. Spot television for motor oil will run from May 3 to late July in 24 markets; spot radio will be in 24 markets for four weeks, starting May 3.

**Gallo Wines** □ Six-week spot TV flight is in preparation to run in major markets starting in early May. Young & Rubicam West/Los Angeles is handling media buying, concentrating on periods catering to men and women, 18-34.

**RCA** □ RCA Service Corp., through Al Paul Letton, New York, preparatory to major TV and radio flights, has contracted for 26-week TV schedule in Knoxville, Tenn., beginning next month, and six-week radio schedule in Atlanta beginning May 24. TV buys will be concentrated in early and late news and late-fringe programs. Radio buys will focus on middle-of-the-road stations. TV spots will cover RCA's TV-repair dealers.

**Northwest Orient Airlines** □ Month-long campaign for Minneapolis airline is scheduled to begin May 10 with fringe 30's on TV. Target audience is adults, 18-plus. Campbell-Mithun, Minneapolis, is agency.

**Star-Kist Foods** □ Star-Kist division of Heinz Foods, based in Terminal Island, Calif., will promote tuna and pet food products in "long list of markets," according to agency. Daytime, fringe and prime-time 30's begin May 3 for 17 weeks, targeted to women, 18-49. Leo Burnett, Chicago, is agency.

**Kimberly-Clark** □ Kimbies disposable diapers will be promoted in two spot TV flights this summer, with one set running from mid-May to mid-June and other from late June to late July. Kelly, Nason, New York, is searching for daytime, fringe and prime positions to reach women, 18-34.

**Samsonite Corp.** □ Tennis star Evonne Goolagong and golf pro Arnold Palmer are featured in 30-second TV commercial promoting Samsonite's Silhouette line during week of May 17 on various network programs and on syndicated series, The Champions. Other commercials promoting Samsonite items will be carried on spot TV in 22 major markets for three weeks, starting May 31.

**Black & Decker** □ Campaign in first two weeks of June for B&D's power tools and accessories is scheduled in substantial number of TV markets. Fringe 30's are targeted to men, 25-49. Media Corporation of America, New York, is broadcast buying service.

**General Cigar** □ Danish import, Skandinavik cigars, will be displayed in 25 major markets starting this week through mid-June. Fringe, news and sports TV 30's are geared to men, 18 and over, with theme "won't bite your tongue." Young & Rubicam, New York, is agency.

**MEM Co.** □ Musk cologne company, through Cunningham & Walsh, New York, readying 22-market radio campaign beginning May 24 for four weeks. Markets include Providence, New Orleans, Denver, Louisville, San Diego, Milwaukee and Omaha. Demographic target is men, 18-34.

**Rath Packing Co.** □ Sliced meat product will be handled in five-week flight to run in six major markets, starting April 19. Earle Ludgin & Co., Chicago, hopes to reach women, 25 to 49, via commercials in daytime, fringe and prime periods.

**Marriott Corp.** □ Latest Great American regional theme park of Marriott, in Gurnee, Ill., will be showcased in several TV commercials scheduled to go on air in early May for four months. Stations used will be in Chicago and Milwaukee, with more markets next year. Same commercials, with different tag line identifying locale, began in San Francisco in early March to herald new park in Santa Clara, Calif. Commercials were produced by Harvest Film, Los Angeles, for Clinton E. Frank, Chicago, which is aiming at children, 6-14, and men and women, 21 and older.

**Morningstar Farms** □ Low-cholesterol sausage made of soybean is topic in spot TV drive to begin in late April in about 12 markets for eight weeks. Tatham-Laird & Kudner, Chicago, is focusing on daytime and early fringe periods to reach men and women, 50 and older.

**Herman's** □ W.R. Grace & Co.'s Herman's World of Sporting Goods, New York, begins campaign today (April 19) in 11 markets, for two months or more, depending on market. Fringe, news and sports 30's are targeted to men, 18-49 with theme, "Be a sport, take a friend to Herman's: Waring & LaRosa, New York, is agency.

**Burroughs Welcome** □ Drug company, through Rolf Warner Rosenthal, New York, has added 15 new stations to list of markets carrying weekly-half hour barter series, Medix. Burroughs Wellcome takes two national minutes in series and Syndicast Services, New York, which distributes Medix, barter it to stations, which get four minutes to sell locally. Sixty-five half-hours are now available, dealing with such subjects as human sexuality, heart attacks, acupuncture and children's diseases. Producer Dave Bell Associates does series first for KNXT(7) Los Angeles; Syndicast selects certain ones for national distribution.

**Fram Corp.** □ Oil filters, windshield wipers and Autolite spark plugs are stressed in spot radio campaign in 25 top markets planned for late April. Eight-week flight supplements campaigns on various ABC-TV sports programs. Country singer Charlie Rich is featured in commercials, which are aimed at men, 18 to 34 and 18 to 49. Campaign was created and placed by Kurtz & Symon Inc., New York.
Harris' MW-50 keeps some very fine company.

These pace-setting AM stations are now, or soon will be broadcasting, with Harris' MW-50, 50 kilowatt PDM (Pulse Duration Modulator) transmitters.

And here are a few of the reasons why:
- 125% positive peak modulation capability.
- PA efficiency approaches 90%.
- 60 kW output capability.
- Excellent transient response.
- Only five tubes — three types.
- A cleaner, louder signal.

For more reasons why the MW-50 is at home in so many top stations, write Harris Corporation, Broadcast Products Division, Quincy, Illinois 62301.

CFGO CKLW KCBS WJR KGBS KING WINZ KMOX CFCW KOB KDKA KFRE WWW WBT WNOE WHDH WCAW WGTO WRKO WKBW WBBM KQRX KPOL KSTP WINS WGN KGO WABC WCAU

... AND IN BRAZIL, ECUADOR, INDONESIA, IRAN, LEBANON, MALAWI, NIGERIA AND VENEZUELA.
Women: a growing force to be reckoned with in advertising financial services

On Nov. 19, 1850, Caroline Ingraham purchased the first life insurance policy sold to a woman. The insurer listed her occupation as "woman."

There have been some changes in our attitudes since then, and there are three major areas relating to the advertising of financial services to women that affect and are affected by those changing attitudes: what we say in advertising, how we say it and where we say it.

What advertising says is a reflection of the marketing objectives of the advertiser and of the existing market situation. Advertising must relate to demand, to product and service availability, to competitive forces and to a consumer who is often the breadwinner. And the changes in the demography of today's breadwinner have been startling.

The numbers of all new jobs open this year will go to women. Twenty-nine percent of new managers will be women, 44% of all professionals, 45% of all accountants. Over 25% of all women in the U.S. now work outside the home, and they make up 45% of our total work force—38 million workers since. These changes in the American work force are having profound effects on the marketing of virtually all goods and services.

For example, the working woman pays more for food than her nonworking sister. First, because she makes more money; the household income of the career woman is 50% greater than that of the woman who is not employed. The second reason she pays more for food is that she buys more expensive convenience items—from 15% to 45% more, depending upon the product category. She buys more cars, more tires, more gasoline. She takes more vacations and participates more actively in sports. She gives more parties, so she buys more alcoholic beverages. She uses more credit and bank cards, more checking accounts and more savings accounts, and owns more stock. She is a significant purchaser of life insurance—25% more than five years ago, $13 billion in insurance purchases this year (quite a few Ms. Ingrahams). Colleges offer courses for women on the subject of finance, as do banks and brokerage companies. There is presently an extensive rewriting of school texts to remove sex discrimination. The government has taken a hand with the Equal Employment Opportunities Act and the Equal Credit Opportunities Act.

The financial influence of women is growing enormously, and marketers of financial services are not only offering new products and services, they are changing the look of their offices, the design of their material, their employee mix and their own attitudes. And their advertising reflects those changes.

Some years ago, Chemical Bank ran a broadcast and print campaign directed to women: "When her needs are financial, her reaction is Chemical." It was an immediate and flat-out success. It built business. A new campaign for the Institute of Life Insurance features young couples. It recognizes that both parties build a home and a life; that women play a new parity role in financial decision-making. The Securities Industry Association, a group comprising the largest member firms of the Stock Exchange, ran a TV commercial that showed a young mother seeking the advice of a stockbroker. In the "When E.F. Hutton talks, people listen" television campaign, one current commercial features two women at a garden party talking of their financial affairs. The content of financial advertising—and these are just a few examples—has been changing, reflecting changes in both the market and the marketer.

More important, perhaps, are the changes that are occurring in the second area I mentioned: how we say what we say. If advertising is to be memorable and persuasive—two key ingredients of any successful advertising campaign—then it must be relevant. It must be pertinent to the consumers' perceptions of and associations with that product or service. There is clear evidence that these perceptions and associations are changing.

Three years ago, a study in the Journal of Broadcasting found that in TV advertising, a preponderance of women were cast in decorative roles or as housewives and mothers. We're beginning to see some changes in programming and in commercials. A recent TV series featured a lady lawyer; another, a wife who works with her lawyer-husband. There are at least four successful TV series that feature women who are doing interesting, creative things and not portrayed as somewhat dim-witted homemakers. In advertising, there is a woman marine biologist extolling a breakfast drink, a lady hotel owner selling Cool Whip, wives participating in the decision to buy an automobile, lady mechanics displaying her expertise, women athletes discussing nutrition and good health and female teachers selling bank services. The negative appeals and stereotypes are killing, and that's vital. It is simply counterproductive for marketers to attempt to appeal to one who feels insulted.

The third advertising area I mentioned as being affected by the changing makeup of today's breadwinner is where we say what we say. With reference to the broadcasting media, the working woman views 27% less television than the nonworking woman, and over 53% of her TV viewing is in prime-time and late-night hours. She spends only 12% of those hours in daytime viewing, whereas the nonworking woman spends about twice that percentage in daytime viewing.

How can we reach the working woman with our financial service messages? Selectivity is the key: selective use of TV dayparts that place greater emphasis on prime time and late-night programming (Procter & Gamble now spends a greater portion of its budget in these segments to sell its household products); selective use of TV programs that are of special interest to women, such as women's tennis, women's golf and specials on women's health; selective use of radio—for example, in drive time, when suburban women are likely to be on their way to and from work.

In sum, the changing characteristics of the U.S. income-earner and our own attitudes have brought very real, very important changes, not only in where we advertise financial services, but in the subject content of that advertising and in the execution of that advertising. We can no longer afford the patronizing error of stereotyping a woman as a check-bouncing financial leet sheep.
GENE TUCK and the Channel 2 News Team

NOON
5:00 P.M. and 10:00 P.M.

"The Best and the Brightest"

Represented by MMT SALES, INC.
This week

April 20—FCC's new deadline for comments on commission's 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 21-23—Indiana Broadcasters Association spring meeting, Rodeway Inn Airport, Indianapolis.


April 22-23—Institute of Broadcasting Financial Management-Broadcast Credit Association quarterly board of directors meeting. Sheraton-Boston hotel, Boston.

April 22-24—Kansas Association of Broadcasters spring convention, New Hilton Inn, Wichita.


April 23-24—Region 8 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in Oklahoma and Texas. Austin, Tex.

April 23-24—New Mexico Broadcasters Association annual meeting, Hilton Inn, Albuquerque.


April 23-25—Women in Communications Inc. North-east regional meeting, Chatham Center, Pittsburgh.

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. Topics: Newsgathering, April 18-20, 1979. Sigma Delta Chi and WYPC-TV Cleveland; digital communications, Frank Davidoff, CBS-TV, New York; filmstrips and slides, Sid Becker, Allied Film Lab, Detroit; technical and production panel; 16 mm color film production, Robert Swanson, Swanson Productions, Milwaukee; film scratch techniques, Walter Hatzink, Bell & Howell, Chicago; video tape and motion picture distribution, Ed Swanson, Modern Talking Pictures, Chicago; animation production, Donald Shoesmaker, Harine Barbera Productions, Chicago-Hollywood, O'Hare Inn, Chicago.

April 24—Sigma Delta Chi Annual Distinguished Service Awards banquet. Rochester, N.Y.

April 24-25—Ohio AP Broadcasters spring meeting, Carrousel Inn, Columbus.


April 25-27—Canadian Association of Broadcasters annual meeting, Ottawa.

April 25-30—Annual Broadcast Industry Conference, sponsored by San Francisco State University, SFSU campus, San Francisco.

Also in April


April 29-30—Minnesota Broadcasters Association spring meeting, L'hotel Sofitel, Minneapolis.

April 29-30—Third annual Los Angeles Videotex exhibit, including sessions on the use of video, organized by the International Tape Association and the Western Educational Society for Telecommunications, Ambassador hotel, Los Angeles.


May 5-9—American Women in Radio and Television 25th annual national convention. Marriott hotel, Philadelphia. 1977 convention will be April 24-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.


May 10 -- FCC's new deadline for filing comments on proposed rulemaking to allow captioning of TV programs for the deaf using vertical blanking interval (Docket 207693). Replies are now due May 75, FCC, Washington.


May 11 -- Idearama, sponsored by Radio Advertising Bureau for salespeople, Hiltin Inn, Albuquerque, N.M.

May 11-14 -- Electro 76, Bicentennial convention of The Institute of Electrical and Electronics Engineers. Hythe Auditorium and the Sheraton-Boston hotel, Boston.


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


May 12-15 -- Pennsylvania Association of Broadcasters annual convention. Beach Beach hotel, Paradise Island, Nassau.

May 13 -- FCC's deadline for comments on proposed rule amendment to modify certain standards for cable TV systems (Docket 207665). Replies are due May 24, FCC, Washington.


May 13 -- Idearama, sponsored by Radio Advertising Bureau for salespeople, Holiday Inn, Airport, Moline, Ill.


May 17 -- FCC's deadline for comments on rule Association 12th annual convention. Forum 30 hotel, Springfield, Ill.

May 17 -- FCC's deadline for comments on rule amendment to recall broadcast stations and cable systems to notify opposing candidates of gifts of time to any other candidate within 72 hours prior to election day (Docket 20764). Replies are due May 27, FCC, Washington.

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

May 17 -- Emmy Awards presentation, carried live on ABC-TV (6-11 p.m.), from Century Plaza hotel, Los Angeles.


May 18 -- Idearama, sponsored by Radio Advertis-
IT'S NEWS!!!

The things you have been hearing are true. It's news, your station's news, that makes the difference between being first or out of the running in your market.

Well-executed local television news develops a warm, strong bond between the audience and the station which is essential to success, and it does it on a daily basis. And the feeling people have about the number one news station overflows into almost all the other areas of its programming. If you doubt this, just check how many stations are number one in total day share that don't lead in news—very few, and almost none in key markets.

We are the only company in our field with two former, major market news directors on our staff—both with masters degrees in journalism. They have successfully overcome the difficulties your news director has every day and can help him solve problems.

Through McHugh and Hoffman, Inc., you can also learn all there is to know about your news personalities, content and visual presentation, not just from observation but also from in-person research with your audience.

Later, based on this information and our combined experience, we make specific suggestions for improvement. We monitor your station and your competitors throughout the year and advise on how the objectives you set for news excellence can be maintained.

Contact...

M&H

Communications Consultants
7900 Westpark Drive
McLean, Virginia 22101
Area Code 703 796-3050

On Hylan on Schorr

Editor: William Hylan's March 29 letter criticizing Daniel Schorr's actions oversimplifies and distorts the actual situation. First, Mr. Schorr received a copy of the Intelligence Committee's report well before the House reversed itself and decided to keep it a secret. Second, it should be known that over 11,000 federal employees have the right to stamp a government document "secret"—including many who don't know a government secret if they trip over it, and many more who can and are influenced to classify a document "secret" not because it actually is, but because it is politically embarrassing. Additionally, it is common knowledge that such national security secrets are leaked regularly by the administration itself when its purposes are served by so doing.

Remember the Pentagon Papers? The government went to the Supreme Court to stop their release. It failed, they were released and all that happened was the Johnson administration was terribly embarrassed for being exposed publicly as liars. So much for national security, political style. —Richard J. Scholem, general manager, WOSM (AM) Huntington-WCTO (FM) Smithtown, both New York.

Editor: I was disturbed by William H. Hylan's letter (March 29) that reduced Daniel Schorr's actions to a simple matter because a majority of our elected officials decided the report was potentially damaging to our "national security." As we have seen in the past, decisions undertaken for reasons of "national security" have had nothing to do with "national security."

Furthermore, a majority decision does not necessarily mean that it is the correct one. Martin Luther King Jr. spoke of the difference between a just and unjust law; Henry David Thoreau and Leo Tolstoy wrote on civil disobedience; people refused to comply with the draft during the Vietnam War; and Daniel Schorr released a report that had been suppressed. All of these decisions ran counter to the majority and all of them were matters of
**Every picture tells a story**

**Editor:** With all the controversy about the First Amendment application or lack of application to news broadcasting, I found it interesting that the *Philadelphia Bulletin* ran a crummy record of issuing stamps noting mundane events and persons. But there’s obviously a dislike of our industry by the Postal Service as it has not issued a single stamp for any event or American person in broadcasting.

How about trading the $20,000 worth of ITU commemoratives for a broadcasting stamp next year? — Peter K. Onnigian, president, Jampoor Antenna Co., Sacramento, Calif.

**Barter starters**

**Editor:** I hope the people at DIR Broadcasting didn’t notice the item in “Closed Circuit” April 5 stating, “Bartering of entertainment series is about to start in radio.” It might get them to wondering just how their King Biscuit Flower Hour is getting played on about 200 stations every week. Not to mention the National Lampoon Radio Hour and Innerview (by other producers). — Eric Riback, sales manager, Progressive Radio Network, New York.

**Variety and the spicy life**

**Editor:** I read that the National Association of Broadcasters’ Bill Carlisle has taken a front over programming of soft-core porno on cable Channel J in New York (BROADCASTING, March 15).

I count 23 hours of cops and robbers in the first quarter of 1976’s prime-time schedule, with the balance predominantly moronic sitcoms and nonvariety shows.

I don’t deny anyone their Free-Flower Emergency or nonstop shows. However, Mr. Carlisle seems to be of the opinion that the only acceptable TV programming is that of which he approves.

It’s time for the networks to realize that the American public does not have a mental age of 12 and to offer substantial alternative programming. T.A.J. Pollack, chief engineer, Wbec-Fm Elmira, N.Y.

**PTV and ratings**

**Editor:** Judging by your March 8 article, “All’s fairly quiet on House oversight front,” Weta-Tv’s position regarding programming for minority audiences and the use of ratings has been misunderstood.

In an effort to broaden the audience for public television in Washington, we certainly do look at audience research. We look at ratings to make sure we have some audience for the programs we broadcast. If virtually no one is watching, whom are we serving?

We do schedule prime-time programs of interest to minorities and have a long list of public affairs and cultural offerings to prove it. But these programs have appeal beyond any specific racial group, and they attract a measurable audience. We are trying to serve minority audiences by presenting programs that they—and others—will really watch. To do otherwise is to provide no real service at all. And we need audience statistics to see if we are succeeding or not. — Fred Plamman, director of programming, Weta-TV, Washington.
WPHL-TV

Goes with the DifferenceMakers

Philadelphia

Television
Wussler picked to head CBS-TV as Wood leaves to make programs

He installs Daly in revived number-two spot and heads for L.A. to fill programing vacancies

Robert Wussler was named president of CBS-TV last week to replace Robert D. Wood, who resigned after seven years on the job to form his own West Coast production company. The move ended several weeks of intensifying speculation about imminent CBS-TV changes (“Closed Circuit,” April 5).

The change was officially announced on Sunday, April 11, after news of Mr. Wood’s resignation leaked. The principals appeared the next day in a combination news conference and closed-circuit report to affiliated stations, originating in New York.

Mr. Wussler’s first appointment—Robert A. Daly, CBS-TV business-affairs vice president, to be executive vice president, a post not used at CBS-TV in recent years—was announced on Tuesday, April 13. The new president also indicated he would act promptly to fill major West Coast programing vacancies and to select his successor as vice president for sports.

At the Monday closed-circuit conference, presided over by John A. Schneider, president of the CBS/Broadcast Group, Mr. Wood said, in response to questions, that ABC-TV’s recent ratings gains in prime time “are in no way associated with my leaving CBS. This whole thing has been gestating since last fall.”

Mr. Wood had his 51st birthday last Saturday, April 17. Mr. Wussler is 39.

After the formal questioning was over, Mr. Wood compared the pressure of the CBS-TV president’s job to “being pounded by the waves off Oahu. It can be exhilarating, but the question becomes: How many more can you take?”

Mr. Wussler said: “I have no mandate to go in and cut up the existing prime-time schedule” which was announced two weeks ago (Broadcasting, April 12). He said, however, that the schedule was “not locked in cement” and that there might be “a change or two before next September.”

In introducing Mr. Wussler to the CBS affiliates and to the assembled reporters, Mr. Schneider said Mr. Wussler is “cool under pressure, and he responds well to stress.” He cited as evidence Mr. Wussler’s 15-year record with CBS News, where he supervised, among other special events, the Apollo space flights and the Republican and Democratic national conventions in 1968 and in 1972.

Mr. Wussler’s “leadership skills” at CBS News, as Mr. Schneider put it, came to the fore when he was named vice president and general manager of CBS-owned WBEM-TV Chicago early in 1973.

Named vice president of sports in July of 1974, Mr. Wussler “brought flair, new kinds of drama and a new look to sports at CBS and to sports coverage in general,” according to Mr. Schneider.

The outgoing president, Bob Wood, will establish his production company on the West Coast, where he grew up and is still active in affairs of the University of Southern California, his alma mater. According to the terms of the deal, which was not spelled out in detail, CBS “will give me the financial underpinning necessary to launch a new enterprise,” Mr. Wood said. In return, CBS has an exclusive lock on everything Mr. Wood produces over the course of the four years beginning May 1. He has no specific projects in mind yet, although he said he won’t start with a situation comedy because “that’s such a difficult form to execute well. I’m not going to be so ambitious my first time out.”

Mr. Schneider said of the new CBS-TV president that “rarely, if ever, has any network been able to find in a single president the tremendous breadth of experience, youth, initiative, creative capacity and accomplishments which have characterized Bob Wussler’s career at CBS.”

Mr. Schneider also noted that the retiring president had headed CBS-TV during a period “when television was going through a challenging transition,” and that “Bob made a substantial contribution to CBS’s efforts to keep pace with these changes by encouraging innovative programing. At the same time he continued to maintain the network’s traditional position as the country’s largest advertising medium and the most popular source of entertainment.”

Referring to CBS’s involvement in Mr. Wood’s new production venture, Mr. Schneider said: “We take satisfaction in the knowledge that CBS will have the benefit of his talents for years to come.”

Mr. Wussler, in announcing Mr. Daly’s promotion to executive vice president, said that “Bob will participate with me in the tactical and strategic planning as we address ourselves to the short and long-term challenges. He will also remain responsible for the business-affairs department of

Changing of the guard: “We don’t have to change the towels, everybody” announced Jack Schneider (c), president of the CBS/Broadcast Group, to “affiliates out there in video-land” and the trade press as he introduced the new president of the CBS Television Network, RW for Robert Wussler (l), and bade farewell to the departing RW for Robert Wood. Mr. Wood’s decision to go into independent production, funded under a four-year, exclusive contract, was brought on by the “corrosive pressure” of the network presidency, which, Mr. Schneider testified, “two of us know and the man on my right is about to find out.” “We kind of grow our own,” Mr. Schneider said of Mr. Wussler, adding later that “CBS is a big, solid apparatus. It goes on.”

Broadcasting Apr 19 1976
Mr. Wussler said he would probably be in Hollywood this week working on, among other things, the selection of successors to Perry Lafferty and Frank Barton, who resigned a few weeks ago as CBS-TV's number-one and number-two programing men, respectively, on the West Coast [BROADCASTING, March 1].

Arriving Wussler and departing Wood: alike in their devotion to work

Both also came up through ranks at CBS; the new man is cited for his calmness under pressure

The outgoing and incoming presidents of the CBS-TV network share several qualities, not the least pertinent of which is a capacity for long hours of hard work under pressure.

Bob Wood, who left to form his own production company, and Bob Wussler, who succeeds him as head of CBS-TV, also have reputations for being unafraid to make the hard decisions and stick by them, for being their own men and, in a business where this is rare enough to remain newsworthy, for having made their marks while retaining all their friends. Both enjoy popular celebrity.

They also both rose through the CBS ranks, though by somewhat different routes. Mr. Wood was primarily in sales and station management (CBS-owned KNXT-TV Los Angeles) and then headed the CBS Television Stations division for two years before taking over the network presidency in 1969. Mr. Wussler was in CBS News for 15 years, then in station management for two (CBS-owned WBBM-TV Chicago) and since July 1974 has headed CBS-TV Sports.

Mr. Wussler, who is 39, was at Augusta, Ga., where CBS Sports was covering the Masters golf tournament when John Schneider, president of the CBS/Broadcast Group, called him on Saturday, April 10, to tell him he had been tapped for president of the network. CBS had not planned to announce it until last week, but after word of Mr. Wood's resignation leaked in the New York Times on Saturday, CBS made it official on Sunday and Mr. Wussler flew to New York from Augusta that afternoon.

He recalls the Saturday morning telephone conversation as going something like this:

Schneider: "How's the weather?"
Wussler: "Great."
S: "How's the golf?"
W: "We're just getting started."
S: "How'd you like to be president of the television network?"
W: "Love to."

Mr. Wussler says he was not completely taken by surprise: "I knew I was in the running. But I didn't know how many others were, too. So I didn't know what the morning line was—whether I was even money or what the odds were."

In the meantime, he had to sit on his news for 24 hours, because the announcement wasn't to be made till Sunday. He went out and had himself a stiff drink, oversaw the day's Masters coverage and that evening carried through with plans made much earlier for a cookout for some 150 CBS TV local people and guests, with himself as chief cook.

Last week he was getting settled in his new quarters, screening pilots, conferring, reading reports, telephoning, asking questions, trying to get details pinned down on a successor to himself in sports, seeking counsel on West Coast program vacancies, getting ready to fly to the Coast himself, boning up for the annual convention of CBS-TV affiliates in early May. It wasn't a week to do much casual TV viewing, but when he has time for it, he considers his tastes fairly broad. "I watch a lot of sports, of course, and a lot of news," he says. "I like movies and I also see a fair amount of mysteries, and *M*A*S*H* and the Mary Tyler Moore Show are the comedies I've seen more than the others."

Mr. Wussler is known to his colleagues as an imaginative man, full of ideas and energy and intensely competitive. He is also a candid man who has a fair appreciation of his own limitations and confident without bluster. "I think that I'm up to doing the job," he said when introduced to affiliates and newsmen at a closed-circuit presentation last Monday; "I hope that I'm up to doing the job. We expect to be number one. We are number one. We will remain number one."

His star has been rising at CBS for a long time, noticeably in recent months. Earlier this year there was persistent speculation that higher responsibilities were in store—specifically including the CBS-TV presidency if that should become available ("Closed Circuit," Feb. 2).

The new CBS-TV head is especially noted for his long work days. When he was vice president in charge of sports, his typical day in New York started at his office about 9:40 a.m., broke for a business lunch at 1 p.m., resumed at the office until around 7 p.m., then broke again for cocktails and dinner with friends or business associates, then resumed at the office again about 9:30 for a final round of mail, cassette viewing and telephoning until around midnight.

"Having him was like having a man and a half on the payroll," says Bob Wood, who hired him for the sports post (but who, in line with CBS policy, had no voice in choosing him—or anyone else—for his own successor).

Jack Schneider gave some insights into the Wussler make-up—and into the kind of man CBS wanted for the network presidency—at the combination closed circuit and news conference. The presidency "is a tough job and getting tougher," he said, and added:

"What we like to have is someone who's used to being cool under pressure and responds to stress very well. And we have seen that in Bob Wussler. I think any of you would recognize that handling an Apollo space shot, handling the conventions, be they in 1968 in Chicago or 1972 in Miami, handling election nights, all the special events that he's done—these were stressful, pressure-filled jobs that required an enormous amount of organization and leadership skills on his part."

He succeeded in those jobs for CBS, and so we tried something else with him. Let's test him again. We did him again, and he took over WBBM-TV in Chicago at a time when its fortunes were not really on the upswing. And he energized that station with personal leadership and an enormous amount of dedication and turned the fortunes of that station around in a very important way in a relatively short time.

"Following that, of course, he came to New York as head of sports. And you've seen the flair that Bob has brought to that. In new kinds of sports coverage that he's developed you've seen that he has a flair for the dramatic; and you've seen that he has the ability to revitalize an organization, and you've seen. I think, that he's given a new look to sports, not only to sports at CBS but a new look to sports coverage in general."

"He can stand pressure and he can get the tough job done. And these are the qualities we looked for in asking him to take over the television network."

Bob Wood, the man he's taking over from, is CBS-TV's eighth president in 25 years. His seven years in the job set a longevity record. In that time, in Mr. Schneider's words, he proved himself "as a first-rate business leader, as a superior broadcasting executive, as one who participated in the changes of television taste, and perhaps entertainment taste."

He has indeed presided over a lot of changes in programing, most notably that which followed his acceptance of All in the Family—which one network had already rejected.

Some CBS-TV affiliates recall the chill that overtook them when he told an affiliates convention of his plan to schedule "a program that talks about kikes and spades." But he also said he thought it would help expose the evil of bigotry, and he issued a warning that he would goad advertiser (in its first appearances, All in the Family was without sponsors). But
after that show "broke the crust," as he puts it, others started dealing with contemporary problems and contemporary themes, and programing was changed for sure, not only on CBS but on television generally.

Bob Wood also presided over the program changes that, as he has described them, "took the wrinkles off the face of the network" by dropping programs that were still popular but skewed heavily toward older audiences, replacing them with series aimed at younger viewers. And he did it all, friends recall, without dropping a stitch either in CBS-TV's over-all rating leadership or in its consistently high sales and presumably high profits.

He is also proud, he has told friends, of the specials CBS has presented under his presidency, most particularly The Autobiography of Miss Jane Pittman, the widely acclaimed story of a slave.

But he says the job was beginning to get "corrosive," a term used by Jack Schneider, who held it once himself.

"I wish the people who criticize television at the time they could have this job for a while," he said recently. "They'd see things differently. It's such a pounding—nobody knows what it's like unless he's done it, but it's a beating. It has moments of exhilaration, of course—but you don't have time to treasure the moments."

The idea of getting out came to him well over a year ago, he says, partly because of the "beating" that goes with the job, partly for other reasons. For one thing, he turned 50 a year ago—last Saturday (April 17) was his 51st birthday—and as that milestone approached he began to assess his life and career and to "wonder whether I shouldn't recycle myself," and make way for "a new face." There was also his love for southern California, where he grew up. "I love New York and I love CBS," he says, "but I'm not of the East."

So for the past year the idea of giving up the presidency has been taking shape, he says, and he's been actively cultivating it since last September. With final agreement with CBS on the new deal setting him up in his own production business for four years, developing exclusively for CBS, he says that—to use a favorite phrase—"if I were any happier, I'd be two people."

Mr. Wood has named his production firm the Nephi Production Co., after a town in Utah that he says lies "between Levan and Mona" and "is so small that the next sign after "Welcome to Nephi" is "Resume speed.""

His father was born in Nephi and as a boy, young Bob Wood visited his grandparents and fished and rode ponies there, and he says that in calling his company Nephi "I can recall some very great memories, embrace my dad and remind myself of humble—but respectable—beginnings."

He isn't talking about his financial arrangements but says he hopes to be at his desk at his new office in CBS's Studio Center in Hollywood by mid-May. He does say that if he gets a hit or two, he stands to make "an awful lot of money." And if he doesn't get a hit or two? "Then this will have been a pretty dumb move."

The return of Thomas Houser

The White House appears finally to have settled on its choice of a new director of the Office of Telecommunications Policy: Thomas J. Houser, a Chicago attorney who from January to October of 1971 was a member of the FCC. Mr. Houser declined comment on reports of his pending nomination by President Ford, but it is assumed announcement of the nomination will be made when Mr. Houser returns from a State Department-sponsored lecture tour in Eastern Europe early next month.

John Egger has been acting director of OTP since September 1974, when Clay T. Whitehead resigned. At one point, it appeared the job would go to another former FCC commissioner, Robert Wells, but citizen group opposition persuaded the administration to look elsewhere.

Mr. Houser, a well-connected Republican, was appointed to the FCC by President Nixon. He had been deputy director of the Peace Corps. His FCC tour was cut short because President Nixon had promised to name then-Congresswoman Charlotte Reid (R-III) to the Houser seat when her term expired in June 1971. While at the FCC, Mr. Houser earned a reputation as hardworking and knowledgeable. Some broadcasters who regarded him as pro-cable may not welcome his return.

Mr. Wiley rearranges his chess board at the FCC

Kinley, Hardy plans to resign trigger seven key appointments; chairman's stamp now almost total

FCC Chairman Richard E. Wiley, moving as quickly and quietly as the perpetrator of a South American coup, last week engineered a reshuffle of the commission's staff, the likes of which had not been seen at the commission in years.

When the dust had settled—on Wednesday morning—there were no new faces, only seven old faces in new jobs.

The reshuffle was made necessary by the decision of two mainstays of the commission staff—General Counsel Ashton R. Hardy and Cable Television Bureau Chief David Kinley—to leave government service.

To fill those gaps Chairman Wiley proposed, and the commission on Wednesday approved, the appointments of Werner K. Hartenberger, now deputy general counsel, as general counsel, and James R. Hobson, now chief of the Broadcast Bureau's renewal branch, as chief of the Cable Television Bureau.

Indeed, the reshuffle results in the commission's creation of a new top echelon of staff at the cable bureau: Jerold L. Jacobs, now assistant chief for management, moves up to deputy chief, and Albert J. Baxter, now legal assistant to Commissioner Benjamin L. Hooks and a former Cable Television Bureau staff member, fills the assistant chief's slot.

The deputy job became vacant with the transfer of J. Clay Smith, the highest-ranking black staff member, to the general counsel's office as associate general counsel.

And that job needed filling after the commission approved the chairman's recommendation that the incumbent, Roscoe E. Long, be named to the job of chief of the new Policy and Rules Division. The commission created that unit out of elements of the old Rules and Standards and Research and Education Divisions (BROADCASTING, April 5).

The machinery for the reshuffle was set in motion late in the afternoon of Friday, April 9, when Mr. Kinley, who had joined the commission in July 1973 as deputy chief of the bureau and was named chief the following May, informed Chairman Wiley of his desire to leave government service after seven years.

Mr. Kinley, a lawyer from Oxnard, Calif., had been an assistant to Robert
Finch, Secretary of Health, Education and Welfare (for whom he had worked when Mr. Finch was lieutenant governor of California) and later was a top aide to L. Patrick Gray III, when he was head of the Justice Department's civil division and later when he was acting director of the Federal Bureau of Investigation. Mr. Kinley joined the commission after Mr. Gray's nomination to be FBI director collapsed under the weight of the Watergate scandal.

The chairman, who abhors commission staff vacancies almost as much as nature does a vacuum, was determined to move quickly—and at the same time to fill the post of general counsel that he had known for some time would become empty during the summer. Mr. Hardy, a New Orleans lawyer who Chairman Wiley had known for years and had been persuaded to take the general counsel's job in May 1974, had told the chairman he planned to fill it only for two years.

At the same time, he decided to move on the Policy and Rules Division post. The result was the filling of not two but seven posts. (A deputy chief is expected to be named soon—John Taff, an engineer.)

Actually, one more staff job remains to be filled—that of renewal branch chief. In addition, Chairman Wiley and Commissioner Hooks are each down one staff assistant. But the vacancy in Commissioner Hook's office is to be filled by Clarence V. McKee, now deputy chief of the commission's industry equal employment opportunity unit.

Mr. Hardy will leave his commission post sometime in August, Mr. Kinley his on May 1. Neither has made any future plans, although Mr. Kinley said he had received a number of calls indicating interest in him. Mr. Hardy has not decided whether to return to New Orleans and a place with Jones, Walker, Wachtcher, Poin-tevent, Carrere & Denegre, or to practice law in the Washington area.

With Mr. Kinley leaving at the end of the month, Messrs. Hobson, Jacobs and Baxter will move into their jobs on an acting basis—all jobs subject to Civil Service Commission approval—on May 1. Messrs. Clay and Long will also move into their new jobs on an acting basis on that day.

The job reshuffle has enabled Chairman Wiley to put even more clearly then he has thus far his stamp on the commission staff. Although Mr. Kinley had gotten along well with Chairman Wiley and the

to page 23
nanced with money from Storer's sale of Storer Leasing to Delta Airlines for $30 million (BROADCASTING. Feb. 16). Sale would reduce number of shares outstanding by 14.2.

Employee associates of Eastman Radio Inc. rep firm completed $2.5 million buy-out of founder Robert E. Eastman with "mortgage burning dinner" in New York's Waldorf-Astoria April 7. Celebrants: Frank Boyle (l), president, William K. Burton (r), executive VP and Mr. Eastman. Most of company's 65 employees are stockholders.

Minneapolis Star and Tribune Co. has agreed to sell its 47% of WCCO-AM-FM-TV Minneapolis to MTC Properties Inc. for $1 million and MTC's 14.98% interest in paper. MTC currently owns 26.5% of stations, has also agreed to pay Ridder voting trust $1,760,000 for Ridder's 26.5% of the stations. LIN Broadcasting Corp. has offered to buy Ridder stock for $12 million, but MTC has right of first refusal (BROADCASTING, March 22). Transactions, if approved by FCC, will give MTC 100% ownership of three stations. MTC is holding company owned by descendents of W.J. and F.E. Murphy families who published Minneapolis Tribune from 1900 to 1940.

It will suffice if radio broadcasters have ordered new EBS equipment by April 15, date that is deadline for installation. Word came from meeting FCC Chairman Richard E. Wiley held with National Association of Broadcasters' small-market radio committee, which is opposing licensing of radio stations with more than 50 kW power.

Although ABC-TV's 12-hour Rich Man, Poor Man series leads pack with 23, CBS-TV inched into first place in prime-time Emmy award nominations tally. It has 110 to ABC's 109, NBC's 77 and public television's 58. Lee Grant, whose Pay series was early casualty on NBC has chance to add best actress in comedy award to Oscar she won few weeks ago. Similarly, CBS canceled Anne Meara's Kate McShane and Brenda Vaccaro's Sara but both are up for best actress in dramatic series honors. Prime-time Emmys will be broadcast on ABC May 17 (9-11 p.m. N.YT). daytime Emmys on CBS-TV May 11 (3-4:30 p.m. N.YT).

Chairman Leonard Goldenson and President Elton Rule of ABC Inc. received contract salaries of $200,000 and $175,000, respectively, in 1975, but received nothing from company's employees' incentive compensation plan, which pays extra for superior corporate financial results and in record-setting 1974 added $382,000 to Mr. Goldenson's take and $350,000 to Mr. Rule's (BROADCASTING. April 28, 1975). Salaries for 1975, financially sub-par year for ABC, were reported in proxy statement distributed Friday (April 18) in preparation for annual meeting May 18 in New York. Walter A. Schwartz, now president of Blair TV Stations Division, received $73,482 as president of ABC Leisure Group I until departure Sept. 1 and subsequently was paid $200,000 in termination. Other salaries, for full year, included: Everett H. Erlick, senior VP and general counsel, ABC Inc., $109,900; Frederick S. Pierce, president, ABC Television, $110,000; I. Martin Pompadur, VP and assistant to president and president of ABC Leisure Group I, $109,808.

Saturday (April 17) was last official day at CBS for Richard W. Jencks, Washington vice president succeeded last year by Bill Leonard, former senior VP for news. Mr. Jencks's retirement will take him first to San Diego State University for eight-month tenure in "distinguished lecturer's chair" on communications. He and wife, Mary, are selling Washington home, have purchased residence in Stinson Beach, Calif., north of San Francisco. Mr. Jencks has been named chairman of public media panel of National Endowment for the Humanities, duty that will take him to Washington four times yearly.

Rev. Gerald L.K. Smith, 78, right-wing Arkansas preacher known for broadcast opposition to Franklin D. Roosevelt, died April 15 in Glendale, Calif., of complications following pneumonia. Mr. Smith, self-styled heir to Huey Long's share-the-wealth plan, delivered such inflammatory addresses that, after one such talk in 1936 at W ATV (New Orleans, three men broke into studio and attacked him. Mr. Smith founded Christian Nationalist Crusade, strident anticommunist organization that was active in all media prior to World War II.

mission, he had been brought to the commission by former Chairman Dean Burch. Mr. Hobson, who joined the commission in 1971 as a member of the general counsel's office, had been a special assistant to Chairman Wiley before being named chief of the renewal branch in 1974. The shift of a Broadcast Bureau branch chief to the top job at the Cable Television Bureau probably occasioned the most surprise. However, Chairman Wiley places stress on management ability and the renewal branch during Mr. Hobson's tenure has made an impressive record in reducing backlogs of license renewal applications. What's more, he is not completely green in cable television matters. Both in his tour as a lawyer in the general counsel's office and as a special assistant to the chairman, Mr. Hobson was involved in cable television matters. "So I'm less of a neophyte than might be supposed," he said.

Mr. Hobson is not the only new appointee with strong ties to the chairman.

Mr. Hartenberg, who joined the commission in 1970, was a member of the general counsel's staff when Chairman Wiley was general counsel, served him as his legal assistant when he was a commissioner and later chairman, then was recommended by him for two other key posts—chief of the Office of Plans and Policy and deputy general counsel. (Mr. Hartenberg probably has more academic degrees than most others at the commission—B.A. and M.A. in broadcasting and speech, and a Ph.D and J.D., all from Wayne State University, in Detroit.)

Mr. Secrest joined the general counsel's office in 1972, then moved up to the chairman's office in 1974 as legal assistant. He was named administrative assistant in January.

Mr. Long, who had known Mr. Wiley through their activities in the American Bar Association, was recruited by him for the general counsel's office in 1971. He later became legal assistant to Commissioner Charlotte T. Reid before moving into the associate general counsel's job last year (BROADCASTING. Feb. 17, 1975).

Mr. Smith was one of the first individuals Chairman Wiley recommended for a major appointment after he became chairman two years ago. He had joined the FCC as deputy chief of the Cable Television Bureau in June 1974, and had been an associate of the Washington, D.C., law firm of Arent, Fox, Kintner, Plotkin & Kahn.

Only Messrs. Jacobs and Baxter appear to have moved outside the Wiley circle. Mr. Jacobs joined the Cable Bureau in the days when it was still a task force, in 1968, and moved up through the ranks over the years. Before being named assistant chief of the bureau, he was assistant chief of the Certificates and Compliance Division. Mr. Baxter joined the commission in 1966 and served in the Safety and Special Radio Service Bureau, then, in 1970, the Cable Television Bureau before joining commissioner Hook's staff in October 1972.
buy better protection.

"The Rookies" are ready for future assignment to local markets. This Spelling/Goldberg production, with four ABC years under its belt, is the kind of compelling police adventure that keeps young viewers watching your station. Call now.

"The Rookies" from Viacom

Pre-sold in markets including New York and Los Angeles.
Reinterpretation of equal time passes first court challenge

Three-judge panel votes 2 to 1 to uphold FCC in its decision to allow coverage of candidate news conferences and debates; If Congress isn't happy with it, majority says, it can change it

The U.S. Court of Appeals in Washington described the case as concerning "perhaps the most important interpretation of the equal time provision of the Communications Act" in the past decade, then went on to validate the substantial discretionary authority the FCC has given broadcasters in dealing with debates and news conferences involving political candidates.

Those events, the commission said last September, are exempt from the equal time law if they are covered live and in their entirety, if the broadcaster makes a good faith judgment that they constitute "bona fide news events" and if there is no evidence of broadcaster favoritism (BROADCASTING, Sept. 22, 1975).

The ruling reversed interpretations of the law the commission had written more than 10 years earlier—interpretations which held that the exemptions the Congress had written into the law in 1959, including specifically one for "bona fide news events" did not cover debates and news conferences.

But the court's opinion was less than a ringing endorsement of the commission's action. It split, 2 to 1, with Judge Edward A. Tamm writing the majority opinion for himself and Judge Malcolm R. Wilkey. They held that their reading of the legislative history of the 1959 amendments was "inconclusive" but revealed "much support for the commission's new interpretation." Under those circumstances, Judge Tamm wrote, "We are obligated to defer to the commission's interpretation, even if it is not the only interpretation possible."

Judge Tamm also indicated—though "only in passing"—that the case is not one for which the court has much appetite. It involves "issues in an intensely political area which this court enters with great reluctance," Judge Tamm wrote. "It is the job of the commission in the exercising of its delegated authority, and ultimately of Congress, to make these kinds of front-line determinations."

But in declaring it found no reason for disturbing the commission's decision, Judge Tamm disavowed for the court any claim to infallibility: "We take comfort in the realization that Congress may correct the commission if it has misinterpreted congressional intent or overstepped the bounds of discretion."

Although key members of the Senate and House had lashed out angrily at the commission for allegedly "usurping" the power of Congress in exempting political news conferences and debates from the reach of equal time, it is unlikely that Congress would act in response to the court's decision. Representative Torbert H. Macdonald (D-Mass.), chairman of the House Communications Subcommittee, one of those who had objected, has resigned his chairmanship and is retiring from Congress because of ill health (BROADCASTING, April 12). And Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, who is also retiring from Congress at the end of the present term, last week seemed ready to accept the court's opinion, although, he said, he still opposes the exemption for news conferences.

The third member of the panel, Judge J. Skelly Wright, had no doubt the commission and the court majority had erred. In a 67-page dissenting opinion—30 pages longer than the majority opinion—Judge Wright held that the legislative history was clear and that it did not support the commission's position.

Furthermore, Judge Wright said the commission was right, in 1964, in originally holding that candidate news conferences were not exempt when it said, "If we were to construe [the bona fide news event exemption] as encompassing all coverage of a candidate deemed newsworthy by the licensee, it would mean that the equal-time requirement of Section 315, in effect, had been repealed..."

The legislative history was not the only issue in the case. The appellants—the Democratic National Committee and Representative Shirley Chisholm (D-N.Y.) and the National Organization for Women—had also attacked the commission's position before a three-judge panel whose understanding of Congress's failure to overturn the commission's original interpretations indicated support for them, and that if the commission felt new interpretations were in order, it should have acted through the rulemaking machinery instead of making an administrative decision.

Judge Wright agreed in part on both points. But Judge Tamm, in his majority opinion, said that Congress's failure to overrule the earlier interpretations is not significant, that the failure should be viewed against Congress's decision to permit the commission to decide which events should qualify for the news-coverage exemptions. And as for the procedural issue, Judge Tamm said nothing would have been gained by following the formalities of a rulemaking process when the commission already had received comments from the DNC, Representative Chisholm and NOW before issuing its ruling.

The three-judge panel's decision will not be the last word on the subject. Marcus Cohn, who is representing the DNC, said it would ask the full nine-member appeals court bench to rehear the case. He said that decision was reached on Tuesday in a meeting he had with Robert Strauss, chairman of the DNC, and Sheldon Cohen, its general counsel.

Harvey Shulman, of the Media Access Project, the public interest law firm representing Representative Chisholm and NOW, said he was consulting with his clients on whether to pursue the matter. He indicated he felt the fight should be continued.

The DNC is concerned over what it feels is the advantage the exemption for news conferences will give President Ford, assuming he is the candidate the Democratic presidential nominee will oppose in November. The DNC points out that if an incumbent President who is seeking re-election calls a news conference, he benefits politically as a candidate.

The Chisholm-NOW opposition grows out of the conviction that the debates ruling, at least, adversely affects the equal-time rights of minority- and fringe-party candidates. The "middle-of-the-road" major parties, the Chisholm-NOW appeal contends, are assured of an advantage in obtaining free air time.

The commission reversed itself on the equal-time questions in responding to a petition by the Aspen Institute Program in Communication and Society and CBS. Aspen contended that the commission had erred in two rulings it issued in 1962 that political debates were not exempt from the equal-time law under the 1959 amendments; Aspen's petition grew out of a year-long project designed "to make the Biennial a model political broadcast year."

CBS (which was concerned solely with presidential news conferences; the commission made its ruling applicable to all candidates) filed its petition on July 15, 1975, noting that since President Ford had announced his candidacy for the Republican presidential nomination a week earlier, stations that carried broadcasts of any of his news conferences in the next 15 months (assuming his nomination) could be subject to equal-time demands. As a result, CBS said, broadcast of the news conferences would not be feasible. It said its view that news conferences were exempt from the law was consistent with congressional intent, in 1959 "to ensure the free flow of vital news to the public and provide 'latitude for the exer-
Test of strength almost diverts Van Deerlin bid for chairmanship

Staggers tries to name Murphy for balance of this Congress, but parliamentary maneuver heads off his effort

For one brief, confused moment last week it looked as if Representative John Murphy (D-N.J.) might be able to fill the chair of the House Communications Subcommittee the rest of this year. Representative Lionel Van Deerlin (D-Calif.), according to the plan of Harley Staggers (D-W.Va.), chairman of the parent Commerce Committee, would wait until next year before making his bid for the job. But internal politicking dashed Mr. Staggers's design, and Mr. Van Deerlin's election now appears imminent—perhaps within two weeks.

Mr. Van Deerlin's accession to the chair of the Communications Subcommittee was urged by the man leaving it, Representative Torbert Macdonald (D-Mass.), who gave word two weeks ago that because of poor health he is resigning the post April 26 (BROADCASTING, April 12). In his formal notice to Mr. Staggers, Mr. Macdonald urged that a caucus of the Democrats on the committee be called to name a new head.

With that history, Commerce Committee members and staff alike were puzzled, and some were angered, when Mr. Staggers instead circulated notice last week that the Communications Subcommittee would hold hearings April 27 and 28 on two FCC-drafted bills—with John Murphy, ranking Democrat on the subcommittee under Mr. Macdonald, acting as chairman.

In an interview Wednesday morning, Representative Staggers indicated the subcommittee would continue the remainder of this session under the acting chairmanship of Mr. Murphy. He said Representative Van Deerlin had agreed to withhold his bid for the chairmanship of the subcommittee until the first of next year. Mr. Van Deerlin currently is chairman of the Consumer Protection and Finance Subcommittee.

But there was an immediate backlash to the Staggers hearing announcement. It set the wheels in motion for Mr. Van Deerlin's election to the top communications spot now. Mr. Macdonald was the wheel man; late Wednesday he triggered the mechanism provided in Democratic Caucus rules that permits the committee Democrats to run around the chairman if he appears to be dragging his feet. Although sick at home, Mr. Macdonald had circulated through his staff lieutenants a call for caucus to select a new subcommittee chairman. He collected the requisite 10 signatures, and by Thursday morning, Mr. Staggers responded by postponing his hearing notice and scheduling a caucus for April 27. It was presumed that by the end of that caucus, Lionel Van Deerlin will be the chairman of the Communications Subcommittee.

If Mr. Staggers had a reason for wanting to postpone picking a permanent chairman he was unwilling to state. He had been reached again late Wednesday at his home in West Virginia, about the same time signatures were being collected on the Macdonald petition and gave signs then of bending. He gave no indication if he knew of the petition, but said he would not fight the committee Democrats if they wanted a caucus.

The reaction of Mr. Macdonald and others, notably Representative John Moss (D-Calif.), recalled the bitter power struggles within the committee in drafting new rules last year at the start of the 94th Congress. Back in January and February of 1975, a reform movement in the committee, led by Representatives Moss and John Dingell (D-Mich.) and buttressed by a clique of nine newly elected Democrats, wrestled from Mr. Staggers many of the powers for years vested solely in the chairman, including the right to select subcommittee chairmen, and ceded them to the Democratic caucus.

Some in the same group of reformers last week saw Mr. Staggers's call for Communications hearings and his lack of initiative in calling a caucus as a flouting of the new rules. Said Representative Moss, "I don't intend to see them [the rules] erode through lack of attention."

Mr. Moss said that under the rules, only a subcommittee chairman can call a hearing and then only after consulting other subcommittee chairmen on the committee to make sure the proposed hearing date does not conflict with other plans. He said Mr. Staggers did not consult him—Mr. Moss is chairman of the Oversight and Investigations Subcommittee—and in fact that Mr. Staggers had no authority to call the hearing at all. That job he said, still rests with Mr. Macdonald as long as he is still subcommittee chairman.

In reply, Mr. Staggers said that he as full committee chairman does not need to consult any subcommittee chairmen. He added that he thought it necessary to call a hearing because the subcommittee "is far behind ... We need to get out the license bill for radio and TV, we need cable hearings, and two or three others."

Mr. Moss also said that Mr. Staggers is bound by the rules, in the event of a vacancy in a subcommittee chairmanship, to call a caucus to fill it. He said he is not a partisan for Mr. Van Deerlin: "I don't..."
WE'VE GOT THE NUMBER 1 WEEKEND SPORTS SERIES.
AND THE NUMBER 2, 3, 4, 5, 6 AND 7.
(And that's not even counting The Winter Olympics.)

During the first quarter of 1976, ABC Sports had the top seven shows of all seventeen weekend sports series on network television. Each of these seven winners attracted more viewers than any sports series presented by the other networks.

ABC Sports commands the number one spot for some very good reasons. There's ABC's unique coverage — up close and personal — that grips audiences with the human as well as the physical drama of sports. It's the kind of coverage that ABC provided during The Winter Olympics, prompting rave reviews like "ABC deserves a Gold Medal, too" from the Kansas City Star; "Olympic coverage best televised sports ever" from the Chicago Sun-Times; and "A shiny Gold Medal to ABC for Winter Olympics Telecasts" from the Philadelphia Inquirer.

This year ABC Sports is continuing its leadership with exciting, exclusive coverage of: Monday Night Major League Baseball, the American and National League Championship Playoffs, the All-Star Game, the Muhammad Ali-Jimmy Young Heavyweight Championship Bout, the Kentucky Derby, the Indianapolis "500", and the U.S. Open. To top it all off, there'll be two weeks of The Summer Olympics presented in prime time — presented in the way that made The Winter Olympics on ABC an event to remember.

ABC SPORTS
RECOGNIZED AROUND THE WORLD AS THE LEADER IN SPORTS TELEVISION.
<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>NETWORK</th>
<th>RANKING</th>
<th>AA RATING</th>
<th>AA HOMES (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC's Sunday Wide World of Sports</td>
<td>abc</td>
<td>1</td>
<td>14.1</td>
<td>9,810</td>
</tr>
<tr>
<td>ABC’s Saturday Wide World of Sports</td>
<td>abc</td>
<td>2</td>
<td>13.2</td>
<td>9,190</td>
</tr>
<tr>
<td>ABC’s Championship Auto Racing</td>
<td>abc</td>
<td>3</td>
<td>11.1</td>
<td>7,730</td>
</tr>
<tr>
<td>ABC Golf Tournaments</td>
<td>abc</td>
<td>4</td>
<td>10.7</td>
<td>7,450</td>
</tr>
<tr>
<td>ABC’s The American Sportsman</td>
<td>abc</td>
<td>5</td>
<td>10.7</td>
<td>7,450</td>
</tr>
<tr>
<td>The Superstars</td>
<td>abc</td>
<td>6</td>
<td>10.6</td>
<td>7,380</td>
</tr>
<tr>
<td>ABC Pro Bowlers Tour</td>
<td>abc</td>
<td>7</td>
<td>8.6</td>
<td>5,990</td>
</tr>
<tr>
<td>Sports Program</td>
<td>X</td>
<td>8</td>
<td>8.1</td>
<td>5,640</td>
</tr>
<tr>
<td>Sports Program</td>
<td>Y</td>
<td>9</td>
<td>7.6</td>
<td>5,290</td>
</tr>
<tr>
<td>Sports Program</td>
<td>Y</td>
<td>10</td>
<td>7.3</td>
<td>5,080</td>
</tr>
<tr>
<td>Sports Program</td>
<td>X</td>
<td>11</td>
<td>7.2</td>
<td>5,010</td>
</tr>
<tr>
<td>Sports Program</td>
<td>X</td>
<td>12</td>
<td>6.4</td>
<td>4,450</td>
</tr>
<tr>
<td>Sports Program</td>
<td>X</td>
<td>13</td>
<td>6.3</td>
<td>4,380</td>
</tr>
<tr>
<td>Sports Program</td>
<td>X</td>
<td>14</td>
<td>5.5</td>
<td>3,830</td>
</tr>
<tr>
<td>Sports Program</td>
<td>X</td>
<td>15</td>
<td>5.4</td>
<td>3,760</td>
</tr>
<tr>
<td>Sports Program</td>
<td>Y</td>
<td>16</td>
<td>3.3</td>
<td>2,300</td>
</tr>
<tr>
<td>Sports Program</td>
<td>Y</td>
<td>17</td>
<td>3.3</td>
<td>2,300</td>
</tr>
</tbody>
</table>

Source: NTI Reports—January 1, 1976-March 28, 1976. Average Audience Households, all regularly scheduled weekend and selected special sports series. Data subject to qualifications which will be supplied on request.
really care who is chairman of the Communications Subcommittee. I’m not being righteous. It’s just that that is the law.

“I’ll say this too, and I don’t care if you quote me,” Mr. Moss said. “If I were chairman and I received a letter from a colleague as respectfully worded as Mr. Macdonald’s letter of resignation, I would feel honor-bound to convene a caucus to pick a new chairman. Anything else is very shabby treatment, and I don’t like it.”

Mr. Moss said if no one else would, he would “certainly” initiate a call for a caucus. But in the end, the call did not come from a Staggers detractor. Rather it came from Mr. Macdonald, who often sided with Mr. Staggers during the 1975 rules disputes.

Mr. Van Deering became one of the signatories to the call for caucus last week, although he tried assiduously to remain aloof from the fray. He said he signed because the committee rules command a caucus. But “frankly, I don’t give a damn if I’m chairman now or next year,” he said. He noted that with the presidential nominating conventions nearing, and a thicket of appropriations measures being made ready for what promise to become marathon floor debates, and then congressional elections in the fall, time is too short anyway to complete any major legislative measures this year.

The two bills Mr. Staggers had in mind for hearings—one to authorize the FCC to fine cable operators for rule violations, the other to permit broadcast translators to originate programming—are back on hold until a new chairman takes over. Mr. Van Deering said two weeks ago that the start of hearings on cable TV regulation would be the “first and urgent” agenda item this year. The subcommittee staff is within a month of completing a draft of cable legislation to implement the recommendations of the massive study it released late in January. (Broadcasting, Feb. 2).

Announced

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

- **KAMC(FM)** Arlington, Texas: Sold by Radio Arlington Inc. to Jimmy Swaggart Evangelistic Association for $750,000. Seller is owned by J.D. Osburn who also has 50% interest in KYKX(FM) Longview, Texas. Jimmy Lee Swaggart is president of buyer, nonprofit, nonstock corporation that owns WLUX(AM) Baton Rouge; KGOY-FM and 20% of KGOY(AM) Bethany, Oklahoma; holds construction permit for new FM in Amarillo, Texas, and has bought, subject to FCC approval, **WVIX(AM)** Pensacola, Florida. (see below). KAMC is on 94.9 mhz with 100 kw and antenna 670 feet above average terrain. Broker: Chapman Associates.

- **WMBG(AM)-WBCI(AM)** Williamsburg, Virginia: Sold by Williamsburg Broadcasting Co. to Colonial Broadcasters for $300,000. Seller is owned by William E. Allan Jr. family, and Mr. Allan will have 10% interest in buyer. Principal in buyer is Donald M. Bentley (50%) who is present general manager of stations. Remaining interest is equally divided among four local business and professional men. WMBG is 500 w daytimer on 740 khz. WBCI is on 96.5 mhz with 50 kw and antenna 430 feet above average terrain.

- **WCSR-AM-FM** Hillsdale, Michigan: Sold by Flynn Enterprises Inc. to WCSR Inc. for $310,000. Seller is owned by Fahey J. Flynn, news anchor, and WLS-TV Chicago, who has no other broadcast interests, but whose wife, Mary, has minority interest in KTV-TV Sioux City, Iowa. Principal in buyer is Anthony F. Flynn, brother of seller and present vice president and general manager of stations. WCSR is on 1340 khz with 500 w daytimer, 250 w nighttime. WCSR-FM is on 92.1 mhz with 3 kw and antenna 240 feet above average terrain.

- **KKAM(AM)** Pueblo, Colorado: Sold by KKAM Inc. to Heptarchy Inc. for $285,000. Seller is owned by Thomas T. Farley and W. Brent Kelly who have no other broadcast interests. Principals in buyer are Ric Thom, John Graham Finley, David Sevieri, Leon Peterson, and Ray Moran. Mr. Moran has interests in KTEZ(FM) Lubbock, Texas, and KRZY(AM) Albuquerque, N.M., Messers. Thom, Sevieri and Peterson work at KRZY, and Mr. Finley is Albuquerque attorney. KKAM is on 1350 khz with 5 kw daytimer, 1 kw nighttime. Broker: Doubleday Media.

Approved

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

- **KMEO-AM-FM** Phoenix: Sold by Southwest Horizons Inc. to B&D Broadcasting Inc. for $900,000 plus $600,000 non-competition covenant. Seller, subsidiary of Media Horizons Inc., is licensee of WONY(AM)-WMFM(AM) Newburgh, New York, and has sold KRODAM-KRDE(AM) El Paso, Texas, and KDEF(AM) Albuquerque, N.M. (Broadcasting, April 12). Principals in buyer are Bruce M. and Joan Dodge and Gail Beauchamp. Mr. Dodge is board chairman of Tinker, Dodge & Delano, New York advertising agency, and Mrs. Beauchamp is vice president of same firm. Mrs. Beauchamp’s husband, Jack, is vice president, general manager of WGB-A TV Baltimore. KMEO(AM) is 1 kw daytimer on 740 khz. KMEO-FM is on 96.9 mhz with 100 kw and antenna 1,560 feet above average terrain.

- **KERN(AM)** Shelby, Montana: 66.7% of Tri-County Radio Corp. sold by John J. Lyon...
to Jerry W. Black for $560,000. Mr. Lyon retains 19.7% and has no other broadcast interests. Remaining stock is owned by local residents. Mr. Black is KSEN station manager. KSEN is 5 kw daytimer at 1150 khz.

- **KFIG(FM) Fresno, Calif:** Sold by Universal Broadcasting Co. to Kadota Wireless Co. for $372,500 plus $152,500 in liabilities. Seller is equally owned by George Marulian, B. Floyd Farr and George D. Snell who also have interests in KCVR(AM)-KWIN(FM) Lodi and KEE,N(AM)-KBA,Y(FM) San Jose, both California, and KAHU(AM) and construction permit for KULA(FM) Waipahu, Hawaii. Principals in buyer are James M. Bennan (23.8%), KQQK-FM Los Angeles account executive; Stephen G. Courtneay (23.8%) vice president and sales-manager, Metro Radio Sales, Los Angeles; William M. Holmberg (14.4%), KBAY(FM) San Francisco sales manager, and J. Patrick Lannan Jr. (23.8%), with no other broadcast interests. KFIG is on 101.1 mhz with 50 kw and antenna 310 feet above average terrain.

- **Other sales approved by the FCC last week include:** WTRAM-FM Greensburg, Ind.; WCQ-R-AM-FM Clare, Mich.; WCGR(AM)-WFLC(FM) Camandaigua, N.Y.; WUPR-FM Lihue, P.R.; KVLG-FM La Grange, Tex. (see page 60).

---

**FCC questions worth of ex parte list, fears hamstringing precedent**

However, commission complies with court order to provide rundown of contacts during pay cable proceeding

The list was “fragmentary” and “incomplete,” based on “suspicion” and “recollection,” yet, together with some related documents, it filed a report the size of a small city’s telephone directory. That was the half-inch thick jacket the FCC sent last week to the U.S. Court of Appeals in Washington, in response to its order to supplement the record in the pay cable case with “a list of all of the ex parte presentations” members and staff received, along with the details of each (Broadcasting, April 5).

The list contained no major surprises. (One minor one was the appearance of the names of Italian movie star Gina Lollobrigida and the black American actor Sidney Poitier on the list supplied by Commissioner Benjamin L. Hooks. They visited the commissioner at different times in the company of Jack Valenti, president of the Motion Picture Association of America.) The names are those of individuals representing the affected interests—those from cable, pay cable, motion pictures and sports, who sought a relaxation of the rules, and those from broadcasting, who urged the commission to maintain the rules as they were or tighten them.

From July 1972, when the rulemaking began, until October 1973, when it was finally concluded, with the commission denying petitions for reconsideration, the emissaries called on members of the commission, their legal assistants and members of the Cable Television and Broadcast Bureau staffs as well as of the general counsel’s office.

They came in response to a kind of official open door policy, an invitation to discuss the issues involved in the proceeding. And although no official count is available or even possible—the records of the visits were not that good—it would appear those seeking relaxation of the rules took greater advantage of the invitation than did broadcasters.

But there is no way of judging quality or effectiveness. Commissioner Glen O. Robinson, who kept a log of all visits and engagements with interested parties, was the only commissioner supplying as much as a capsule review of the conversations. He also recorded not only the date of each of the 14 contacts he had but the time of day, as well.

The person apparently receiving the greatest amount of attention was William Johnson, who as chief of the Cable Television Bureau’s policy review and development division, had a major role in drafting the pay cable rules. He listed more than 70 contacts. In addition, he reported the receipt of scores of communications, reports and other papers from interested parties, as well as participation in various industry affairs as a member of panel discussions on pay cable. What’s more, he received around 100 letters from members of Congress, most of them passing on letters from constituents.

The names of the individuals who called on commissioners and staff, sometimes talking to them over lunch or dinner, were among those expected to perform those duties. There were Richard Jencks, who during the period under review was CBS Washington vice president; Arthur Taylor, CBS president; David Foster, then president of the National Cable Television Association; Eugene Cowan and Everett H. Erlick, of ABC; Peter Kenney and Howard Monderer of NBC, Mr. Valenti; Ralph Broach of Viacom; Jay Ricks, of Hogan & Hartson, who represents cable and pay cable interests; Barry Zorthian of Time Inc.; Theodore Pierson Jr., Pierson, Ball & Dowd, who is counsel to Home Box Office; Phil Hochberg, of O’Conner & Hannon, counsel for the National Hockey League; Bowie Kuhn, Commissioner of Baseball; Don Anderson and Stuart Feldstein, of NCTA, Donald Ziefang, John...
FEBRUARY SWEEP RATINGS - the CROSS-WITS IS A WINNER!

TAMPA — ST. PETERSBURG
(4 Station Market)
WTVT-TV (M-F 7:30-8:00 PM)

#1 Total Metro and ADI Rating and Share
#1 Total Homes
#1 Total Women
#1 Total Women 18-49
Against checkerboard programming,
another strip game show and
a situation comedy strip
50% more Women 18-49 than closest competing station
ADI Rating 21 Share 35*

*Source: ARB, Feb., 1976

Hosted by JACK CLARK With top Hollywood Celebrities and Contestants Competing to Solve the Puzzle

Produced by RALPH EDWARDS
In Association With METROMEDIA, INC.

Call, Write or Wire While "The Cross Wits" is Still Available in Your Market

METROMEDIA PRODUCERS CORPORATION
485 LEXINGTON AVENUE, NEW YORK, N.Y. 10017 • (212) 682-9100 • CABLE METROEAST
WILKES-BARRE — SCRANTON
(3 Station Market)
WBRE-TV (M-F 7:00-7:30 PM)
#1 Metro and DMA Rating and Share
#1 Total Households
#1 Total Adults
#1 Total Women
#1 Total Women 18-49
#1 Total Women 25-54
#1 Total Men
#1 Total Men 18-49
#1 Total Men 25-54
More Women 18-49 than other 2 stations combined*
*Source: NSI, Feb., 1976

SEATTLE — TACOMA
(4 Station Market)
KING-TV (M-F 10-10:30 AM)
#1 Metro and DMA Rating and Share
#1 Total Households
#1 Total Adults
#1 Total Women
#1 Total Women 18-49
#1 Total Women 25-54
More Total Women than the other two network affiliates combined*
*Source: NSI, Feb., 1976

NEW YORK
WNEX-TV (M-F 8:00-8:30 PM)
Among independent stations
#1 in:
#1 DMA Rating
#1 DMA Share
#1 Total Adults
#1 Total Women
#1 Total Women 18-49*
*Source: NSI, Feb., 1976

DAYTON
(3 Station Market)
WHO-FO (M-F 7:00-7:30 PM)
#1 Both Nights:
#1 Metro and DMA Rating and Share
#1 Total Households
#1 Total Adults
#1 Total Women
#1 Total Women 18-49
#1 Total Men
#1 Total Men 18-49
On Friday More Total Households and Adult than other stations combined*
*Source: NSI, Feb., 1976

RICHMOND — PETERSBURG
(3 Station Market)
WXEX-TV (M-F 7:00-7:30 PM)
#1 Women 18-49
#1 Women 25-54
93% Increase over lead-in of Total Adults
Metro Rating 19
Metro Share 31*
*Source: NSI, Feb., 1976

PORTLAND, MAINE
(3 Station Market)
WGAT-TE (M-F 1:00-1:30 PM)
#1 Metro Rating and Share*
Metro Rating 10 Metro Share 42
*Source: ARB, Feb., 1976
Church says networks deny reasonable access to air

Presidential candidate, turned down by all three in effort to buy time in 30-minute blocks, takes his case to the FCC; says political candidates are put in 'slogan-ridden forum' of tooth whiteners, clothes brighteners

The Church for President Committee, representing presidential contender Sen. Frank Church (D-Iowa), last week filed a petition with the FCC asking for a declaratory ruling that the three networks’ refusal to sell Mr. Church more than five minutes of prime time violates the spirit and letter of the reasonable access provisions of the Communications Act.

The senator’s request for 30 minutes of prime time, like that given by NBC to Republican Ronald Reagan three weeks ago, has been rejected all around. A spokesman said specifically that CBS refused to give more than five minutes, the same as it did Mr. Reagan. NBC held out the possibility of giving the candidate 30 minutes on its owned-and-operated stations, but the candidate’s committee rejected it. “We’re not running in Chicago or Washington,” he said.

A commercial of five minutes or less, he said, “shows the technical ability of an advertising agency, not the character of the candidate.”

By Mr. Kimelman’s count, there are more than 800 hours of prime time on all the networks between now and the Democratic national convention in July. He said there are six candidates still in the presidential race, excluding Mr. Reagan, who if given 30 minutes each, would take no more than three hours of prime time—or one hour per network. It makes little sense to him that the networks should refuse it.

Something is happening and Mr. Jones wants to know what it is

Clarence Jones, president and general manager of WOIZ(AM)-WPWR(FM), St. George, S.C., has found the Freedom of Information Act will not always unlock files at the FCC when it has a matter under investigation.

The matter involves a complaint the commission received about Mr. Jones. But the commission has upheld a staff refusal to disclose the identity of the person who made the complaint or to produce material in the investigatory file.

In fact, said Mr. Jones, the commission has not disclosed the nature of the complaint, although questions he has received from the commission’s staff lead him to believe it involves an editorial campaign he ran offering rewards for the identity of those involved in the theft of highway signs. The campaign, he said, was successful. The commission, which cites statutory authority for refusing Mr. Jones’s requests for information, says that disclosure of the material in the file would “interfere with and prejudice” its investigation. It also says disclosing the identity of a confidential source while an investigation is ongoing might enable licensees to “identify, harass and to intimidate complainants and informants.”

Mr. Jones made it clear there is a basis for such concern in his case. Referring to

The Church view on commercials:

A commercial of five minutes or less “shows the technical ability of an advertising agency, not the character of the candidate.”

Geller exceeded its receiving, the commission permitted the commissioners to keep records of such conversations during the pay cable rule-making proceeding, which covered three years, the list is “understandably incomplete.”

And, indeed, many of the lists supplied by commissioners and members of the staff are preceded by explanatory notes to the effect that the lists are “fragmentary” and possibly inaccurate, since they are in many cases based on memory. Commissioner Hooks appeared, from his comments particularly concerned, saying he was compiling only “out of an abundance of intimidated caution in the face of the contempt of the judiciary.” He said his list, “through no design or intent,” is “deceptive and valueless.” Yet he managed to cull his memory for names to fill five pages.

The court’s order in the case in which the commission’s pay cable rules are being challenged was prompted by a brief filed by former FCC General Counsel Henry Geller. He contended that the off-the-record contacts commissioners and staff held with interested parties violated the court’s ruling in the Sangamon Valley case—a case involving a dispute over channel allocation—which held that the commission, in proceeding involving conflicting claims to valuable channel space, should consider only on-the-record presentations, the same procedure followed in adjudicatory cases.

The commission, in its motion for reconsideration, disagreed. It said that neither the Administrative Procedure Act nor the Communications Act requires commissioners and staff to be cut off from informal contacts outside parties on matters that are the subject of rulemaking. And it notes that the Administrative Conference of the United States has recommended that agencies themselves be permitted to determine if additional procedural protections should be adopted. And in the case of the pay cable rulemaking, the commission had said it would receive off-the-record comments.

The commission noted that no one challenged its method of proceeding. It said Mr. Geller did not raise his objection until two-and-a-half years after the proceeding had begun. And by that time, according to the lists supplied by the commissioners and members of the staff, Mr. Geller had called on several of them for “ex parte” discussions of the pay cable rulemaking.

Summers, Robert Resor and the late Grover Cobb, of the National Association of Broadcasters.

The commission’s reluctance to supply the information to the court was manifest. It preceded its list with a motion that the court reconsider its order. The requirement that all conversations with outsiders during a general rulemaking relating to the subject matter be reduced to writing “will drastically reduce, if not destroy altogether, the efficacy of one means” now available to the commission personnel for increasing their knowledge of an issue, the commission said. Furthermore, since there had been no requirement that commissioners keep records of such conversations during the pay cable rulemaking proceeding, which covered three years, the list is “understandably incomplete.”

And, indeed, many of the lists supplied by commissioners and members of the staff are preceded by explanatory notes to the effect that the lists are “fragmentary” and possibly inaccurate, since they are in many cases based on memory. Commissioner Hooks appeared, from his comments particularly concerned, saying he was compiling only “out of an abundance of intimidated caution in the face of the contempt of the judiciary.” He said his list, “through no design or intent,” is “deceptive and valueless.” Yet he managed to cull his memory for names to fill five pages.

The court’s order in the case in which the commission’s pay cable rules are being challenged was prompted by a brief filed by former FCC General Counsel Henry Geller. He contended that the off-the-record contacts commissioners and staff held with interested parties violated the court’s ruling in the Sangamon Valley case—a case involving a dispute over channel allocation—which held that the commission, in proceeding involving conflicting claims to valuable channel space, should consider only on-the-record presentations, the same procedure followed in adjudicatory cases.

The commission, in its motion for reconsideration, disagreed. It said that neither the Administrative Procedure Act nor the Communications Act requires commissioners and staff to be cut off from informal contacts outside parties on matters that are the subject of rulemaking. And it notes that the Administrative Conference of the United States has recommended that agencies themselves be permitted to determine if additional procedural protections should be adopted. And in the case of the pay cable rulemaking, the commission had said it would receive off-the-record comments.

The commission noted that no one challenged its method of proceeding. It said Mr. Geller did not raise his objection until two-and-a-half years after the proceeding had begun. And by that time, according to the lists supplied by the commissioners and members of the staff, Mr. Geller had called on several of them for “ex parte” discussions of the pay cable rulemaking.

Church says networks deny reasonable access to air

Presidential candidate, turned down by all three in effort to buy time in 30-minute blocks, takes his case to the FCC; says political candidates are put in ‘slogan-ridden forum’ of tooth whiteners, clothes brighteners

The Church for President Committee, representing presidential contender Sen. Frank Church (D-Iowa), last week filed a petition with the FCC asking for a declaratory ruling that the three networks’ refusal to sell Mr. Church more than five minutes of prime time violates the spirit and letter of the reasonable access provisions of the Communications Act.

The senator’s request for 30 minutes of prime time, like that given by NBC to Republican Ronald Reagan three weeks ago, has been rejected all around. A spokesman said specifically that CBS refused to give more than five minutes, the same as it did Mr. Reagan. NBC held out the possibility of giving the candidate 30 minutes on its owned-and-operated stations, but the candidate’s committee rejected it. “We’re not running in Chicago or Washington,” he said. “We’re running in Nebraska and Iowa.”

ABC has not made its response to the committee public, and the spokesman said that network “expressed some sympathy.” But he said ABC’s position amounts to a refusal. “The rest is hyperbole.”

The Church committee’s petition to the FCC says, “The rigid policy of the networks supplants a candidate’s determination of what form of an announcement serves best that candidate. Besides supplanting the candidate’s view, the network blanket policy disregards by ordering presidential candidates to the slogan-ridden forum of tooth whiteners and clothes brighteners.”

The committee rejects NBC’s contention that Mr. Church is not yet a candidate for the Democratic nomination, the network is reported saying. That, the committee was told, means that Mr. Church is not entitled to equal time to reply to Mr. Reagan, who is a candidate in another race—that for the Republican nomination.

Henry Kimelman, national finance chairman for the Church committee, elaborated on the committee’s position in an article he submitted last week for the opinion page of the New York Times. “Stating it in terms that any network executive should understand,” he said, “we are asking that they show the same devotion to our political process that their actors in commercials lavish each night on fawnish Fidos.”

He said 30 minutes of prime time “is essential for a new candidate in the race. The journalism pack follows the hot candidate of the moment, nearly excluding from attention any new contender.” The candidate, he added, is faced with a “Catch 22 situation . . . he can’t break out of the field without national news coverage. And he can’t get national news coverage until he breaks out of the field.”

A commercial of five minutes or less, he said, “shows the technical ability of an advertising agency, not the character of the candidate.”

By Mr. Kimelman’s count, there are more than 800 hours of prime time on all the networks between now and the Democratic national convention in July. He said there are six candidates still in the presidential race, excluding Mr. Reagan, who if given 30 minutes each, would take no more than three hours of prime time—or one hour per network. It makes little sense to him that the networks should refuse it.

Something is happening and Mr. Jones wants to know what it is

Clarence Jones, president and general manager of WOIZ(AM)-WPWR(FM), St. George, S.C., has found the Freedom of Information Act will not always unlock files at the FCC when it has a matter under investigation.

The matter involves a complaint the commission received about Mr. Jones. But the commission has upheld a staff refusal to disclose the identity of the person who made the complaint or to produce material in the investigatory file.

In fact, said Mr. Jones, the commission has not disclosed the nature of the complaint, although questions he has received from the commission’s staff lead him to believe it involves an editorial campaign he ran offering rewards for the identity of those involved in the theft of highway signs. The campaign, he said, was successful. The commission, which cites statutory authority for refusing Mr. Jones’s requests for information, says that disclosure of the material in the file would “interfere with and prejudice” its investigation. It also says disclosing the identity of a confidential source while an investigation is ongoing might enable licensees to “identify, harass and to intimidate complainants and informants.”

Mr. Jones made it clear there is a basis for such concern in his case. Referring to
One of a series of reports on the first hundred years of the telephone.

**Now that you’ve invented the telephone, Professor Bell, how can you make it so people can afford it?**

Alexander Graham Bell’s fingers were all thumbs in mechanical matters. He had a sensitive ear, an original mind, and a deep knowledge of speech and hearing. These assets enabled him to invent the telephone “mentally.” But translating the concept into a working model required mechanical gifts he did not possess. And manufacturing telephones for use by the public posed still other problems.

In the United States, some of the most concentrated work on new applications of electricity was being done in the workshop of Charles Williams, Jr. at 109 Court Street, Boston. Inventors including Edison took their ideas to Williams, who translated them into working models—or more often, into models that did not work.

Bell sought Williams’ aid in 1874. The helper assigned to him in January 1875 was Thomas A. Watson, aged 20. Bell was 27. The two complemented each other marvelously. Watson had his own sort of genius—for the practical business of putting together metal and wood and glass to form devices that would do what he wanted. The collaboration between the two men produced, on March 10, 1876, that famous first telephone call: “Mr. Watson, come here. I want to see you.”

Bell foresaw a time when telephone service would link the cities of the world. But that required vast improvements in the telephone and in telephone connections. The newborn Bell Telephone Company set out to make those improvements. Watson hired two assistants, and began what would be called today a research and development
program. He made the experimental phone sturdier, and devised a hand-cranked magneto to ring a bell. Williams began manufacturing Watson's designs. The invention’s financial backers organized telephone companies in various cities, raised additional capital, and hired a General Manager, Theodore N. Vail.

By 1879 demand for telephones exceeded the capacity of Williams' shop. Manufacturers in Indianapolis, Cincinnati and Baltimore were licensed to make telephones under the Bell patents. More were needed. One company in Chicago had gained considerable expertise in making telegraph equipment. Years later, Watson reminisced, “When a piece of equipment built by Western Electric came into our shop...we always used to admire the superlative excellence of the workmanship.” In 1881, Bell Telephone acquired a controlling interest in Western Electric, and in 1882 made that company the manufacturer of Bell equipment.

This arrangement was desirable for a number of reasons. Western Electric workmanship improved the quality of voice reproduction by telephone, a step essential to winning wide public acceptance of the new invention. It ensured reliability. When repairs were needed, standardized parts from Western Electric made for speedy restoration of service. A fourth advantage concerned the evolving nationwide network: a single manufacturer could see to it that telephone equipment throughout the country would work together compatibly, thus assuring the “interconnectedness” of the network—its capability of connecting any two phones.

The Engineering Department of Western Electric joined in the search for telephone improvements. Managers of local companies made suggestions based on day-to-day experience with customers. Outside inventors worked out refinements. Bell Telephone management weighed all the ideas, in terms of value to customers and practicality in manufacture. The best ideas were incorporated into the phones being made.

Organizational “feedback”—the subtle flow of engineering information and understanding within a technologically oriented enterprise—was a novel concept in those days. But the young telephone industry had already achieved a union of the successive stages of effort essential to the development of a coherent telephone system. Today Bell Laboratories is responsible for research and development. Western Electric looks for—and finds—better ways to make things. The 23 regional Bell companies provide telephone service and report back their needs and the needs of their customers. And American Telephone and Telegraph Company management provides overall coordination and guidance. Some of the names are different, but the functions had been established by 1882.

Vertical integration is one name economists give to this form of corporate organization. In a typical case, raw materials change to finished product with suc-
cessive stages of manufacture integrated under one company. For example, a printing company might own paper mills and even its own forests. But there is a difference, because the Bell company was not, and is not, primarily a manufacturer of products. From the beginning, the partners in the enterprise—whether engaged in invention or manufacture or operations—sold telephone service, not telephone equipment.

For instance, there was the fundamental item of connecting the lines of two subscribers who wanted to talk. This was handled in central offices by a corps of operators, using cords, plugs and jacks. Setting up a call could take as long as seven minutes. In 1884, Ezra T. Gilliland, working for the Bell company, devised a mechanical system that would allow a subscriber to reach up to 15 lines without the help of an operator. In 1891, Almon B. Strowger, a Kansas City undertaker, patented a dial machine constructed in a round collar box. It connected up to 99 lines. But the big city offices already handled thousands of lines, and the numbers were growing rapidly. The connection problem was growing much more rapidly, because of some basic geometry: it takes one line to interconnect two telephones, three lines for three telephones, six lines for four, 28 lines for eight, and 4,851 lines for 99 telephones. In connections, added telephones were just the opposite of “cheaper by the dozen.”

The Bell company set out to develop a machine that would connect any of 10,000 telephones—49,995,000 possible connections. The search was costly, but necessary for continued good service, and the various parts of the company joined to pursue it to a successful conclusion. (Today in the United States a telephone can be connected to any of 140 million others. There are 10 quadrillion—10 million billion—possible connections.)

There was also the problem of financing the nationwide conversion of central offices to dial. Service improvements on the scale required are enormously expensive—so expensive as to be impossible without the most careful attention to economy. Here again the integrated corporate structure shows its values. Western Electric, because its prime objective is to benefit telephone service, has become a world champion in cost control, and a pacesetter in the improvement of productivity. Data issued by the Federal Bureau of Labor Statistics show that overall the productivity of the telephone industry has increased by 50% since 1965. That is two and a half times the productivity increase in the United States economy as a whole.

Savings of that sort continue, as a recent example shows. Bell scientists, building on the semiconductor research that helped them invent the transistor, also aided in the development of the light-emitting diode or LED. These solid-state lamps, now familiar as displays in pocket calculators and watches, can replace incandescent lamps in many pieces of telephone equipment.
equipment. They will last the lifetime of the phone, operate with much less electrical power, and help hold down the cost of installation and maintenance. Over the next five years, LEDs should save the Bell System about $120 million. Bell Labs semiconductor research also resulted in the invention of another solid-state light source, the tiny semiconductor laser.

Future uses of these solid-state light sources may be even more important than today’s. They will almost certainly be used in systems transmitting telephone calls and other communications over lightwaves. Lightwave communications could mean an enormous increase in the capacity of the phone network, making it possible to meet the need for increased call volumes and new communications services economically in the years ahead. And to do it while conserving energy and scarce raw materials.

Innovation, productivity, advance planning—all mean improved service and reasonable costs. And in the telephone industry, cost savings benefit not only shareholders; they are passed along to the public as well.

In the decade 1965-1975, the cost of living rose 74%. Telephone rates for local service went up only 40%. And interstate long distance rates went up about 4%. Now 95% of all American homes have telephones. The quality of the service is the envy of the world.

Numerous studies have been made of the role of the Bell organizational structure in achieving those results. One of the most recent, concluded in 1974, was made by the independent auditing and management consulting firm of Touche, Ross & Co., acting as consultants for the staff of the Federal Communications Commission. According to their report:

“Western Electric’s efficient performance has resulted in lower costs than otherwise would have been incurred. Because of Western’s pricing policies and practices, these lower costs have not increased profits, but have been passed on to operating companies in the form of lower prices...The effect of the interrelationship between Bell and Western Electric is to operate Western, not as a manufacturing concern, but as an integral part of a vertically integrated communications firm. These interrelationships result in a favorable impact upon Western’s costs, prices and service to operating companies”

The best telephone service in the world didn’t just happen. It was planned that way.

One Bell System. It works.
the commission's comment about harassment, he said, "You better believe it. I want to sue the person who filed the complaint. You should not file a complaint that has no basis."

Meanwhile, Mr. Jones has filed a complaint against Carroll White, a member of the commission's complaints and compliance division staff who has been investigating the Jones matter. Mr. Jones said he has been told Mr. White has telephoned individuals in search of "detrimental" information concerning Mr. Jones. The chief of the complaints and compliance division, William B. Ray, said the matter was referred to the executive director's office for investigation.

AMST, Pappas TV Inc. take issue with FCC on importation of 'specialty' stations

The new FCC definition of which TV stations can be labeled "specialty" and carried on cable systems without being considered distant signals (Broadcasting, March 1) is being opposed by broadcasters.

In a petition for reconsideration, the Association of Maximum Service Telecasters argued that the FCC's contention that other stations will not be harmed economically by allowing importation of the "specialty" stations is false. The new rules define a "specialty" station as one that broadcasts religious, foreign language or automated programming for at least one-third of its total time and one-third of its prime time. AMST said that many stations that will qualify "broadcast extensive schedules of general appeal entertainment programs no different from those found in the schedules of other independent stations."

The commission opened a can of worms, AMST continued, by not specifically stating what is "religious programming." And without such a definition the commission will be forced to make an "endless progression of ad hoc judgments on the essence of individual programs."

Still another sore point with AMST is the commission's provision for special relief to allow stations to continue to be carried as "specialty" after their programming requirements are no longer met. The petition for special relief is unjust, said AMST, and cannot be "rationally" justified.

AMST would like to see a provision made for a review of the stations at least once a year to insure they maintain the programming requirements necessary to be labeled "specialty."

Another petition for reconsideration was filed by Pappas Television Inc., licensee of KMPH-TV, a UHF in Tulare, Calif. Pappas said the new rules benefit the CATV industry, but "the commission has failed to consider the effect upon the local small market independent broadcaster." In addition, he said, although diversity in programming is supposedly encouraged by the new rules, "there has been absolutely nothing submitted... to demonstrate that local broadcasters are not providing this service now and the commission has undertaken no independent study to demonstrate otherwise."

It suggested that the importation of "specialty" stations be allowed only when such programming and the income derived from it is less than 5% of the local station's programming and/or revenues.

The Spanish Language Television Stations also filed a petition for reconsideration. It said the commission should not label Spanish language stations as "specialty" and should prohibit the importation of distant Spanish stations into markets served by a local Spanish outlet. Carriage of distant stations should be allowed, it said, only "upon an affirmative showing by the cable system that it will not be injurious to local television service."

PTV's frustrations, 'hazardous' growth told in CBS special

Television's "poor relation" is the subject tomorrow night (April 20), 10-11 p.m., on CBS-TV's "CBS Reports: Inside Public Television." The vulnerabilities and inherent conflicts originating from its financial dependence and high-minded "specialty" station philosophy are the subject of the program. Correspondent Charles Kuralt states the premise: "When a kind of television label itself 'public' and spends tax dollars, it's earned the right to be reported on."

The "hazardous" growth of public television since 1952 and the "series of compromises" it has made are explored, partly by using the example of KERA-TV in Dallas. Program Director Ron Devillier of KERA-TV acknowledges the "commercial interests" and audience-building factors that are PTV priorities.

The intricacies of the Corporation for Public Broadcasting and Public Broadcasting Service are depicted as "a network controlled by the stations—unwieldy, inefficient but democratic."

Among those interviewed are former Nixon aide, Charles Coison, who confirms the special pressure applied to news and public affairs programming ("... the major trouble... Do was talked about to cut the funding"); Mike Dann, former CBS programer now with Children's Television Workshop as consultant, says, "The only threat public television has to commercial programming or commercial networks is that it will cease to exist. At that point the commercial broadcaster will be in serious trouble, Paul Klein, vice president, network marketing and planning, NBC, predicts "If they got a 10 share amongst that 70% of the population [they reach effectively] which is a seven share over-all, they would be a factor that would hurt commercial television."

NBC performs serious surgery on fall line-up

Last in the ratings and last out with new schedule, it drops nine and adds the same while shifting four time-slots; 'event television' emphasized

NBC-TV completed the three-network circle when it announced its 1976-77 prime-time schedule last week, and there were a few surprises. In a wholesale convulsion—much more seismic than either ABC's or CBS's upheavals—third-place finisher NBC dropped nine series, added nine new ones, and shifted the time periods of four returning shows, causing new configurations on every night of the week except Saturday.

A total of six-and-a-half hours a week have been set aside for what Mike Weinblatt, NBC-TV's executive vice president, calls "event television"—everything from theatrical and made-for-TV movies and serialized novels for television (which could run for as many as eight hours or longer) to sports specials such as championship fights and entertainment specials such as NBC's 50th anniversary show. (By contrast, CBS is setting aside this period a week for its theatrical and made-for-TV movies.)

Among those canceled were The Rich Little Show, which had been gaining in the Nielsen in recent weeks, and Joe Forrester, NBC's highest-rated new series in the fourth quarter (which fell off when it was moved into competition with All in the Family).

Whereas ABC and CBS shied away from putting any Western on their schedules for fear of poor demographics, NBC will go with a new series called Quest, the odyssey of two brothers roaming the frontier, circa 1880, in search of their sister, who was abducted by Indians.

Of the nine shows canceled by NBC, one was three years old (Paramount Television's Petrocelli), two were two years old (D'Antoni-Weitz's Movin' On and NBC's The Mac Davis Show), and the rest were first-season shows: Columbia Pictures Television's Joe Forrester, Universal Television's Ellery Queen, MGM Television's Jigawa John, Universal Television's City of Angels, Norman Lear's The Dumplings, and NBC's The Rich Little Show.

In addition, NBC excised the lowest-rated of Universal's Sunday Mystery Movie elements, "McCoy," with Tony Curtis, and substituted a new rotating element called "Quincy," starring Jack Klugman as a police pathologist assigned to the Los Angeles coroner's office.

The other new shows on NBC, in addition to Columbia Pictures Television's and
“This special broadcast will make you feel good,”

A national television special concerning the effects of the atomic bomb on Nagasaki, Japan, and on the life of one person who experienced the aftermath—BUCKNER FANNING.

Tuesday Night April 20th

Produced By Miller Productions Incorporated
Austin, Texas

Producer/Director — Fred Miller
Associate Producer — Bob Elkins
Cinematographer — Jerry Callaway
Location Sound — Bruce Maness
Editor — Corky Busman
Original Score — Jodie Lyons
Media Placement — Lloyd Watson/Diane Swinney

Miller Productions, Inc. is currently producing a television special entitled Runaway. Runaway is the story of broken relationships between parents and teenagers. This show is being produced for public service bookings after September 1, 1976.
Dear Broadcasters:

On the adjacent page appears an ad which is running in many newspapers and magazines as promotion for the nationwide broadcast Nagasaki—One Man’s Return. Nagasaki—One Man’s Return is a dream of eighteen months that became a reality.

Dreams become realities when key people are inspired to take part in the process. The privilege of working with Dr. Buckner Fanning is one which each person on the crew came to value since he is truly an exceptional man in a world that seems scared to take risks and follow dreams.

As the Producer and Director I want to use this ad to express my deep-felt gratitude to my crew, the national sales representatives and most especially to the management and staff of the stations for broadcasting this special oriented toward the spiritual nature of man.

Please take time to read carefully the names of the groups who contributed so much to this project.

Fred W. Miller

**Producer Services**

Eastman Kodak Company, Dallas Film Stock / Victor Duncan, Inc., Dallas Equipment Rental / PSI Film Laboratory, Dallas Film Processing / K & H Productions, Dallas Titles / Sound Techniques, Inc., Dallas Original Recording Studio / Texas Motion Picture Services, Austin Sound Transfers and Mix / MCI, Dallas Film to Tape Transfers Smitherman Graphic Design & Illustration, Inc., Austin-Graphies

**National Sales Representatives**

Dallas
Avery-Knodel, Inc. / Blair Television / H-R Television, Inc. / Harrington, Richter & Parsons / Katz Television
The Meeker Co., Inc. / Peters, Griffin Woodward, Inc. / Petry Television, Inc. / Tele-Rep, Inc. / Adam Young, Inc.

Atlanta
MMT Sales, Inc. / RTVR, Inc. / Stoner Television Sales, Inc.

**Television Stations**


**Miller Productions Incorporated**

A Multi-media Consulting, Production and Evaluation Service / 800 West Avenue, Box 5554, Austin, Texas 78763.
IDEAS TO STEAL,
BRAINS TO PICK.

COME TO THE

The Broadcasters Promotion Association is holding its 22nd Annual Seminar June 16-18 at the Statler Hilton Hotel in Washington, D.C.

It will be three solid days of information, new ideas and approaches, hard work.

Emphasizing: sales promotion; research; on-air graphics; media/campaign planning. (And who couldn't use a little fresh input in these areas?)

Among the experts you'll hear from are Richard E. Wiley, Chairman, FCC; Joel Chaseman, President, Post-Newsweek Stations; Jane Cohen, President, AWRT; Hal Davis, President, Grey-Davis Advertising; Arthur Hecht, President, Hecht/Vidmer Advertising; Bob Klein, President, Klein & Company; and James Yergin, Vice President, Research, Westinghouse Group W.

You can get full details by calling Gene Davis, Convention Chairperson, at (202) 686-6196 or Pat Evans, BPA Secretary, at (717) 569-7611—or by writing the BPA, Box 5102, Lancaster, Pa. 17601.

Join us in Washington in June. You'll take a lot back home with you.

BROADCASTERS PROMOTION ASSOCIATION, INC.
David Gerber’s Western series Quest, are:

The Big Event, a weekly 90-minute show that will be used (and occasionally stretched beyond 90 minutes) for special telecasts such as the first TV showing of “Gone With the Wind,” the big-budget made-for-TV-movie version of Arthur Hailey's novel “The Moneychangers” (starring Kirk Douglas and produced by Paramount Television and Ross Hunter) and, possibly, a championship prizefight;

Gibbsville, a drama with a small-town setting, starring Gig Young and produced by David Gerber, which is based on a series of thematic short stories by John O’Hara;

Serpeco, NBC’s one new hard-action cop series, based on the Peter Maas book and the Sidney Lumet movie, which Paramount Television will produce, with David Birney in the title role;

Best Sellers, a weekly 60 minutes that will serially accommodate adaptations (all produced by Universal Television) of up to eight hours of novels such as Taymor’s “Captain and the Kings,” Anton Myer’s “Once an Eagle” and Irwin Shaw’s “Evening in Byzantium;”

Van Dyke and Company, a comedy-variety hour, to be presided over by Dick Van Dyke, under the aegis of the producer-writers Allan Blye and Bob Einstein;

The Gemini Man, a recycled version of last year’s The Invisible Man failure, with Ben Murphy as a more lighthearted, freewheeling hero than David McCallum (Mr. Murphy won’t be married, for one thing), to be produced by Harve Bennett (The Six Million Dollar Man) at Universal;

Snip, a situation comedy from James Komack Productions (Chico and the Man) about a male hairdresser on Cape Cod, which is loosely beholden to the hit Warren Beatty movie “Shampoo,” and

Baa Baa Black Sheep, Universal Television’s comedy-adventure series with a World War II setting, focusing on a squadron of anti-establishment roustabouts under the leadership of Pappy Boyington, the Marine Corps flying ace.

Agency handicappers give their morning line on the fall

With all three schedules finally locked in place, network executives and ad-agency media men were venturing forth with some tentative predictions about how the race might shape up come next September.

Based on previous track records, the insiders are giving Monday to CBS, although probably not by this year’s runaway margin: All in the Family, CBS’s strongest Monday show, and still the highest-rated show in the country, has been moved to Wednesday. But Rhoda, Phyllis and Maude are proved winners and the new All’s Pair is being touted as a contemporary show with satirical bite (it’ll be written by the people who put together Maude). CBS’s 10 p.m. series, a prime-time soap opera called Executive Suite, will go after the women (like the show it will replace, Medical Center) to counterprogram ABC’s NFL football games, which should, these sources say, continue the mid-30s shares that will give CBS second place for the night.

Tuesday looks as though it’s ready to fall into ABC’s lap, these sources say, although the network still hasn’t given a firm go-ahead yet for a full 22-to-24-week season of Rich Man Poor Man at 10 p.m. (If the low-key, soap-opera-drama Family is selected at 10, ABC will be weakened slightly but will probably still take the night.) These predictions are based on the two-hour comedy block Fred Silverman has put together, with Happy Days and Laverne and Shirley, ABC’s highest-rated half-hours, for the first 60 minutes, and its two strongest sitcom development projects, The Nancy Walker Show and The Tony Randall Show, for the second hour. CBS will probably edge out NBC for second place, these sources say, with M*A*S*H, the audience lure at 9 (although the show’s head writer and guiding genius Larry Gelbart has resigned).

Wednesday will test whether ABC’s The Bionic Woman is only a one-season fad or a durable top-10 show. Like ABC on Tuesday, CBS is trying to create a winning two-hour comedy block protecting two new series (Ball Pour and Alice) by wedging...
on Thursday. But ABC’s early-evening comedies Welcome Back, Kotter and Barney Miller are in a growth pattern, particularly during second season. Streets of San Francisco figures to stay hotly competitive at 9 (according to these sources) and a new Quinn Martin cop show at 10, Most Wanted, starring Robert Stack, has the hard-action elements that could stir mass-audience memories of Mr. Stack’s last big-hit series The Untouchables (also produced by Quinn Martin). The insiders find Thursday too close to call, although they’re leaning toward ABC.

Friday may wind up as the only night NBC will be able to win consistently next fall, these sources say, with the return of Chico and the Man at 8:30 p.m. expected to give a booster shot to the slightly sagging Sanford and Son (although next season will be Redd Foxx’s last at NBC— he’s headed for ABC on a multi-year contract that begins in September of 1977). NBC’s The Rockford Files figures to hold its own at 9 against movies on ABC and CBS, these sources add, with the new 10 p.m. cop series Serpico providing good audience flow from Rockford. ABC will probably come in second for the night on the strength of more potent movies, and a more potent Friday lead-in (Donnie and Marie) than CBS’s (Spencer’s Pilots), according to these sources.

On the theory that it’s always unwise to bet against CBS’s Saturday-night comedy block, the insiders are again handing Saturday over to CBS. ABC has moved its highest-rated new 60-minute show this year, Starsky and Hutch, from Wednesday at 10 to Saturday at 9. If the gamble pays off, ABC could finish a strong second for the night, according to these sources. If it doesn’t, these sources add, ABC will finish a poor third (as usual) and mortally wound a potential long-running hit in Starsky and Hutch.

All three networks play strong cards on Sunday, and the insiders say ABC will win if the new Bill Cosby Show gets off to a good start and boosts even further the already considerably popular Six Million Dollar Man and The ABC Sunday Movie. If Cosby fails, CBS has to get high Nielsens with its 10-o’clock show Delvecchio to come away with a convincing win. NBC is also expected to make a lot of hay early on by frontloading The Big Event with blockbuster attractions.

Former key FCC figures testify on prologue to family viewing

Johnson contends concept was not first example of FCC influencing self-regulation; Cole recounts visit of network officials at commission

A former FCC commissioner was in Los Angeles last week testifying in the federal appeals court there for the plaintiffs in the family viewing suit.

Nicholas Johnson, who was appearing as a witness for the Hollywood producers, writers and actors who are suing the networks, the FCC and the National Association of Broadcasters over the family viewing concept, said: “Financial issues are most important to the broadcasting industry.” Mr. Johnson, who is now chairman of the National Citizens Committee for Broadcasting, went on to say that “at any time in history, any one of the networks has matters before the commission amounting to millions of dollars, so they pay particular attention to any statement by the chairman of the FCC.” He was referring to the invitation of FCC Chairman Richard E. Wiley to the heads of the three networks to come to Washington on Nov. 22, 1974, to discuss with him “explicit...
sex” and “gratuitous violence” on television.

Mr. Johnson said that when Dean Burch, predecessor on the commission to Mr. Wiley, made personal calls to the network presidents, it was something to be "viewed with great alarm" at the networks. "So I could imagine what the reaction would be to a summons to the chairman's office," he said.

Mr. Johnson said the family viewing concept was not the first example of the FCC affecting broadcast self-regulation. He recalled the "topless radio” firestorm of several years ago. At that time, he said, the commission considered issuing a notice of inquiry, but instead went to the National Association of Broadcasters convention with the problem. Chairman Burch spoke out there against sex-talk radio; one of the stations involved was fined, and the trend toward such programming faded away. Mr. Johnson also said the NAB's alteration of its children's programming guidelines was the result of commission pressure. "No FCC rule was adopted," he said. "The NAB did it for the commission."

Mr. Johnson said the relationship between the networks and the FCC is a "sophisticated and subtle" balance. The networks dominate when the issues are economic, but are willing to bend in matters of programming. But, he said, "where the networks are competing for ratings, and violence is useful in boosting the ratings, each is unwilling to give that advantage to the others."

As time he appeared at the trial, Mr. Johnson said he had not volunteered to appear, but came "because I was convinced" that the attorneys for the plaintiffs "were convinced that it was important for me to come."

Earlier, Barry Cole, a former FCC consultant who was subpoenaed by the plaintiffs and questioned closely by their counsel as the only person present at the meetings of Chairman Wiley and the network presidents who will appear in person at the trial, resumed his testimony.

Following his account of the summit meeting on Nov. 12, 1974 (BROADCASTING, April 12), Dr. Cole turned to visits by members of the FCC staff with network program-standards executives in New York. At those meetings, he recalled, the FCC group said they were there to express the commission's concern over sex and violence in TV programming in hours when many young children were watching and to learn about network program practices and policies.

At NBC, Dr. Cole related, Herminio Traviesas, vice president, broadcast standards, told the FCC staffers that "we're followers, not leaders," in matters of public acceptability. Changes in programming come when the public has indicated it is ready for them, Dr. Cole recalled Mr. Traviesas as saying. Dr. Cole said the NBC vice president noted that "hell" and "damn," once considered taboo, were permitted if appropriate to the character uttering them.

Dr. Cole also said Mr. Traviesas was against the idea of content warnings for programs. He said Mr. Traviesas felt that creative people would say: "If you put a warning on the air about what we're going to do, then it's OK for us to go ahead and do it."

At CBS, Thomas Swafford, vice president for program practices, echoed that sentiment, according to Dr. Cole. He said that Mr. Swafford noted that Norman Lear, producer of All in the Family and a plaintiff in the suit would probably react to a proposal about warnings this way: "Great. Put the warning on and leave the show alone."

Dr. Cole was questioned closely about references to All in the Family during any of the FCC staff-network meetings. He said that before going to New York the staffs had a meeting with Mr. Wiley at which the chairman specifically forbade them to mention any program by name in their meetings. But at CBS, All in the Family was discussed specifically, Dr. Cole said, as "a show that had problems" and one that would probably have to be moved outside the family-viewing hours.

Dr. Cole also related that counterprogramming was of considerable concern to the networks in discussing the family viewing concept. He said each was worried not only with programs on the competing networks, but also with the
Rookies made palatable for family-viewing time.

September's holidays. This New York, by
"Under the frame and
The Rookies, whose Nielsen's had slipped to
mid-20's shares, earlier this month (the show will have chalked up a four-year run), but reruns of the series are also being telecast late-night by ABC (Friday, 11:30 p.m.-12:40 a.m., N.Y.T.). Mr. Gillespie said stations that buy The Rookies will not be able to start putting it on the air until ABC ends the show's late-night run.

There are 95 episodes of The Rookies available for syndication, according to Mr. Gillespie, and about five of these are so violent they'll simply be shorn from the package. Conversely, he continued, a number of episodes emphasize police work and detection and, like MCA-Universal's Adam-12, one of the highest-rated off-network series now in syndication, will need no editing at all.

The scenes that do need to be cropped for violence will be treated "with the most creative editing techniques we can muster," Mr. Gillespie said. As an example, he said, "a particular scene may be leading up to a certain act of violence, and the scene can be just as scary and suspenseful without the actual violent act—we can use stop-action techniques to freeze the frame and avoid a situation where the screen is covered with blood."

Spelling-Goldberg says Worldvision backed out of contract for show, sues syndicator for $5.6 million

Spelling-Goldberg Productions is suing Worldvision Enterprises for more than $5.6 million in damages, plus "general damages for fraud to be ascertained," in connection with a contract purporting to give Worldvision exclusive distribution rights to Spelling-Goldberg's The Rookies. Existence of the suit, filed last October in Los Angeles County Superior Court, came to light after Viacom Enterprises obtained distribution rights to The Rookies.

The suit charged that in May 1975 Worldvision "repudiated" a September 1974 contract in which Spelling-Goldberg had given it exclusive distribution rights to The Rookies for 25 years.

The complaint contends that Spelling-Goldberg negated negotiations with others and entered into the contract with Worldvision after the latter had repre- sented, through Neil Delman, identified as an officer of Worldvision, that it "had arranged with a bank for an irrevocable letter of credit securing the obligations to be assumed by Worldvision Enterprises Inc. under the terms of said agreement."

In fact, the suit charges, "defendant Worldvision Enterprises Inc. not only had not arranged for a letter of credit with a bank at the time of said representation but had no intention of arranging for said letter of credit." Worldvision's representa- tions, the complaint continued, "were made with the intent to defraud and deceive plaintiff Spelling-Goldberg . . ."

The extent of damages from the alleged "false representations" cannot yet be determined, the complaint said, but it asked for $3,685,000 for breach of contract and $2 million for exemplary and punitive damages.

The contract attached to the suit indicated that Spelling-Goldberg would be assured of "net profits" of at least $45,000 per program in the Rookies series, or $3,150,000 for the 70 episodes then involved, for $45,000 for each subsequent episode. Worldvision was to have exclusive distribution rights for 25 years and was to receive 35% of gross revenues off the top as its distribution fees, plus actual costs of distribution, advertising and promotion costs, print and laboratory costs and the like.

The suit was brought by Spelling-Goldberg and Leslie Cohen. The complaint explained that Mr. Cohen is a lawyer to whom a portion of the contract had been assigned.

In its reply, Worldvision asked the court to dismiss the complaint, saying the contract was keyed to the condition that the defendant could obtain "an irrevocable letter of credit." Worldvision contended it made "diligent efforts without success to obtain such a letter of credit until such time as it appeared certain that said condi- tion was impossible of performance."

Worldvision said that up to the present time it has not been able to obtain the letter of credit. It also alleged that Spelling-Goldberg had suffered monetary damages and that Worldvision had com- Smith's FCC. Among the vignettes emerging from testimony in the family-viewing suit (story page 42) was this description of the contrast between pre- sent FCC Chairman Richard E. Burch and his predecessor in that post, Dean Burch. According to Barry Cole, a former consultant to the commission, Mr. Burch "rarely went around to other commis- sioners, asking for their views, or to the staff. He was rarely involved in the pre- paration of the agenda for the weekly meeting; he didn't see it before the others.

"Burch does. He shows far greater in- terest at the early stage. He knows what the documents say, how the staff feels and how the commission feels about issues. He gets together with himself about issues. The staff gets together with him about the production of docu- ments. He'll try to get a consensus before a meeting, if possible. There is more uniformity at the FCC under Chair- man [Burch], but, of course, his commis- sioners are different from those Chair- man Burch had." Dr. Cole quoted Howard Monderer, NBC's Washington attorney, as telling him "Mr. Burch could get FCC approval of anything he wanted."

Mr. Burch's FCC. Among the vignettes emerging from testimony in the family-viewing suit (story page 42) was this description of the contrast between pre-
San Diego stations in uproar over KCBQ's 'ARB' promotion contest

The San Diego Broadcasters Association has filed a formal complaint with the Federal Trade Commission's Los Angeles regional office accusing KCBQ(AM) San Diego of hypoing. Russ Wittberger, vice president-general manager of KCBQ, owned by Bartell Broadcasters Inc., has called the charge "totally indefensible from any standpoint."

At issue is a current KCBQ promotional campaign that the association claims could "distort the results of an Arbitron (commonly known throughout the industry as 'ARB') radio listening audience survey beginning April 8, 1976." KCBQ's promo-

Brunswick officials sentenced, fined

Nat Tarnopol, president of Brunswick Records, and three associates were given jail sentences and fined $10,000 each last week after being found guilty of mail fraud and conspiracy in a payola trial in federal court in Newark, N.J. (BROADCASTING, March 1).

Mr. Tarnopol, 45, was sentenced to three years in jail. His associates, who received two-year sentences, were Peter Garris, 51, vice president of Brunswick; Irving Wiegan, 65, secretary, and Lee Shep, 44, production manager. Counsel for the four men announced they would appeal the convictions.

U.S. District Judge Frederick Lacey, who presided over the trial, noted at the sentencing session last week that attorneys for the defendants had argued during the trial that cash payments were a way of life in the record business. "If this is true," Judge Lacey said, "the record industry is a dirty business indeed."

Two other Brunswick associates, Melvin Moore, promotion director, and Carl Davis, vice president, were found not guilty in the same trial, and a seventh defendant, Carmine De Nola, was freed earlier (BROADCASTING, Feb. 23).
NCTA and MPAA come to terms on copyright

Cable and motion picture groups hammer out compromise agreement, present it to Kastenmeier unit; it would assess payments for distant signals only with scales written into law and it would provide for appeals to proposed royalty tribunal.

The National Cable Television Association and the Motion Picture Association of America, long-time adversaries in the fight over cable copyright legislation, have resolved their differences and reached agreement on the kind of bill they will support.

Indeed, Robert Schmidt, president of the National Cable Television Association, and Jack Valenti, president of MPAA, described their proposal in a meeting with the House subcommittee working on the legislation within hours of signing the agreement on Tuesday.

The proposal does away with the sliding scale of fees based on cable system size as contained in the Senate bill (S.22) that was approved in February (BROADCASTING, Feb. 23) and that is now being considered by the House Subcommittee on Courts, Civil Liberties and the Administration of Justice.

In its place would be a system under which cable systems would incur copyright liability only for retransmission of nonnetwork programing from distant stations (those that FCC rules do not require a system to carry), with systems paying for each distant signal a percentage of basic subscriber revenues into a royalty pool. The percentage decreases, per signal, as the number of signals increases and varies according to the "class" of signal involved. Full payment would be required for carriage of independent and specialty stations, less for network affiliates or noncommercial stations. And as in the case of the Senate bill, all systems would be given a compulsory license for all other television broadcast carriage.

MPAA estimates the fees would produce about as much as it believes the fee schedule in the Senate bill would—at $8.7 million, plus or minus 5% or 10%.

But more important at this point to MPAA is a provision in the agreement for triggering appeals to the three-member royalty tribunal which would be created and would have the authority to revise fees paid by cable systems.

Ordinarily, the tribunal would meet every five years, beginning in 1980, to consider rate adjustments designed to maintain an agreed-upon relationship between copyright payments and the average basic subscriber fee that systems charge. But, under the NCTA-MPAA proposal, the tribunal could be asked to convene immediately to consider FCC changes in rules governing limits on the number of distant signals cable systems may carry or changes affecting the exclusivity protection that is now accorded television programing.

"Those regulations define the present cable industry today," Mr. Valenti said. "If the industry changes, the copyright bill should allow a response. It is the adaptability built into the bill by the new agreement that makes it welcome and workable in the eyes of program suppliers." He called the provision "a life net," and "the thing I wanted."

Cable, too, would benefit from the tribunal's new design in the proposal. Except for the specific conditions triggering appeals, the tribunal would be limited to considering such matters as inflation and the cable industry's failure to increase subscriber rates because of a growing reliance on other services. The present Senate bill would have the tribunal meet every 10 years (after holding its first meeting three years following enactment of the bill) and would not be limited in the matters it would consider as warranting changes in the fees.

As for the entire agreement, Mr. Valenti and Mr. Schmidt issued a joint statement describing the compromise as "a major step towards resolution of the long-standing cable/copyright dispute. The agreement, in principle, terminates negotiations between NCTA and MPAA resulting in compromises on both sides. We're hopeful that other parties concerned with this aspect of copyright legislation will support the agreement and that our efforts to compromise will hasten final congressional action. Both MPAA and NCTA will work to effec the agreement and support legislation embodying all of the terms of the agreement."

The "other parties" mentioned are broadcasters and representatives of sports interests. They, along with NCTA, MPAA and Register of Copyrights Barbara Ringer had been invited by Representative Robert Kastenmeier (D-Wis.), chairman of the House subcommittee working on copyright legislation, to comment on the various copyright proposals before it—the one contained in the S. 22; the one in the House version of copyright (H.R. 2223), which is almost identical to the Senate cable copyright provisions; a proposal by the National Association of Broadcasters; another proposal by Teleprompter Corp. (which NCTA had tacitly endorsed) and one by the House Communications Subcommittee.

The NCTA-MPAA agreement would appear to represent a major development in Congress's decade-long effort to pass copyright legislation that covers cable television's use of copyrighted material. However, some observers feel it may have come too late, at least for the current session.

Not only has the Senate already acted on copyright legislation but Representative Kastenmeier's panel is in the final, or mark-up, stage of reviewing legislation it will submit to the parent Judiciary Committee. And, with every member of the House and one third of the Senate looking ahead to fall election campaigns, time in the current session of Congress is beginning to run short.

The one person best qualified to discuss the question of what action the subcommittee might take declined to do so. Representative Kastenmeier said it would be "inappropriate" to comment on the matter.

The major provisions of the NCTA-MPAA agreement follow:

- The copyright fee for retransmission of nonnetwork programing from distant signals (termed "imported equivalent signals" or IES) would be 0.6% of basic subscriber revenues for first, 0.425% for the second through fourth, and 0.2% for any remainder. While signals of distant independent and special stations will be counted as one IES, national network and noncommercial educational signals would count as one-quarter IES each. (Under the Senate bill, fees to be paid by all systems would range from 0.5% of gross receipts for those with quarterly gross receipts of $40,000 to 2.5% for those with quarterly gross receipts of $160,000.)

- All systems would pay 0.6% of subscriber revenues for the right to import signals, even if they do not take advantage of that right. The payment would be credited against the fee once the right is exercised.

- A provision in the Senate bill designed to benefit small systems would be retained. The provision reduces the revenue base on which the copyright liability for systems with revenues of less than $160,000 is determined. The provision, however, provides for a minimum annual payment of $30.

- The royalty tribunal would be authorized by the commission would be subject to the rate schedule regardless of the amount of that signal's programing that a system actually carries. But there would be exceptions—for signals used to fill in blanks caused by the commission's exclusivity rules; for signals carried on a part-time basis because of a lack of capacity precluding full-time carriage and for signals carried pursuant to the commission's rule permitting the carriage of additional television signals late at night.

One other provision of the agreement was pointed out by Mr. Valenti as designed to benefit broadcasters. It states that a compulsory license would be denied a system that deletes commercials from the programing it carries or that retransmits broadcast programing on other than a simultaneous basis, except as allowed by commission rules.

The agreement is the product of intensive negotiations begun in earnest following the NCTA convention in Dallas two weeks ago, when Mr. Valenti and Mr. Schmidt decided to make a major effort to resolve their differences. Mr. Valenti said that decision was in turn the product of...
talks going back several months. "We were both looking for a way to resolve the issues," Mr. Valenti said last week. And although their respective organizations had long been at odds on the matter of copyright, Mr. Valenti, who had been an aide to President Lyndon Johnson, said, "I know that in politics and other aspects of life there is no such thing as inflexible." 

Mr. Valenti and Mr. Schmidt, anxious to complete an agreement before the Kastenmeier panel completed its mark-up of the copyright bill, worked through the weekend of April 10th and into Monday. With agreement in sight, they received Representative Kastenmeier's invitation to comment on the various bills under consideration. They completed and signed their agreement at 2:30 p.m. on Tuesday, and were on Capitol Hill later that afternoon to make the announcement.

Mr. Valenti was accompanied by Herbert Stern of MCA, Peter Kuper of Paramount Pictures, Gerald Phillips of United Artists and Hugh Ferry of Columbia Pictures. Accompanying Mr. Schmidt were Burt Harris of Harris Cable Corp., NCTA chairman; Russell Karp and Barry Simon of Teleprompter Corp., Robert Weary of Junction City (Kan.) TV, and Stuart Feldstein NCTA general counsel.

There was also a broadcasting contingent on hand to witness the announcement of the agreement: Vincent Wasilewski, president of National Association of Broadcasters; Donald Zeffang, NAB executive vice president for government relations; John Summers, NAB general counsel; Eugene Cowan, ABC Washington vice president, and Robert Coll, Washington counsel for ABC.

Mr. Summers, while saying NAB staff members had not yet begun to analyze the proposal, noted that it "falls short" of NAB's draft bill; that measure would not provide for compulsory license—systems would have to pay full copyright fees, but would not be obliged to pay fees for local programing (BROADCASTING, March 8).

Mr. Kastenmeier has asked for written comments on the NCTA-MPAA proposal in 10 days.

Advertisers like cable's potential, but claim need for more orientation

National and regional advertisers agree that cable TV will become a viable advertising medium over the next few years, but they maintain they need more information from the cable industry to help them make decisions.

These key points emerged from a survey conducted by Air Time Inc., New York, media services company, among national advertisers. More than 7,000 advertisers were solicited and 192 responded.

Among the findings: 44% felt that cable TV could become a workable advertising medium prior to 1981; 33% said it would become important to them between 1979 and 1980; 11% believed it would be effective by next year; 97% wanted more information about viewing habits and demographics of subscribers, and 95% replied they didn't know enough about which systems accepted advertising or the types of programs offered for sponsorship.

Cable Briefs

Tax problems. New York cable operators are wrestling with state's Department of Taxation and Finance. New interpretation of sales tax code would hold cable systems liable for sales tax for services offered. CATV systems were not paying sales tax, but new classification would put cable under heading of telephone and telegraph group. Cable sales tax is targeted for finalization May 1, with June 1 effective date. In meantime, New York cable operators are meeting with state in attempt to work out compromise.

Lansing pay. Continental Cablevision has introduced stand-along pay cable system at its Lansing, Mich., system. Telemation Program Services is providing films. Pay option is being sold along with basic cable service. Sections of Lansing system are being opened through March 1977. Billed as "lower cost approach," Continental's pay service will cost subscribers $3 a month over their basic $6.95 cable service rate.

System sold. Gordon Rock, president of Metro-Data, Seattle, and partner in ownership of systems in Susanville, Burney and Rico, Calif., and California, has purchased cable TV system serving Coeur d'Alene, Idaho, from Seattle Times. System has 75 miles of plant and serves 1,600 subscribers. Purchase price was not disclosed.

Night out ... at home. Viacom has assigned advertising for its pay-cable unit, known officially as "Showtime," to Cavallieri Kleier & Pearman, New York. Theme of advertising, which kicks off in San Francisco in June is "Showtime is like a home night out."

FCC supported. U.S. Court of Appeals in Washington has held that cable systems need not show 50 paying customers on March 31, 1972, effective date of present cable rules, to qualify for grandfather status under previous rules. Court upheld FCC's decision in case involving Focus Cable of Oakland Inc., Oakland, Calif. Two citizens' groups held that Focus was in violation of 1972 rules because it had not obtained certificate of compliance or qualified under grandfather provision which defines cable system as one with 50 paying subscribers. Commission said disruption of service sought by petitioners was contrary to public interest.

Cable division. Twentieth Century-Fox Film Corp. has set up a division to sell its theatrical movies to pay-cable systems. Called Twentieth Century-Fox Telecommunications, division will have as its president Stephen Roberts, who continues duties as vice president for international theaters.

NBC, NABET stay at arms-length

Network memorandum gives stand on major issues involved in strike; union spokesmen offers rebuttal

NBC continued to maintain broadcast operations last week as the Federal Mediation and Conciliation Service met with the network and the National Association of Broadcast Employees and Technicians, which ordered its members off the job April 1 (BROADCASTING, April 5).

Both sides conceded that scant progress has been made in resolving the dispute, which involves about 1,700 employees, mainly technicians and news writers. NBC refers to the union's action as a strike; the union asserts it is "a lock-out" because it offered to return to work on April 7 and to resume negotiations.

NBC refused the offer, saying it feared sabotage of equipment by union members in the absence of a contract.

NBC is distributed to its working employees last week a memorandum outlining the background of the dispute and setting down in broad terms some of the major areas of contention. A NABET spokesman in New York characterized the memo as "full of half-truths."

The memorandum said there were four major areas: "(1) Conflict with other unions. NABET is attempting to expand its jurisdiction into areas now covered by other unions, and NBC is not in a position to accept those demands. (2) Access to news sources, NABET refuses to allow its members to handle some news material received by NBC from certain outside sources and not gathered under NBC jurisdiction. (3) Money and benefits. NBC has already offered substantial improvements in salary benefits, working conditions and job security. These proposals would improve a contract that is already second to none in our industry. (4) Electronic Journalism. News coverage techniques are changing throughout the country, from film to video-tape, and union contract must be adapted to fit the new technology. NBC has taken the important forward step of agreeing that NABET has jurisdiction over the electronic minicams, which many broadcasters have not yet agreed to."

The NABET spokesman responded to each of NBC's four points. He said he knew of no conflict with other unions over jurisdiction. With reference to NBC's argument relative to access to news sources, he claimed this was "a very minor issue." He was more forceful in discounting the third and fourth points.

"It's ludicrous to say NBC offered substantial improvements in salary benefits," he said. "NBC offered a 5% increase. And to say the contract already is 'second to none' is not true. NABET's contract with ABC is better right now, and it still has a
Noncandidate appears. Three Democratic presidential contenders—former Georgia Governor Jimmy Carter, AM; Senator Henry Jackson of Washington and Representative Morris Udall of Arizona—broke commitments to attend the American Society of Newspaper Editors convention in Washington last Wednesday (April 14), which was being picketed by members of the National Association of Broadcast Employees and Technicians. Instead, they were interviewed via telephone, NABET pickets, confined to a service entrance under a federal restraining order obtained by ASNE, were attempting to prevent an NBC crew from covering the candidates' appearances. The crew however had already entered. The union has been in a labor dispute with NBC since April 1 (BROADCASTING, April 5). Senator Hubert Humphrey (D-Minn.) entered the hotel through the main entrance and told his audience that the proof of his noncandidacy was that "the pickets left when they heard I was coming."

year to run. As for news coverage techniques, we agree they are changing. But one point we are contesting is NBC's attempt to reduce our present jurisdiction on electronic news assignments from 250 miles to only 50 miles. This would reduce employment for our members."

NBC has maintained on-the-air operations since the walkout by NABET with supervisory and non-union personnel.

ATS proposals would ease technical burdens of broadcasters

FCC rulemaking envisions relaxing certain personnel, equipment requirements; It's part of package unveiled prior to NAB convention

The FCC, in advance of the National Association of Broadcasters convention, announced the adoption of a notice of proposed rulemaking designed to modify AM, FM and television licensees to make use of automatic transmission systems to the extent the necessary technology has been developed (BROADCASTING, March 22). The text of the rulemaking has now been published, and it indicates the extent of the brave new world of technology the commission is attempting to permit broadcasters to take advantage of. The rulemaking holds out the possibility of the use by broadcasters of the ultimate development in the broadcast technology—a self-monitoring and self-adjusting transmission system that would permit operation within established standards for the service and would not require constant surveillance by transmitter duty operators.

Broadcasters for whom that kind of technology is not practicable would be permitted to incorporate into their systems those elements of ATS that are, and are not, they would be relieved of operational requirements contained in the existing rules. Licensees would be permitted either to purchase the equipment commercially or design and build their own.

The commission, whose notice is the second step in the process that began with a notice of inquiry issued on April 1, 1975, said its ATS proposals are part of its effort at deregulation, at eliminating or modifying obsolete rules. But in addition to benefiting broadcasters, it said, ATS will benefit the public by providing "a more reliable, higher quality broadcast service."

Here are some of the elements in the notice on which the commission is seeking comment:

- Although the Communications Act requires the maintenance of an employee at a station's transmitter, the commission would relax the licensing requirements for an operator at a full ATS station. (Such a station would employ first-class operators on a part-time basis to make required inspections, measurements and transmitter adjustments, but use unlicensed engineers and technicians to make repairs and adjustments of the transmitting system.)

- The commission also intends to seek legislation to allow it "generous flexibility in establishing" the required requirements.

- The commission would not permit completely automated go-no-go systems, as suggested by the National Association of Broadcasters, because of concern over situations in which an ATS shutdown would occur without warning or contingency operating procedures. It would require immediate transmitter shutdown only for serious malfunctions that would cause interference to other stations.

- The commission would not require type acceptance approval of ATS control and alarm equipment, and would permit stations to use existing transmitters for ATS.

- The commission would require ATS alarm and failsafe control circuits. An on-off control circuit would have to provide positive control at all times; a disruption of the circuit providing the function would have to cause the station transmissions to cease, and a failure of the alarm system would cause the required to turn off.

- AM stations, those with specified hours or those required to change modes of operation during the day would have to be equipped with a time clock to control mode switching that could operate on a reserve source of power for 48 hours.

- A station using ATS would not be required to keep an operating log with a record of personnel, meter readings or control functions. There are other operation records that would have to be maintained—Federal Aviation Administration notifications of tower light failures, for instance—that would be kept in an "operating log" or in an attachment to the maintenance or program log.

- The commission would permit ATS to incorporate facilities to switch between main and alternate main or auxiliary transmitters if they are also controlled by the ATS equipment. Automatic logging would be optional.

The commission said in its notice that stations should be permitted to use ATS with a minimum of administrative burden, to themselves and the commission. It also said that many of the ATS control function it is considering can be used by stations without special authorization. Accordingly, it said there appears to be no valid reason why advance approval should be required in most cases by stations who wish to install ATS. The only exceptions would be in the case of stations wishing to operate a directional antenna by ATS, or establish an ATS control and alarm center at a location other than at the station transmitter or presently authorized remote control location.

Comments on the proposals are due June 11 and replies on July 12.

Technical Briefs

Still shot recorder. Arvin-Echo, Mountain View, Calif., has introduced EFS-1 "frame store" recorder which electronically stores still pictures on "dassette" record. Dassette records sell for $75 each and price of EFS-L unit with one record is $12,250. Application includes super effects for matex, mixes, dissolves and keys.

Rate increase opposition. ABC and CBS have asked FCC to reject request for rate increase by Midwestern Relay Co. Networks say they have fixed-rate contracts with common carrier that run through 1978 and increase requests are "Material breach of the contracts." New rates would put mileage charges at $52.50 a mile, from present $47.50, and would see market connections go from $500 a month to $1,250.

RCA sales. Two group broadcasters, Nationwide Communications and the Outlet Co., have placed orders with RCA for television broadcast equipment. Nationwide placed $1 million order to add TVR-100 videotape units at WATE-TV Knoxville, Tenn., and WXET-TV Petersburg, Va.; TK-28 film originating system at WBAI-FM Green Bay, Wis., and transmitting system for WNCI-FM Columbus. Outlet placed $800,000 order for TK-46 studio cameras and TK-76 ENG units for WDBO-TV Orlando, Fla., KSA-T V San Antonio, Tex. and WCMI(TV) Columbus, Ohio.

Arab network. Twenty Arab League states were represented in Cairo last week as talks began regarding the establishment of a $143 million satellite network. Project, discussed by communications ministers, involves three satellites, and several ground stations to link radio, television, cable, telephone and Telex communications. According to a league spokesman, an organization with $100 million in capital is currently being formed.
Turnabout at RCA

Net income in first quarter more than double same period in '75; Conrad reports sales and earnings at NBC running ahead of last year

RCA Corp. registered a 102% increase in net income for the first quarter of 1976, reflecting a sharp comeback in its electronic operations and continuing strength in its diversified businesses.

Net income for the 1976 period more than doubled to $34.3 million (44 cents a share) on record sales of $1.26 billion from $17.0 million (21 cents a share) on sales of $1.09 billion in the 1975 first quarter.

Anthony Conrad, president and chief executive officer of RCA, noted that in the electronic sector, television receiver and picture tube operations both were profitable in the first quarter, a substantial change from the losses incurred in the 1975 quarter. He said industry sales of color TV sets had climbed about 20% over the depressed levels of the first three months of last year.

He reported that NBC sales and earnings in the 1976 first quarter were higher than a year ago, despite lower nighttime audience ratings. He said this reflected "the strength and balance of its full range of program services and a strong advertiser demand for them."

---

G&W, Signal Companies In joint tender offer

Gulf & Western and The Signal Companies Inc. have announced offers to purchase 6.4 million shares of Signal common stock at $20 a share. Signal owns Mack Trucks, produces aerospace products, has interests in petroleum and petrochemical industries and holds 49% of Golden West Broadcasters. Signal will buy the first 2.5 million shares tendered for a total $50 million and Gulf & Western will buy the next 3.9 million for $78 million. Gulf's shares will represent about 20% of Signal's outstanding stock. Included in Gulf's holdings is motion picture producer, syndicator and distributor of movies and TV series.

---

Financial Briefs

Rent now, buy later. Storer Broadcasting Co., Miami, has agreed to sell its subsidiary, Storer Leasing, to Delta Airlines for about $30 million in cash and Delta's assumption of $4.4 million in Storer Leasing obligations. Storer subsidiary's assets—six Boeing 272-200 airplanes, five Boeing 727-100 aircraft and 18 spare engines—are currently leased by Delta. Agreement is subject to approval of both companies' boards and Civil Aeronautics Board.

Warner's tender offer. Warner Communications Inc., New York, has purchased 2,937,749 shares of its series C convertible preferred stock at $6 per share in accordance with tender offer it made last Feb. 28 and which expired on March 15. Company said there are still outstanding authorizations to buy about two million shares of its stock on open market.

---

Week's worth of earnings reports from stocks on Broadcasting's index

<table>
<thead>
<tr>
<th>Company</th>
<th>Current and change</th>
<th>Year earlier</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Revenues</td>
<td>Change</td>
</tr>
<tr>
<td>ABC</td>
<td>Year 12/31/75</td>
<td>1,046,548,000</td>
</tr>
<tr>
<td>Chris-Craft</td>
<td>Year 6 mo. 2/29</td>
<td>30,016,000</td>
</tr>
<tr>
<td>Communications Properties</td>
<td>Year 10/31/75</td>
<td>17,597,930</td>
</tr>
<tr>
<td>Doyle Dane Bernbach</td>
<td>Year 12/31/75</td>
<td>323,838,713</td>
</tr>
<tr>
<td>Fuqua</td>
<td>Year 12/31/75</td>
<td>538,813,000</td>
</tr>
<tr>
<td>General Electric</td>
<td>3 mo. 3/31</td>
<td>3,267,900,000</td>
</tr>
<tr>
<td>General Tire</td>
<td>3 mo. 2/29</td>
<td>389,300,000</td>
</tr>
<tr>
<td>Gross Telecasting</td>
<td>3 mo. 3/31</td>
<td>1,493,379</td>
</tr>
<tr>
<td>Kaiser Industries</td>
<td>Year 12/31/75</td>
<td>1,031,850,000</td>
</tr>
<tr>
<td>Kansas State Network</td>
<td>6 mo. 2/29</td>
<td>6,741,000</td>
</tr>
<tr>
<td>King &amp; Spalding</td>
<td>6 mo. 3/31</td>
<td>18,238,506</td>
</tr>
<tr>
<td>Needham, Harper &amp; Steers</td>
<td>Year 12/31/75</td>
<td>29,210,000</td>
</tr>
<tr>
<td>New York Times</td>
<td>Year 12/31/75</td>
<td>408,870,000</td>
</tr>
<tr>
<td>Outlet Co.</td>
<td>Year 1/31</td>
<td>121,991,028</td>
</tr>
<tr>
<td>Reeves Telecom</td>
<td>Year 12/31/75</td>
<td>7,399,827</td>
</tr>
<tr>
<td>RBC Industries</td>
<td>Year 12/31/75</td>
<td>11,988,000</td>
</tr>
<tr>
<td>TBS Inc.</td>
<td>3 mo. 3/31</td>
<td>226,790,000</td>
</tr>
<tr>
<td>Warner</td>
<td>Year 12/31/75</td>
<td>669,774,000</td>
</tr>
</tbody>
</table>

*Change too great to be meaningful.

---

Broadcast Advertising®

Five TV complaints moved off NAD's desk

Most are settled by withdrawals or by agreements to change copy

Challenges to five TV commercials were disposed of during March by the National Advertising Division of the Council of Better Business Bureaus. Five cases involving print advertising were similarly closed.

In three TV cases the advertiser either discontinued the questioned advertisement for his own reasons or agreed to copy changes requested by NAD. One of these was the Long Island Broadcasting Corp., which owns WLIX(AM) Islip, N.Y., and also sells products by mail.

The commercial in question was a TV spot for one of those products, a book called "264 Instant Magic Tricks." NAD's Children's Advertising Review Panel believed the commercial might lead children to believe they could duplicate the tricks quickly. But the advertiser said the commercial had been withdrawn to avoid misinterpretation and that Long Island Broadcasting Corp. representatives would confer with NAD on how to make future advertising comply with NAD guidelines.

Other TV advertising withdrawn or revised in March included a commercial for Arm & Hammer oven cleaner and one for Gerber Products Co.'s baby food.

Challenged advertising whose claims were found to have been acceptably substantiated included print and TV messages for L'Eggs Products Inc.'s Sheer Energy pantyhose and a TV commercial for Schering-Plough's St. Joseph cough syrup.

---

Proof of the pudding

CBS offering series in seven cities to document network radio's impact

Network radio's values for advertisers with different marketing objectives were detailed in a presentation to 350 agency executives in New York last week.

The showing, arranged by the CBS Radio Network, highlighted the successful use of that network by five companies. The top marketing or advertising execu-
tive at each organization appeared in the presentation.

Wes Cantrell, executive vice president, Lanier Business Products, Atlanta, explained how network radio advertising built awareness of Lanier dictating machines through commercials featuring Stiller and Mears in morning and afternoon drive time. Ed Lannoc, secretary-treasurer and general merchandise manager of True Value Hardware, Chicago, said the nationwide retailer cooperative found its association with commercials delivered by Pat Summerall was an effective advertising vehicle.

Keith Ridgway, senior vice president, marketing, Kraft Foods, Chicago, found *Mike Roy's Cooking Thing* a satisfactory editorial environment for Cheez-Whiz and said a larger radio campaign is planned for 1976, Glenn Martin, director of advertising for the Kelly-Springfield Tire Co., Cumberland, Md.; explained how a smaller brand can compete with larger-budgeted advertisers through an advertising association on radio with well known sports events (Kentucky Derby and the U.S. Tennis Open). Hal Savage, advertising director of the Buick Division of General Motors, Detroit, said the company's use of CBS Radio Mystery Theater offered both continuity and flexibility.

The presentation will be taken by CBS Radio Network to Detroit tomorrow (April 20), Chicago on April 22; Phoenix April 30; Los Angeles May 4; San Francisco May 6, and Seattle May 7.

Where's and when for RAB's 'Idearamas'

The Radio Advertising Bureau is scheduling 54 "Idearamas," its annual series of one-day sales clinics, over a 15-week period starting May 4.

Miles David, RAB president, said this year's series will feature sales, promotion and copy ideas chosen by bureau executives from hundreds representing the work of stations in markets of all sizes. The agenda will also include winning radio commercials, problem-solving sessions and tips on handling tough sales situations. RAB executives will make the presentations.

The cities, in alphabetical order, where the clinics will be held and the dates: Albany, N.Y., May 20; Albuquerque, N.M., May 11; Anchorage, Aug. 17; Beaumont, Tex., June 24; Billings, Mont., July 1; Birmingham, Ala., May 18; Bismarck, N.D., July 13; Buffalo, N.Y., May 18; Charleston, W.Va., June 15; Chicago, July 22; Cincinnati, June 3; Columbus, S.C., July 13; Dallas, July 1; Denver, June 24; Des Moines, Iowa, June 17; Eugene, Ore., July 13; Fargo, N.D., July 15; Indianapolis, June 17; Jackson, Miss., May 25; Jackson, Tenn., June 8; Kalamazoo, Mich., July 20; Kansas City, Mo., June 17; Knoxville, Tenn., June 10; Lincoln, Neb., June 15; Little Rock, Ark., July 15; Los Angeles, June 24; Lubbock, Tex., May 13; Macon, Ga., July 15; Madison, Wis., May 4; Minneapolis, May 6; Moline, Ill., May 13; New York, June 10; Oklahoma City, June 10; Orlando, June 29; Paducah, Ky., June 15; Pensacola, Fla., May 20; Philadelphia, June 3; Phoenix, May 25; Portland, Me., June 29; Raleigh, N.C., July 1; Richmond, Va., June 17; Sacramento, Calif., June 22; Salt Lake City, May 20; San Antonio, Tex., June 22; Scranton, Pa., June 15; Seattle, July 20; Shreveport, La., May 27; Sioux Falls, S.D., June 15; Spokane, Wash., May 18; Springfield, Ill., May 11; Springfield, Mo., July 13; Wichita, Kan., June 8; Worcester, Mass., July 1; Youngstown, Ohio, June 1.

By a leap and a bound. February had an extra day this year—and 22.2% more network TV billings than February a year ago, according to figures compiled by Broadcast Advertisers Report and being released by the Television Bureau of Advertising. The leap year February's total came to $230,502,300, up from $188,573,700 in February 1975, and brought billings for the first two months of 1976 to $456,987,400, up 17.4% from the same period of 1975.

Biggest day-part increase in February was in weekend daytime, which jumped 75.2%—partly because the extra leap year day fell on a weekend, TVB said, but also because NBC-TV introduced weekend college basketball this year and a good bit of ABC-TV's Olympics coverage also was in weekend daytime. TVB's report follows:

<table>
<thead>
<tr>
<th>February</th>
<th>January - February</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daytime</td>
<td>1975</td>
</tr>
<tr>
<td>Mon.-Fri.</td>
<td>$ 62,115.1</td>
</tr>
<tr>
<td>Sat.-Sun.</td>
<td>44,567.6</td>
</tr>
<tr>
<td>Nighttime</td>
<td>126,456.6</td>
</tr>
<tr>
<td>Total</td>
<td>$188,573.7</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>$ 64,331.1</td>
<td>$ 83,496.3</td>
<td>$ 78,657.7</td>
<td>$226,485.1</td>
</tr>
<tr>
<td>February</td>
<td>80,003.9</td>
<td>79,068.9</td>
<td>80,302.0</td>
<td>239,374.8</td>
</tr>
<tr>
<td>Year-to-Date</td>
<td>$145,235.0</td>
<td>$156,595.2</td>
<td>$155,157.2</td>
<td>$456,987.4</td>
</tr>
</tbody>
</table>

*Add 000 to all figures.

Happy advertiser. Glenn Martin (second from right), director of advertising, Kelly-Springfield Tire Co., was one of five advertising executives highlighted in CBS Radio Network presentation. Flanking Mr. Martin are (L. to r.) Frank Russell, vice president, VanSan Dugdale, Kelly-Springfield agency; Cathy Mansfield, CBS Radio account executive, and Ben Loanchive, CBS Radio vice president, development.

Advertising Briefs

OK spot. National Advertising Review Board has ruled new TV commercial by Drackett Co., comparing its furniture polish, Behold, with S.C. Johnson's Pledge, is satisfactory. Panel held last year earlier Behold commercial had capacity to deceive. New commercial, prepared and released after NARB's decision, was challenged by Johnson, which said it was "misleading" too. NARB said new commercial was in compliance with guidelines laid out in previous opinion.

New horizons. Federal Trade Commission has authorized its Boston regional office to examine advertising of package tours and other travel services as part of travel industry investigation. Among areas staff will focus on are advertising disclosures, overbooking, itinerary changes and cancellation provisions.
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 for the part of the day in which it appears. A (3) 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>Title (length)</th>
<th>Artist—label</th>
<th>Rank by day parts</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Disco Lady</td>
<td>(3:50)</td>
<td>1 3 1 1</td>
</tr>
<tr>
<td>2</td>
<td>Lonely Night</td>
<td>(3:17)</td>
<td>3 1 2 2</td>
</tr>
<tr>
<td>3</td>
<td>Bohemian Rhapsody</td>
<td>(5:55)</td>
<td>2 2 2 2</td>
</tr>
<tr>
<td>4</td>
<td>Right Back Where We Started</td>
<td>(3:21)</td>
<td>4 4 3 3</td>
</tr>
<tr>
<td>5</td>
<td>Boogie Fever</td>
<td>(3:25)</td>
<td>6 6 6 6</td>
</tr>
<tr>
<td>6</td>
<td>Dream Weaver</td>
<td>(3:15)</td>
<td>7 7 8 8</td>
</tr>
<tr>
<td>8</td>
<td>Let Your Love Flow</td>
<td>(3:16)</td>
<td>9 8 7 7</td>
</tr>
<tr>
<td>13</td>
<td>Only 16</td>
<td>(2:44)</td>
<td>8 9 12 10</td>
</tr>
<tr>
<td>14</td>
<td>Show Me the Way</td>
<td>(3:25)</td>
<td>10 11 9 9</td>
</tr>
<tr>
<td>11</td>
<td>Dream On</td>
<td>(3:25)</td>
<td>11 10 13 11</td>
</tr>
<tr>
<td>12</td>
<td>Sweet Thing</td>
<td>(3:18)</td>
<td>13 13 10 13</td>
</tr>
<tr>
<td>17</td>
<td>Welcome Back, Kotter</td>
<td>(2:48)</td>
<td>12 14 11 14</td>
</tr>
<tr>
<td>9</td>
<td>All by Myself</td>
<td>(4:22)</td>
<td>14 12' 14 15</td>
</tr>
<tr>
<td>15</td>
<td>Love of My Life</td>
<td>(3:20)</td>
<td>15 15 16 12</td>
</tr>
<tr>
<td>16</td>
<td>Money Honey</td>
<td>(3:17)</td>
<td>19 16 17 16</td>
</tr>
<tr>
<td>17</td>
<td>Silly Love Songs</td>
<td>(5:54)</td>
<td>16 17 15 18</td>
</tr>
<tr>
<td>22</td>
<td>Footed Around and Fell In Love</td>
<td>(2:58)</td>
<td>17 19 18 21</td>
</tr>
<tr>
<td>12</td>
<td>Theme From &quot;S.W.A.T.&quot;</td>
<td>(4:07)</td>
<td>21 18 19 20</td>
</tr>
<tr>
<td>23</td>
<td>Trying to Get the Feeling Again</td>
<td>(3:45)</td>
<td>20 22 20 17</td>
</tr>
<tr>
<td>21</td>
<td>There’s a Kind of Hush</td>
<td>(All over the World)</td>
<td>18 23 22 25</td>
</tr>
<tr>
<td>20</td>
<td>Love Hurts</td>
<td>(2:03)</td>
<td>29 20 24 19</td>
</tr>
<tr>
<td>24</td>
<td>Deep River (5:47)</td>
<td></td>
<td>28 21 25 22</td>
</tr>
<tr>
<td>27</td>
<td>Shannon</td>
<td>(3:50)</td>
<td>22 25 23 30</td>
</tr>
<tr>
<td>29</td>
<td>RHhannon (3:48)</td>
<td></td>
<td>30 34 21 23</td>
</tr>
<tr>
<td>30</td>
<td>Theme from &quot;Happy Days&quot;</td>
<td>(2:40)</td>
<td>23 27 27 27</td>
</tr>
<tr>
<td>32</td>
<td>Sara Smile</td>
<td>(3:07)</td>
<td>24 29 26 29</td>
</tr>
<tr>
<td>28</td>
<td>I Do, I Do, I Do, I Do (3:15)</td>
<td></td>
<td>25 28 29 32</td>
</tr>
<tr>
<td>29</td>
<td>Rihanna</td>
<td>(3:48)</td>
<td>26 30 28 28</td>
</tr>
<tr>
<td>30</td>
<td>Strange Magic</td>
<td>(3:22)</td>
<td>27 32 31 33</td>
</tr>
<tr>
<td>25</td>
<td>Soul Train</td>
<td>(3:21)</td>
<td>47 24 32 24</td>
</tr>
<tr>
<td>31</td>
<td>Slow Ride</td>
<td>(3:45)</td>
<td>62 31 30 26</td>
</tr>
<tr>
<td>18</td>
<td>Love Me If You Dare (3:29)</td>
<td></td>
<td>36 26 37 31</td>
</tr>
<tr>
<td>13</td>
<td>Love in the Shadows</td>
<td>(3:18)</td>
<td>31 33 34 36</td>
</tr>
<tr>
<td>43</td>
<td>Love Really Hurts Without You</td>
<td>(2:58)</td>
<td>32 35 35 35</td>
</tr>
<tr>
<td>35</td>
<td>Shout It Out Loud</td>
<td>(2:38)</td>
<td>34 36 33 34</td>
</tr>
<tr>
<td>36</td>
<td>Action</td>
<td>(3:29)</td>
<td>35 39 36 38</td>
</tr>
</tbody>
</table>

### Country

<table>
<thead>
<tr>
<th>Over-all rank</th>
<th>Title (length)</th>
<th>Artist—label</th>
<th>Rank by day parts</th>
</tr>
</thead>
<tbody>
<tr>
<td>19</td>
<td>Love Machine, Part 1</td>
<td>(2:55)</td>
<td>19 21 18 20</td>
</tr>
<tr>
<td>39</td>
<td>Happy Music</td>
<td>(3:04)</td>
<td>39 38 40 41</td>
</tr>
<tr>
<td>20</td>
<td>Love Hangover</td>
<td>(3:40)</td>
<td>37 41 39 39</td>
</tr>
<tr>
<td>40</td>
<td>Fanny (Be Tender With My Love)</td>
<td>(3:26)</td>
<td>* 37 49 37</td>
</tr>
<tr>
<td>21</td>
<td>Living for the Weekend</td>
<td>(2:50)</td>
<td>39 48 41 47</td>
</tr>
<tr>
<td>50</td>
<td>Union Man</td>
<td>(3:20)</td>
<td>44 49 43 44</td>
</tr>
<tr>
<td>22</td>
<td>Oceans of Love</td>
<td>(3:40)</td>
<td>46 47 42 43</td>
</tr>
<tr>
<td>37</td>
<td>Looking for Space</td>
<td>(3:56)</td>
<td>46 40 45 48</td>
</tr>
<tr>
<td>23</td>
<td>Don’t Push Your Luck</td>
<td>(3:18)</td>
<td>42 42 * 49</td>
</tr>
<tr>
<td>24</td>
<td>Come on Over</td>
<td>(3:38)</td>
<td>41 42 * 49</td>
</tr>
<tr>
<td>48</td>
<td>Don’t Tell Me Goodbye</td>
<td>(3:18)</td>
<td>42 44 47 50</td>
</tr>
<tr>
<td>49</td>
<td>You’re So Tired</td>
<td>(3:30)</td>
<td>48 * 48 42</td>
</tr>
<tr>
<td>50</td>
<td>Dream Weaver</td>
<td>(3:26)</td>
<td>49 * 44 *</td>
</tr>
</tbody>
</table>

Broadcasting Apr 19 1976

53
Media

Ann Maynard Gray, assistant treasurer, ABC Inc., New York, elected treasurer, reporting to Michael Mallardi, VP/chief financial officer.


Gray Rapids, John E.C. (Bud) Stikle, vice president and general manager of Meredith Broadcasting’s WHEN(AM) Syracuse, N.Y., will become general manager of KFWD(AM) Fort Worth, Tex., on April 26.

John Catlett, general manager, WBBM-FM Chicago, named planning/administration director, WBBM-TV there.

Judy Santarsiero Torello, public relations consultant, 20th Century-Fox, Los Angeles and promotion/publicity manager for talent appearing in Miami-Fl. Lauderdale, Fla., area, named press information manager, WABC-TV New York.

Melinda Ayotte, program director, Warner Cable of Somerville (Mass.), named public service director, WCVB-TV Boston.

Ray Mimeo, general sales manager, KTLK(AM) Denver, named general manager.

Harvey J. Tate, VP/general manager, WAVE(AM) Baltimore, named to same position, WCMF(AM)-WSFM(FM) Harrisburg, Pa., succeeding Ed K. Smith, who will take new responsibilities with parent, Hudson Communications, Washington.

Tulu Arrak, continuity director, WZZM-TV Grand Rapids, Mich., named promotion/creative services director.

Gary A. Petriola, assistant general manager, WJER-AM-FM Dover-New Philadelphia, Ohio, named general manager, succeeding Donald R. Graff, who gave up position for health reasons. Mr. Graff remains as part-time consultant/chief engineer. Barry Jackson, sports director, takes additional responsibilities as operations manager. Karen McIlvaine, traffic/continuity director, named assistant operations manager.

Rick Lee, station manager, KSHE(AM) St. Louis, named general manager, succeeding Sheldon Graft, named VP/national operations manager of licensee, Century Broadcasting Corp., Chicago (Broadcasting, April 5).

Charlotte R. Baker, account executive, Shopping Center Marketing Services, Boston, named promotion director, WMEK(AM) there.

Margaret Darden, production department, WICT(AM) Jacksonville, Fla., named associate information director.

Greater Cincinnati Radio Broadcasters Association has re-elected all officers to second term: Charles K. Murdock, senior VP of radio, Avco Broadcasting and general manager, WLW(AM), president; John Bayliss, president/general manager, WSAH(AM), VP; Barry Gaston, general manager, WLQI(FM), secretary.

Raymond Yorke, general sales manager, WLYC-AM-FM St. Petersburg, Fla., named general manager, WLYC-FM.

Newly elected officers, Wisconsin Broadcasters Association: Bernice Strachota, WGIJ(AM)-WGBI(AM) Milwaukee, president; Richard Dudley, Forward Communications, Wausau, VP-television; Peter Barnard, WPTF-AM-FM Stevens Point, VP-radio.


Sue Wainwright, associate producer, noncommercial WPTF(AM) Miami, named audience development director, WBBH-TV Fort Myers, Fla.

Harold W. Waddell, VP Reams Broadcasting Corp./general manager, WVRZ(AM) Muskegon, Mich., retires June 30 after 46-year broadcasting career.


Eduardo Lamadrid, corporate audit director, Pickwick International, record manufacturer, New York, named corporate controller, Spanish International Communications Corp., group station owner, there.

Charles B. Hobson, director, Mass Communications Center, Clark College, Atlanta, named manager, noncommercial WETA-FM Washington.

Broadcast Advertising

Robert G. Pfundstein, senior VP/director of finance/control, Doyle Dane Bernbach, New York, named treasurer.


Alex M. Ostfield, chief executive officer, Canadian operations, A. Eicoff & Co., Montreal/Toronto, named VP/board member of Chicago-based agency, Ronald Zabka, media VP, retail division, Chicago, named senior VP for all media. Susan Thompson, media supervisor, named media VP.


Jacquelyne M. Treacy, personnel director, J. Walter Thompson, New York, named VP.

Philip D. Metz, associate media director and Jon Arnold, creative director, Kenyon & Eckhardt, Detroit, and Robert U. Brown, K&E California marketing director, all elected VP's.


Ken Hall, account executive, CBS Television Stations Division, national sales, New York,
named national sales manager, WCAU-TV Philadelphia.

James J. Wyza, media supervisor, Grey-North, division of Grey Advertising, Chicago, named named national sales manager, Arthur Meyerhoff Associates there.

Mark E. Robbins, account executive, Blair Television's Chicago NBC sales unit, named manager of new Minneapolis sales office. In Blair's New York office: Stephen Murphy, account executive, Arbitron Television, New York, named special research projects manager; Jacqueline Todman, senior research analyst, WABC-TV there, named assistant research manager of NBC station division sales unit; Enid Fishman, research analyst, Teleret there, named assistant research manager of ABC station division sales unit, and Ronni Faust, research analyst/assistant to director of sales promotion, WCAU-TV Philadelphia, named program research analyst.

Barry Hirsch, from ABC Spot Sales, New York, named account executive, Metro TV Sales, Los Angeles.

Rosina E. Trosley, office manager, WGN Continental Sales Co.'s San Francisco office, named account executive there.

Tomoko Kellner, account executive/media buyer, Mayfield Smith Park Advertising, Honolulu, named media director, succeeding Tim Evard, named account supervisor.

Albert E. Rinaldinl, retail marketing-development director, CBS Inc., New York, named station retail sales specialist, WABC-TV there.

Lee S. Simonson, retail sales manager, WGN-AM/FM Bethesda, Md. (Washington), named local sales manager, WPTF(FM) Chicago.

Jack Bivens, VP/general manager, WCRT(AM) WQX(FM) Birmingham, Ala., named national sales manager, WLOO(FM) Chicago.

Gerard J. Sperry, general sales manager, CKLW(AM) Windsor, Ont. (Detroit), named sales manager, WRKO(FM) Boston.

Edward J. Raube, local account executive, WIOQ(FM) Philadelphia, named local sales manager.

Fred Johnson, general manager, WUPA(AM) Amherst (Buffalo), N.Y., named sales manager of co-owned WAMO-AM/FM Pittsburgh.


John J. Brennan, operations/sales director, KSWN-FM Denver and VP of licensee, WGN of Colorado, named KSWN-FM marketing director.

Peter M. Rosella, KSWN-FM sales manager, named general sales manager.

Georgia Hess, sales representative, KEX(AM) Portland, Ore., named national sales manager, KLSD-AM-KPAM(FM) there.

F. Samuel Wilson, sales manager, WHEN-TV Syracuse, N.Y., named VP, Paul John & Lee advertising there.

Carol Kappell, art director, Caldwell-Van Riper, Indianapolis, named to newly created position of creative art director for special projects. Jay Souls, art director, Saturday Evening Post, there, named C-VR executive copywriter.

Shelia J. Jacobs, freelance advertising-public relations relations in Baton Rouge, named senior copywriter/public relations specialist, Herbert S. Benjamin & Associates advertising there.

William Charles, manager, WXEZF(FM) Sylvania, Ohio, returns to WSPD(AM) Toledo, Ohio, as general sales manager.

Dudley D. Few, account executive, WKBW-TV Buffalo, N.Y., named to newly created position of sales development manager.

Scott Fey, account executive, WCAO-AM-FM Baltimore, named local sales manager of co-owned WQX(FM) Clearwater, Fla.


Programing

Eugene Moes, promotion manager, Time-Life Films, New York, appointed advertising/promotion manager, Worldvision Enterprises there.

Valerie Rowley, various posts with Independent Television Corp., of Canada Ltd., named general manager, ITC of Canada, based in Toronto.

Scott Burton, programing manager, KSD(AM) St. Louis, named program/output manager, KFPM(AM) San Diego.

Ronn Nicholas, public affairs producer/director/host, KMOX-TV St. Louis, named community services director.

Tom Janis, sportscaster, KNTV(TV) San Jose, Calif., named sports director, KGTV-Tv San Francisco.

Dave Johnson, air personality, WBT(AM) Charlotte, N.C., named audio operator, Jeffer son Productions there. Both are Jefferson-Pilot Broadcasting properties.

Craig Molison, (air name Bob Owens), WSPD(AM) Toledo, Ohio, named program director.

Carol Chadwick, associate information services director, WICT(TV) Jacksonville, Fla., named producer, community involvement staff.

Alex Taylor, reporter, WZLM-TV Grand Rapids, Mich., named public affairs director/producer.

Philip G. Stephens, announcer/engineer, noncommercial KVUH(FM) Keene, Tex., named program director.

Broadcast Journalism

Richard A. Rosenthal, anchor, NBC News, Chicago, named to same position, WGN(AM) there.

Mike Casserty, assistant news director, WICZ-TV Pittsburgh, named executive news coordinator, KMOX-TV St. Louis.

Dick Brooker, ENG field reporter WICZ-TV Pittsburgh, named managing editor.

Robert Harris, news producer, WBBM-TV Chicago, named news field producer, succeeded by Donna LaPlante, associate producer.

Donald F. Ross, newfilm producer, WMAL-TV Washington, named assistant news director, WJZ TV Baltimore. Larry E. Sales, anchor, WAVE-TV and sports reporter/producer, WAVE(AM) Louisville, Ky., named WJZ TV general assignment reporter.

William H. Rohrer, editors/community affairs director, WCAU(AM) Philadelphia, named director of news and programming.


Greg Lefevre, reporter, KFMB-TV San Diego, named to same position, KDFW-TV Dallas.

Janet Burns, news director, KRLY(FM) Houston, named reporter/local news editor, KJ(KAM) there.


Tom Peterson, news director/anchor, WTV(TV) Youngstown, Ohio, named executive news producer in addition to his anchor duties.

Cathie Mann, reporter, KNX(TV) Los Angeles, named co-anchor, KMPF-TV Minneapolis.

Betty Ann Rhodes, sports writer/columnist, St. Petersburg (Fla.) Times, named news assignment editor, WFLA-TV Tampa-St. Petersburg.

Gary Posansky, director, noncommercial WPPT(TV) Miami, named news programing director, WASH-TV Fort Myers, Fla.

The best soft music sound in Toledo is put out by an AEL FM-25KD Stereo Transmitter

Just ask WMHE

AEL stereo transmitters always send the very best.

FM: 5,500, 15,000, 25,000, 40,000, 50,000 watts.

AM: 5,000, 10,000, 50,000 watts.

Call or Write:

AMERICAN ELECTRONIC LABORATORIES, INC.

P.O. Box 852, Lansdale, PA 19446

Tel: 215/622-2829  TWX: 510/881-4976
Cable

Kenneth Siegel, general sales manager, Magnavox CATV, Manlius, N.Y., given additional responsibilities for all advertising/promotion/sales/marketing worldwide. David Klassen, systems designer, named internal sales engineer.

Curtis G. Melcher, special projects coordinator, Communications Properties, Dubuque, Iowa, named Midwestern regional manager, Home Box Office, New York. He plans to establish regional office in Springfield, Ill.

Equipment & Engineering

Marvin E. Kramer, president, RCA Distributing Corp., Indianapolis, named VP, retail merchandising, RCA Sales Corp. There. He will be succeeded by Arnold T. Valencia, who also will continue his present responsibilities as VP, marketing programs.

Charles D. Brown, president, Dielectric Communications, division of Sola Basic Industries, Milwaukee, named chairman, succeeded by John L. Hutson, controller/manager of management information systems, co-owned Sola Electric.

John H. Pinto, VP/director, creative services, RKO General, New York, named VP, market planning, Technicolor Audio-Visual Systems, Costa Mesa, Calif.


Charles R. James, owner of electronics repair business, Carbondale, Ill., named broadcast engineer, wish-TV Indianapolis.

Allied Fields


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

Robert E. Mulholland, executive VP, NBC News, New York, received Alumni Merit Award from Northwestern University, Evanston, Ill., April 3 "for outstanding contributions to broadcast journalism."

Peter M. Anderson, managing counsel, FCC's AT&T task force, has joined Washington law firm of McKenna, Wilkinson & Kittner.

Deaths

Walter H. Smith, 61, deputy chairman, European operations, Young & Rubicam International, London, died there April 10. He first joined Y&R in 1940, after World War II and time with Curtis Publishing Co. and CBS Inc., he rejoined Y&R in 1952, became senior VP in 1963, was sent to London as managing director of British subsidiary in 1965. He was regional director for offices in France, Belgium and Netherlands. He is survived by his wife, Alexandra.

John F. Egan, 58, manager, RCA Frequency Bureau, Cherry Hill, N.J., died after heart attack at his home in Haddonfield, N.J., April 10. He had just completed 33 years with bureau, 23 as manager. Survivors include his wife, Ann, and one son.

Paul Ford, 74, character actor, died April 12 at Nassau hospital in Mineola, Long Island, N.Y., after short illness. He played Colonel Hall in The Sergeant Bliko Show on TV, colonel in Teahouse of the August Moon on TV, stage and film and middle-aged father-to-be in Never Too Late. Survivors include his wife, Nell, two daughters and two sons.

Santos Ortega, 76, radio/TV/stage actor, died April 10 at Broward General hospital, Fort Lauderdale, Fla., where he was visiting. He played Grandpa Hughes in As The World Turns serial on TV since its inception 20 years ago. He was original Inspector Queen in Eilly Queen, first Perry Mason and Nero Wolfe, also played Charlie Chan. Survivors include one son and one daughter.

Clark Pangle, 48, TV producer/director, died April 4 in Marshall, Va., after heart attack. During his 25-year career he directed Jimmy Dean show at WTOP-TV Washington, was documentary producer for WJMJ-TV there and production manager for WTTGTV there. At time of death, he was audio-visual director for American College of Radiology, Bethesda, Md.

Rev. Daniel E. Power, 71, retired professor and director of public affairs for Georgetown University, Washington, died there Tuesday (April 13) after three months illness following stroke. He was founder of Georgetown University Forum, broadcast for many years on NBC, and was founder and vice president of Greater Washington Educational TV Association from 1953 to 1970.

Cloyd R. (Bud) Croft, 50, executive director, International Lutheran Laymen's League, St. Louis, died after heart attack March 30 there. He is survived by his wife, Helen and one son.

B.F. (Ben) Jutzi, retired executive director, has been asked by league to return to position until replacement is named.

Robert E. Greene, 84, retired partner, Kuhn, L. MacLeod & Grove, Pittsburgh, died at his home there March 31 after long illness. He joined KM&G as partner in 1923, was named VP/secretary in 1929, executive VP in 1946 and was elected board chairman in 1955. He retired in 1956. He is survived by his wife, Louise.

Where Things Stand

Status report on major issues in electronic communications

Copyright 1976 Broadcasting Publications Inc. May be quoted with credit

lowercase

Indicates new or revised listing.

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 ground that networks were denied access to White House tapes and documents they said they needed to support their charge that Nixon administration was politically motivated in bringing suits. However, Judge Robert J. Kelleher permitted Justice to refile suits after President Ford moved into White House, and it did (Cases 74-3599 et al.). Network appeals contending Judge Kelleher should not have permitted refiling of suits were dismissed by Supreme Court. Networks have made new effort to have suits thrown out by filing motions for summary judgment and dismissal with pre-judice (Broadcasting, Dec. 1, 1975). Hearings on motions will be argued April 22.

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 16-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 sparked 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 relaxed rebuild requirements it would have imposed on systems by 1977 (Broadcasting, April 5, 12).

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. Stations involved have met with Canadian Radio Television Com
Children's TV. FCC's policy statement on children's television programing, 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 theme week). National Association of Broadcasters (NAB), 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. However, committee report to House bill says FCC'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. Senate bill would copy National Council of Organizations in Association and Motion Picture Association of America announced a joint agreement on type of copyright legislation they would support (see story, this issue).

Crossownership (newspaper-broadcast). FCC order banning newspaper-broadcasting crossownerships 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.).

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. FCC has rejected petitions for reconsideration of new rule (BROADCASTING, March 8). National Citizens Committee for Broadcasting is seeking appeals court review.

EEO guidelines. FCC has issued proposed rulemaking 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.) has proposed new 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. 2169 by Robert Drinan (D-Mass.) and Mr. Hruska's chief Senate helper, Charles H. Percy (R-Ill). There is no sign of movement on two House bills.

Family viewing writers. Writers Guild of America, which has been pressing FCC to file 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 has delisted L-57 and B-4 in both networks and NAB in 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 has begun in Writers Guild case (BROADCASTING, April 12; also 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. Court has ordered FCC to show cause why it should not be illegal (Cases 75-1087 et al). Briefs have been filed 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 deadline has been postponed until April 20.

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, Pacific Foundation's WBAI(FM) New York. Oral arguments have been held (BROADCASTING, April 5). Ruling involves airing of George Carlin album cut. Commission is considering proposed regulation to include television and cable in federal statute banning obscenity on radio (BROADCASTING, Sept. 15, 1975). Commission also fined WXPW(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 Pacifica, 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 representa- tives and 20 senators have sponsored or co-sponsored 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 in cable. FCC order substituting 35- and 55-mile zones for signal contours as basis of protecting television station's area 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.

How to protect yourself against Broadcasters Liability losses

Figure out what you could afford to lose, and let us insure you against judgments over that amount. We're experts in the fields of libel, slander, piracy, invasion of privacy and copyright. We have 5 U. S. offices so we're instantly available for consultation in time of trouble. Drop us a line, and get full details from our nearest office.

Employers Reinsurance Corp.,
21 West 10th, Kansas City,
Missouri 64105. Other U.S. offices:
New York, San Francisco,
Chicago, Atlanta, Houston

Broadcasting Apr 19 1976 57
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 the 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 whether broadcasters are "throttling" pay cable (BROADCASTING, Dec. 15, 1975). Meanwhile, cable systems, New York Cable Television Association and National Cable Television Association are taking state of New York to court, challenging its assumption of jurisdiction over pay cable rates (BROADCASTING, April 12).

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 Brunswick Record officials have been found guilty of mail fraud and conspiracy (BROADCASTING, March 1). Several others under investigation have pleaded guilty (BROADCASTING, Jan. 26); all were assessed monetary penalties (BROADCASTING, April 12).

Performers' royalty. Copyright subcommittees in both houses have held hearings on measures to create performers' royalty to be paid by broadcasters and other users of recorded works (BROADCASTING, July 28, 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 Committee has voted $78.5 million for CPB for 1976. Long-range appropriation will come out of committee sometime in May. 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. Senate Communications Subcommittee held hearing on separate educational broadcasting facilities funding measure (BROADCASTING, April 5).


Section 315. U.S. Court of Appeals in Washington has upheld FCC's change of its administration of equal-time law (see story, this issue). Commission said 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). 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 5). There are also equal-time-revision bills, introduced by Senate Communications Subcommittee Chairman John Pastore (D-R.I.) 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 antiblackout. Legislation to renew sports antiblackout law, which expired Dec. 31, 1975, was stalled when House-Senate conferees failed to agree on compromise (BROADCASTING, Dec. 22, 1975). Conference committee will try again in another session, yet unscheduled. Experimental 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. 9566) 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 24 hours for post-season games in baseball, basketball and hockey.

UHF. FCC issued notice of inquiry in May 1975 on UHF taboos to determine if restrictions on proximity of stations could be reduced (BROADCASTING, June 2, 1975). In July 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 to be attached to sets permanently as with VHF (BROADCASTING, Aug. 18, 1975). Both petitions are under study by chief engineer's office.

VHF drop-ins. In April, FCC adopted inquiry (Docket 20418) into feasibility of dropping as many as 83 VHF channels into top 100 markets. Inquiry resulted from United Church of Christ petition which substantially embodied study by Office of Telecommunications Policy suggesting channels could be added if mileage-separation standards are reduced. Comments have been filed (BROADCASTING, Dec. 15, 22, 1975).

WPIX (TV). FCC Administrative Law Judge James Tierney has issued initial decision recommending renewal of New York station and denying competing application of Forum Communications Inc., a decision contested by commission's Broadcast Bureau (BROADCASTING, Sept. 22, 1975). Case is moving toward oral argument stage.
### Summary of broadcasting

**FCC tabulations as of Feb. 29, 1975**

<table>
<thead>
<tr>
<th>Licensed</th>
<th>On air</th>
<th>STA</th>
<th>CP's on air</th>
<th>Total</th>
<th>CP's on air authorized</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial AM</td>
<td>4,435</td>
<td>3</td>
<td>27</td>
<td>4,465</td>
<td>5,415</td>
</tr>
<tr>
<td>Commercial FM</td>
<td>1,429</td>
<td>3</td>
<td>15</td>
<td>1,444</td>
<td>1,600</td>
</tr>
<tr>
<td>Educational FM</td>
<td>3</td>
<td>0</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Total Radio</td>
<td>7,009</td>
<td>3</td>
<td>154</td>
<td>8,066</td>
<td>8,295</td>
</tr>
<tr>
<td>Commercial TV</td>
<td>710</td>
<td>1</td>
<td>9</td>
<td>719</td>
<td>724</td>
</tr>
<tr>
<td>VHFS</td>
<td>509</td>
<td>0</td>
<td>509</td>
<td>509</td>
<td>509</td>
</tr>
<tr>
<td>UHF</td>
<td>192</td>
<td>0</td>
<td>192</td>
<td>192</td>
<td>192</td>
</tr>
<tr>
<td>Educational TV</td>
<td>729</td>
<td>1</td>
<td>14</td>
<td>743</td>
<td>743</td>
</tr>
<tr>
<td>VHFS</td>
<td>90</td>
<td>3</td>
<td>47</td>
<td>93</td>
<td>93</td>
</tr>
<tr>
<td>UHF</td>
<td>250</td>
<td>2</td>
<td>252</td>
<td>252</td>
<td>252</td>
</tr>
<tr>
<td>Total TV</td>
<td>930</td>
<td>10</td>
<td>23</td>
<td>953</td>
<td>1,031</td>
</tr>
</tbody>
</table>

*Special temporary authorization

**AM applications**
- Bentonville, Ark.—JEM Broadcasting Co. seeks 1190 kHz, 250-w. P.O. address: Big Tree Realty Bldg., U.S. Hwy. 71, Bentonville 72712. Estimated construction cost $38,444; first-year operating cost $47,125; revenue $50,000. Format: C&W, easy listening. Principals: Elvis Lee Moore (44%), Jim Tilley (44%) and G. Ronald Rye (12%). Mr. Moody is commercial manager for KOHZ-AM Harrison, Ark. Mr. Rye owns KCAB(AM)-KWK(AM) Dardanelle. Mr. Tilley has banking, abstracting and real estate interests. Ann. April 6.
- Van Buren, Ark.—Crawford County Communications seeks 1190 kHz, 250-w. P.O. address: 83 Payette Rd., Van Buren 72956. Estimated construction cost $32,857; first-year operating costs $7,880; revenue $9,800. Format: C&W, pop. Principals: William L. Pharis (66-2/3%) and Ben Denson (33-1/3%). Mr. Pharis was news editor at KFSM-AM Ft. Smith, Ark., up until two months ago. Mr. Denson is engineer at KFSM-TV and has farming interests. Ann. April 6.
- Madison, W. Va.—Capital Communications seeks 1450 kHz, 1 kw-D, 250-w. P.O. address: 93 McDowell St., Welch, W.Va. 24801. Estimated construction cost $3,127; first-year operating cost $46,957; revenue $70,000. Format: C&W, popular music. Principal: Gerald E. Davis (70%) and Roger L. Lowe (30%). Mr. Lowe is sales manager of WXEE(AM) Welch, W.Va. Mr. Davis has majority interests in WXEE. Ann. April 6.

**AM action**
- WBPN Quitman, Miss., to June 20 (BMP-14151).

**AM licenses**
- Broadcast Bureau granted following CP modifications to extend completion time to date shown:

**FM actions**
- Broadcast Bureau granted following CP modifications to extend completion time to date shown:

**FM starts**
- KAOH-FM Duluth, Minn.—Authorized program operation on 94.9 mhz, ERP 25 kw, HAAT 400 ft. Action March 30.
- WWOC Avalon, N.J.—Authorized program operation on 94.3 mhz, ERP 3 kw, HAAT 300 ft. Action March 26.
- WWZEE Nashville—Authorized program operation on 92.9 mhz, ERP 100 kw, IAA 400 ft. Action March 30.

**FM licenses**
- Broadcast Bureau granted following licenses covering new stations:

**Ownership changes**
- **Applications**

**Bankruptcy Sale**
- AVANT GARDE BROADCASTING, INC., dba KAGF-BFM, Bankrupt
- Bankruptcy No. BK75-20840-BR
- Trustees offer for sale the FCC license and all of the physical assets of radio station KAGF-BFM, Inglewood (Los Angeles County) California consisting of office furniture and fixtures, and broadcasting equipment.
- The physical assets are located at 9920 South LaCienega Boulevard, Suite 644, Los Angeles, California. The broadcasting tower is located at 4100 South Padilla Place, Baldwin Park Reservoir, Los Angeles, California.
- Sad assets will be offered for sale to the highest and best bidder subject to confirmation of the Court on April 29, 1976, at 9:30 A.M. in the Courtroom of the Honorable Barry Russell, Bankruptcy Judge Room 804, U.S. Courthouse, 321 North Spring Street, Los Angeles, California.
- Inspection will be held between the hours of 10:00 AM and 3:00 PM on April 27, 1976 and April 28, 1976 at 9920 South LaCienega Boulevard, Suite 644, Los Angeles, California, and 4100 South Padilla Place, Baldwin Park Reservoir, Los Angeles, California.
- Terms will be cash. Buyer to deposit 20% down at time of sale. Balance on closing. Courtesy to brokers - 5%
- For further information, write to Gilbert Robinson, Trustee in Bankruptcy, 1886 Century Park East, Suite 900, Los Angeles, California 90067. Phone (213) 277-7400.
Facilities changes

AM applications

WMLO Beverly, Mass.—Seeks CP to increase daytime power to 1 kw. Ann. April 6.

WTYM East Longmeadow, Mass.—Seeks CP to add nighttime operation with 2 kw and increase hours of operation to unlimited. Ann. April 9.


AM actions

WKBQ Garner, N.C.—Broadcast Bureau granted modification of CP to increase daytime power to 1 kw; change station location; remote control permitted (BMP-14027). April Action 2.

WANN Waynesburg, Pa.—Broadcast Bureau granted CP to increase daytime power; install 250 kw crtical peak power operation (BP-20023). March Action 29.

KSDN Abilene, Texas—Broadcast Bureau granted CP to increase daytime power to 5 kw, install directional antennas, make changes in ant. system (BP-20020). April Action 2.

AM starts

Following stations were authorized program operating authority for changing facilities on date shown: KPCR Bowling Green, Mo. (BP-20.046), March 29; WCAW Charleston, W.Va. (BP-18.309), March 30; WWLP Springfield, Mass. (BP-01.046), March 31.

FM actions

WEGL Auburn, Ala.—Broadcast Bureau granted modification of CP to make changes in ant. system. ERP 380 w.; ant. height 205 ft.; remote control permitted (BMP-14997). April Action 2.

KPFA Berkeley, Calif.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 59 kw (H&V); ant. height 1330 ft. (H&V); remote control permitted (BMP-14928). April Action 7.

KWXY-FM Cathedral City, Calif.—Broadcast Bureau granted CP to convert presently licensed site and trans. to aux. and change ant.; ERP 5 kw (H&V); ant. height 65 ft. (H&V); condition (BPH-921). April Action 7.

KPRA Paso Robles, Calif.—Broadcast Bureau granted frequency change to 92.5 mhz (ch. 223); change trans. location to 2.5 miles west of Paso Robles city and a new location for Paso Robles Road, Paso Robles; change trans. and ant.; make changes in ant. system; ERP 17 kw (H&V); ant. height 760 ft. (H&V); remote control permitted. April Action 7.

KVVN St. Helena, Calif.—Broadcast Bureau granted modification of CP to specify studio location as 1251 Mt. View Ave., St. Helena; operate by remote control from control room in 전혀; make changes in transmitting equipment; ERP 3 kw (H), 2.3 kw (V); ant. height 250 ft. (H&V); remote control permitted (BMP-14928). April Action 7.

KLRO San Diego—Broadcast Bureau granted CP to make changes in ant. system; ERP 1.9 kw (H&V); ant. height 1850 ft. (H&V); remote control permitted (BPH-9814). April Action 7.

WCKS Cocoa Beach, Fla.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 100 kw (H&V); ant. height 440 ft. (H&V) (BPH-8919). April Action 7.

WOUE New Orleans—Broadcast Bureau granted CP to install new auxiliary ant.; ERP (main) 17.5 kw (H&V); ant. height 330 ft. (H&V); remote control permitted (BPH-9820). April Action 7.

WJB Boston—Broadcast Bureau granted CP for ERP 12.5 kw (H&V); ant. height 110 ft. (H&V); remote control permitted (BPH-9827). April Action 7.

WLCF-FM San Antonio, Miss.—Broadcast Bureau granted modification of CP to relocate station 3.2 miles west of U.S. Hwy. 51, 0.6 mile north of State Highway 4, on NW Jackson Farm; ERP 18 kw; ant. height 201 ft. (H&V); remote control permitted (BMP-1345). April Action 7.

KXTZ Henderson, Nev.—Broadcast Bureau granted CP to install new trans. and ant.; make changes in ant. system (BPH-1125). April Action 2.

WLHN Lonacon, N.Y.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 9.6 kw (H&V); ant. height 960 ft. (H&V); remote control permitted (BPH-9815). April Action 7.

WRWY Albany, N.Y.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 9 kw (H&V); ant. height 960 ft. (H&V); remote control permitted (BPH-9815). April Action 7.

* WMPW Warren, N.C.—Broadcast Bureau granted modification of CP to change trans. location to 0.9 mile southwest of Essex, N.C.; change studio location and remote control to 13 West Franklin St., Warren; change trans. and ant.; make changes in ant. system and transmission line; ERP 50 kw (H&V); ant. height 500 ft. (H&V) (BMP-1347). April Action 7.

* KAKJ Airdmore, Okla.—Broadcast Bureau granted modification of CP to change studio location to Lincoln Center Blvd., Airdmore; remote control permitted (BMP-1348). April Action 5.

* WBOZ-FM Hormigueros, P.R.—Broadcast Bureau granted modification of CP to extend completion date to October 2 (BMP-14648); and granted modification of CP to change trans. and studio location to Highway 343, 0.35 mile northwest of Hormigueros; change trans.; ERP 3 kw (H&V); ant. height 2 ft. (H&V) (BMP-14645). April Action 7.

* WMBK Columbia, S.C.—Broadcast Bureau granted modification of CP to operate by remote control from 5435 Monticello Road, Columbia; change trans. and ant.; ERP 60 kw (H&V); ant. height 410 ft. (H&V) (BMP-1375). April Action 7.

* KOLL-FM Gilette, Wy.—Broadcast Bureau granted modification of CP to change studio location to 917 East Longmont, Gilette; operate by remote control from proposed studio site; change trans. and ant.; ERP 3 kw (H&V); ant. height 270 ft. (H&V) (BMP-14718). April Action 6.

FM starts

Following stations were authorized program operating authority for changing facilities on date shown: KELO-FM Sioux Falls, S.D. (BPH-9752), March 24; KJK Davenport, Iowa (BPH-9316), March 30; WWFM Fort Campbell, Ky. (BPH-9548), March 26; WGDLO-FM High Point, N.C. (BPH-9541), March 30; WROK Greensboro, N.C. (BPH-9171), March 30; WSGM Staunton, Va. (BPH-9534), March 30; WSTN Florence, S.C. (Doc. 19.771), March 24; WYOR Coral Gables, Fla. (BPH-9654), March 26.

In context

Case assignments

Chief Administrative Law Judge Chester F. Nanowitz Jr. made the following assignments on date shown:

KPOI (AM) and KHVH (AM) Honolulu, facilities changes proceeding: Communique Oceanic Corp. and KHVH Inc. (Docs. 20740-1) Designated A.J. Joseph Supino Jr. to serve as ALJ; hearing to be held on June 28, 2017.

Mt. Holly, N.J., AM proceeding: WJZJ (AM), seeking renewal; and John J. Farina and John H. Viola, representing owner of station (Docs. 37318-9) Designated A. Thomas B. Fitzpatrick to serve as presiding judge; hearing to be held on June 30 at Mt. Holly. Action April 6.
Procedural rulings

Dismissed
- Rockport, Tex., FM proceeding: James H. Bejose, seeking 102.3 MHz (Doc. 20666) — ALJ James F. Tierney granted motion by Bejose and dismissed his application with prejudice; terminated proceeding. Action April 1.

Initial decision
- Ripley, Miss., FM proceeding: Country-Pollan Broadcasting and Tippah Broadcasting Co., competing for 102.3 MHz (Doc. 20343-4) — ALJ James F. Tierney denied application of Country-Pollan and dismissed competing application of Jesse R. Williams (Tippah Broadcasting). Action April 8.

FCC decision
- Iowa City, AM proceeding: Braverman Broadcasting Co. seeking 1560 kHz (Docs. 19597) — Commission granted application of Braverman for new station. Grant was subject to conditions that approved antenna monitor be installed and continuously available, complete nondirectional proof of performance be submitted before program tests are authorized and before license is issued and Braverman submit results of observations made daily for at least 30 days to demonstrate antenna array can be maintained within specified tolerances. Action March 30.

Fines
- WNCR(AM) Live Oak, Fla. — Broadcasting Bureau notified licensee it incurred apparent liability of $500 for failing to maintain required maintenance log. Action April 3.
- WAST(AM) Miami — Broadcasting Bureau notified licensee it incurred apparent liability of $500 for allowing unlicensed operator in charge of transmitter. Action April 2.
- WOCN(AM) Miami — Broadcasting Bureau ordered licensee to forfeit $500 for allowing unlicensed operator in charge of transmitting system. Action April 2.
- WCLB(AM) Bellefonte, Pa. — Broadcasting Bureau notified licensee it incurred apparent liability of $100 for failing to make required monthly measurements of carrier frequency. Action April 2.

Other actions
- KOLJ(AM) Coalinga, Calif. — Commission denied request by Peace Valley Broadcasting, license, for further authority to remain silent. Station has been silent since August 29, 1975. License is forfeited and call letters deleted. Action March 31.
- Las Vegas — Commission ordered investigation into alleged "news leak" in proceeding involving applications of Western Communications, for renewal of its license of KORK-TV Las Vegas and Las Vegas Valley Broadcasting Co., for new station using same facilities. Commission assigned oral arguments and privately instructed staff to prepare opinion consistent with decision to deny renewal of Western's license. Subsequently, commission said, press reports disclosed results of deliberations, even though no public release had been made and no announcement authorized (Docs. 19519, 19581). Action April 2.

Allocation

Rulemaking
- Kansas City, AM proceeding: Federal Communications Bar Association, Washington — Seeks amendment to facilitate participation of indigent interested persons in commission proceedings.
- Commission proposed amending rules to require broadcasting stations and cable systems to notify opposing parties of gifts of time to any other candidate, for use within 72 hours prior to day of election (Doc. 20764). Action April 1.

Petitions
- Robert A. Jones, LasGrange, Ill. — Commission denied request for amendment which would permit owning unlicensed operator in certain mountainous areas east of the Mississippi River. Action April 5.
- WSPA-TV Spartanburg, S.C. — Commission denied request for amendment which would permit owning unlicensed operator in certain mountainous areas east of the Mississippi River. Action April 5.

Applications
- Communications Engineering, Mercury and Nevada Test Site (U.S. Energy Research & Development Administration), Nev. — Seeks: ch. 2 rebroadcasting KORK-TV Las Vegas via BPTT-2993; ch. 4 rebroadcasting KORK-TV Las Vegas via BPTT-2996; ch. 6 rebroadcasting KSHO-TV Las Vegas; ch. 6 rebroadcasting KORK-TV Las Vegas via BPTT-2996; ch. 9 rebroadcasting KLAS-TV via BPTT-2993; and ch. 11 rebroadcasting KSHO-TV via BPTT-2922 (BPT- TV5549-54). Action April 8.
- Communications Engineering, Nevada Test Site (U.S. Energy Research & Development Administration), Nev. — Seeks: ch. 35 rebroadcasting KSHO-TV Las Vegas via BPTT-2922, Mercury and Nevada Test Site, Nev. — ch. 36 rebroadcasting KLAS-TV Las Vegas via BPTT-2993 (as above); ch. 41 rebroadcasting KORK-TV Las Vegas via BPTT-2996 (as above); ch. 42 rebroadcasting KSHO-TV; ch. 44 rebroadcasting KORK-TV; ch. 45 rebroadcasting KSHO-TV via BPTT-2990 Pahrump, Nev.; ch. 48 rebroadcasting KLAS-TV; ch. 51 rebroadcasting KVVU-TV Las Vegas; ch. 52 rebroadcasting KORK-TV and ch. 53 rebroadcasting KLXV-TV Las Vegas (BPTT-2987-97). Action April 8.

Petitions

Cable
- BROADCASTING, The weekly newsmaker of broadcasting and allied arts.

SUBSCRIBER SERVICE
- $3 years $60
- $2 years $45
- $1 year $25
- Canada Add $4 Per Year
- Foreign Add $6 Per Year

- 1976 Cable Sourcebook $10.00 (If payment with order $10.00)
- 1976 Yearbook $23.00 (If payment with order $23.00)
- Payment enclosed
- Bill me

Please send
- Broadcasting

The weekly newsmaker of broadcasting and allied arts.

Name
- Position

Company
- Business Address
- Home Address

City
- State
- Zip

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

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

Call | Sought by
--- | ---
KRFM | New FM's
KHP | Wedgewood and Violette Wedgew, Warren, Ill.
WTU | Vernon Milton, Holicott, Calif.
KBUS | Butter State University Boise, Idaho
WDBO | Mumbles Corps, Decatur III
WCVI | Board of Education, Noon Community School Dutt, Ill.
WFM | Tusco and Dakota County Broadcasting Co., Coldwater, Miss
WKMC | Celadore Broadcasters, Bennington, Vt
WDTN | WKOD Dayton, Ohio
WJFO | WKHM FM Jackson, Miss
WSN | WPDM FM Potsdam, N.Y
KMEZ | KTC Dallas

Grants

Call | Assigned to
--- | ---
New TV |
KBGF | Golden Orange Broadcasting Co., Anchorage, Ala.
WADD | New AM's
WACD | Alexander City Broadcasting, Alexander City, Ala.
WJFL | Poultry Breeders World Radio
WKKY | Amherst Broadcasting Associates, Amherst, Vt
WADB | New FM's
KNAS | AMCO-Galvath, Hathorne, Ark
KEFM | CALL Broadcasting, Cedar Rapids, Iowa
WZBT | Gettysburg College, Gettysburg, Pa
KLD | Lampassas Broadcasting Co., Lampassas, Tex
WQCK | WBRN Warner Roberts Ga
WBWK | WADB Brookville, N.Y
WAT | WHOM New York
Existing FM's |
KKLV | KHAR FM Anchorage, Alaska
WJE | WXW Foxway Cds
WMCJ | WHNE Birmingham, Mich
WSP | WMR Strickland, N.C
WVMF | WSPM San Antonio, Puerto Rico
WTCV | WHAL FM Shelbyville, Tenn
KZFM | ZAK FM Yates Tx

Other actions

Arizona Cable TV, Paradise Valley and unicorporated areas of East Maricopa county, Ariz.---Commission granted certificates of compliance for existing systems. Systems, located within Phoenix-Mesa, Ariz., major television market, now carry signals of KTVK, KOLI, KPHX, Phoenix, KTVU, KOLI, TVC, Tucson, and KAZA, Long Beach, Calif. Ariz. Arizona Cable also received authority to add signals of KLTV and KTAL (partially), Los Angeles, to both systems (Doc. 20575). Action March 31.

Leesburg Lakeshore Mobile Home Park, Leesburg, Fla.---CATV Bureau granted special temporary authority to operate system for ninety days or until certificate of compliance is granted, whichever comes first (CSR-9957). Action April 2.

KBIM-TV Roswell, N.M.---Commission denied petition by licensee, Roswell Broadcasting Co., to rule that for purposes of determining specified zones of network nonduplication protection, the reference point of station's transmitter site be used instead of reference of Roswell. Teleprompter Cable Communications Corp., operator of station at Lovington, N.M., and C.A. Cablevision, operator of station at Artesia and Carlsbad, N.M., opposed petition. Action March 31.
Professional Cards

ATLANTIC RESEARCH CORP.  
Jansky & Bailey 
Telecommunications Consulting 
Member AFCCE  
5390 Cherokee Avenue  
Alexandria, Virginia 22314  
(703) 354-3400

EDWARD F. LORENTZ & ASSOCIATES  
Consulting Engineers  
(formerly Commercial Radio)  
1234 0 St., N.W., Suite 500  
347-1319  
Washington, D.C. 20005  
Member AFCCE

A. D. Ring & Associates  
CONSULTING RADIO ENGINEERS  
1771 N St., N.W.  
296-2315  
WASHINGTON, D.C. 20006  
Member AFCCE

COHEN and DIPPELL, P.C.  
CONSULTING ENGINEERS  
327 Murray Rd.  
(202) 782-0111  
Washington, D.C. 20004  
Member AFCCE

GAUTNEY & JONES  
CONSULTING RADIO ENGINEERS  
2922 Teletstar Ct.  
(703) 560-8800  
Falls Church, Va. 22042  
Member AFCCE

LOHNE & CULVER  
Consulting Engineers  
1156 13th St., N.W., Suite 606  
Washington, D.C. 20005  
(202) 296-2732  
Member AFCCE

SILLIMAN, MOPPET & KOWALSKI  
711 14th St., N.W.  
Republic Tower 7-6646  
Washington, D.C. 20005  
Member AFCCE

STEEL, ANDRUS & ADAIR  
2029 K Street, N.W.  
Washington, D.C. 20006  
(301) 827-8725  
(301) 364-5374  
(202) 233-6104  
Member AFCCE

HAMMETT & EDISON, INC.  
CONSULTING ENGINEERS  
Radio & Television  
Box 68, International Airport  
San Francisco, California 94128  
(415) 841-5208  
Member AFCCE

JULES COHEN & ASSOCIATES  
Suits 400  
1730 M St., N.W.  
449-3707  
Washington, D.C. 20006  
Member AFCCE

CARL E. SMITH  
CONSULTING RADIO ENGINEERS  
8200 Sewards Road  
Cleveland, Ohio 44141  
Phone: 216-526-4366  
Member AFCCE

VIR JAMES  
CONSULTING RADIO ENGINEERS  
Applications and Field Engineering  
Computerized Frequency Surveys  
345 Colorado Blvd., 80206  
(303) 333-5363  
DENVER, COLORADO  
Member AFCCE

ROSNER TELEVISION SYSTEMS  
CONSULTING & ENGINEERING  
250 West 57th Street  
New York, New York 10019  
(212) 246-3967

JOHN H. MULLENEY  
CONSULTING RADIO ENGINEERS  
9616 Pinkney Court  
Potomac, Maryland 20854  
301-299-3900  
Member AFCCE

MERL SAXON  
CONSULTING RADIO ENGINEER  
6223 High Street  
Lubbock, Texas 79401  
(817) 632-2721

HATFIELD & DAWSON  
Consulting Engineers  
Broadcast and Communications  
906-36th Ave.  
Seattle, Washington 98122  
(206) 224-7860

JOHN F. X. BROWNE & ASSOCIATES, INC.  
TELECOMMUNICATIONS CONSULTANTS/ENGINEERS  
25 West Long Lake Road  
BLOOMFIELD HILLS, MICH. 48013  
Tel (313) 640-6226  
Fax (313) 222-1663  
Member AFCCE

DAWKINS ESPY  
Consulting Radio Engineers  
Applications/Field Engineering  
P.O. Box 3127-Olympic Station 90212  
BEVERLY HILLS, CALIF.  
(213) 272-3244

P. H. LEE ASSOCIATES, INC.  
Over 36 Years in Communications  
And Broadcast Engineering  
AM-FM-TV Frequency Measurements  
P.O. Box 1575  
Thousand Oaks, Calif. 91360  
(805) 492-5055  
(213) 889-7769

MATTHEW J. VLISSIDES, P.E.  
STRUCTURAL CONSULTANT  
TOWERS, ANTENNA STRUCTURES  
Studies, Analysis, Design Modifications,  
Inspections. Supervision of Erection  
7601 BURFORD DRIVE MCGEE, VA 22310  
Tel: (908) 358-9200  
Member AFCCE

SPOT YOUR FIRM'S NAME HERE  
To Be Seen by 129,000* Readers—among them, the decision making station  
owners and managers, chief engineers and technicians—applicants for  
AM-FM-TV and facsimile facilities.  
*1970 Readership Survey showing 3.2  
Readers per copy.
HELP WANTED MANAGER

Gospel radio station in growing Southwest market needs aggressive sales oriented sales manager. Ownership opportunity 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.

Help wanted. General Manager for successful individually programmed AM and FM station. Must be able to motivate and lead sales force. Send resume and sales track record to Box R-136, BROADCASTING.

Major Eastern suburban market seeks general manager. Excellent opportunity for person who has personnel sales ability and is able to motivate and lead sales force. Send resume to Box R-124, BROADCASTING.

Experienced manager wanted for New England radio station (5 KW). State experience, salary needs, confidential. Box R-147, BROADCASTING.

Assistant Manager, beautiful low midwest growth area. Must be outstanding local sales person. Ship on detail and have broadcast management as career objective. Resume and letter of interest to Box R-84, BROADCASTING.

Major market. All news station needs heavy sales manager. Must be exceptional at all phases of big league sales management. $50,000 first year. Rick Davenport, 312-963-8171, Ron Curtis & Company.

Director, Ohio University School of Radio-Television. Responsibilities include: administration undergraduates with 500 students in BS, MA and PhD programs. The new director will provide administrative direction for the school, interface between the school and broadcasting and related industries and will participate with appropriate University offices in the School's fund-raising activities. Additionally, the Director will teach and advise all graduate and undergraduate levels and will maintain scholarly competencies through publication, research and/or professional activities. Rank is Associate or Full Professor and salary is open. Position is funded and available July 1, 1976. Credentials to Dr. Joseph Berman, 221 RTVC, Ohio University, Athens, OH 45701. An Affirmative Action/EQUAL Opportunity Employer.

Group owner has opening for experienced controller/business manager based in Boston. Interested in person who wishes to join a young growing broadcast company. Please send resume to: William M. McCormick, President, McCormick Communications Inc., One Beacon Street, Boston, MA 02108. An Equal Opportunity Employer.

HELP WANTED SALES

Radio station, 30 thousand upper midwest community. No beginners. Box H-29, 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. Established with plenty of potential. Equal Opportunity Employer. Send full detail resume to Box R-70, BROADCASTING.

HELP WANTED SALES CONTINUED

Outstanding opportunity for experienced sales person with management potential. Leading Pacific Northwest station. Excellent commission, fringe benefits. Send resume, full details to Box R-84, BROADCASTING.

Salesperson for Western Colorado FM. Excellent sales commission and fringe benefits, but must have proven past sales record. EOE. Send resume to Box R-97, BROADCASTING.

Sales manager. Important midwest market. Looking for experienced sales manager who can sell, train, motivate and administer local sales staff plus supervise national sales. EOE. Send resume to Box R-32, BROADCASTING.

Experienced salesperson needed immediately for KATT, Casper, Wyoming. Dynamic fast growing market. Good salary, fringe, fringe and leadership opportunities. Send resume and references to Box R-61, BROADCASTING.

New Mexico. Good opportunity for solid sales person in one of the state's best radio markets. Must be aggressive self starter with heavy agency experience. Salary from $18,000. Good voice, know how to read Tomorrow. Send resume to Gordon Stafford, KLMR, Lamar, CO 81052.

Northwest newest 4000 watt stereo needs aggressive selling sales manager. Salary, fringe plus commission. Send resume to KMZB, Box 5200, Tacoma, WA 98405.


Account executive/sports director. Opening June 1st for local AM/FM的巨大. Established account list. Must have experience in sales and play by play, High school and big foot football and basketball. Send resume, salary requirements, and air check to General Manager, WITJ, Box 142, Danville, IL.

Number one rated modern country station in growing Valdosta, Georgia, needs versatile professional able to handle personally show, cover some news, and handle existing account list. Station is heavy on sales and local news. Need an experienced member of a close-knit team. Prefer someone from South. No phone calls. Tape, resume, references to: Red Jones, Station Manager, WWJEM, PO Box 368, Valdosta, GA 31601.

Regional sales mgr. Major South Florida AM/FM. Fine opportunity with eight station group for an aggressive self starter with hit-by-agency and key account experience. Good billing potential. Guaranteed draw to start. Rush resume to Sales Mgr., WJNO, PO Box 189, West Palm Beach, FL 33402.

Florida Contemporary seeking sales executive with proven record. Send resume to GM, WKXY, Box 2900, Sarasota, FL 34237.

Experienced sales manager, good salary, benefits, and location are yours if you can produce immediate results. WZNG, 1505 Dundee Road, Winter Haven, FL 33880.

Account executive, medium market experience, including agency contacts. Must be the station and market you've been looking for. Fast growth market. No stress. Must have references. No collect calls. Tom Martin, 304-252-6452.

HELP WANTED ANNOUNCERS

Somewhere there has to be a announcer with a good voice, know how to read 3-syllable words correctly, is aware of the real world and its many pronunciations 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 "Hotpants 5." Doesn't believe a light board is the 11th Commandment, and is interested in learning more or he or she knows while doing a creative board and production job. EOE. Send please resume to Box R-126, BROADCASTING.

Announcer, small market MOR, news/sports station Northeast. Mature, experienced, quality voice. Salary commensurate ability. EOE. Send resume to Box R-141, BROADCASTING.

Experienced lively DJ. wanted for AM drive slot at Massachusetts suburban operation. Must have production ability. Good salary, fringe benefits and experience in chain of stations. Box R-149, BROADCASTING.

Good morning person with first phone PA daytimer. Send complete resume, references and salary requirements. Must be able to perform all duties with exception of engineering and sales. Box R-181, BROADCASTING.

KAAY, Little Rock, needs nighttime air personality to host "Beaker Street" progressive music show. Must know and like progressive rock, agree to background investigation, and have valid FCC 1st class license. Send resume and aircheck to Wayne Moss, PO Box 1790, Little Rock, AR 72203. KAAY an Equal Opportunity Male/Female Employer.

KARV, America's fastest growing radio station needs a versatile program personality. Capable of all phases programing news, production and board willing to learn more. Attitude counts equally with ability and experience. Good money for the right person. Outstanding opportunity to join a winner. Send tape, resume to Paul Coates, KARV, Russellville, AR 72801.

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 100,000 watt regional spot. Send resume, references and salary requirements to Bill Miller, KGOF, Coffeyville, KS.

Montana morning personality for 5 KW fulltime MOR. Good voice and production musts. Start 9/60. Send resume and tape; Jerry Black, KSEN. 120 Pine, Shelby, MT 59934 or call 406-434-5241.

Personality strong production, news, excellent, contemporary station, group benefits, EOE. Resume, tape to WCPA, PO Box 1032, Clearfield, PA 16830.

New Jersey Shore. Contemporary station has openings for announcers, newscasters, sales executives. New station going on air Summer 1976. Send resume, tape, salary to Joe Knox, WRJZ, Box 100, Ship Bottom, NJ 08080. EOE.
HELP WANTED ANOUNCERS CONTINUED

Versatile jock. Two years commercial experience. Third endorsed. Tape with news and spots and resume. Don't call. WKBN, New Milford, OH 34343.

Announcer/Music Director for contemporary station in Tourist College area. Ideal candidate should be knowledgeable in music and promotion. Send resume and tape to WMWJ, Route 1, College Park, GA 30349.

Immediate opening for experienced radio announcer. Send resume and references to WDBO, Box 1423, Orlando, FL 32802.

HELP WANTED TECNICAL CONTINUED

Chief Engineer. WBHM, Chief Engineer to head technical operation of new, noncommercial, FM public radio station being built on southeast campus in urban university setting. Send resume and references to: WBHM, University of Alabama in Birmingham, Birmingham, AL 35294. Immediate Action/Equal Opportunity Employer.

WFSK a modern country station needs first class announcer with creative writing and production experience. We have a heavy schedule of news and PSB spots. Ideal living conditions and the land of the sky. Above average salary and fringe benefits for right person. Send resume and pay to: WMIC, 2005 E. Elk, Sandy, UT 84070.

Suburban Chicago FM, opening for part-time on-air personality. Send tape and resume to: WRCB, 19 S. Main, Des Moines, IA 50309.

HELP WANTED NEWS

Seeking a person with five or more years of broadcast journalism experience to be news director for FM public radio station in suburban area. Send resume and references to: WBIR, Box 1001, Knoxville, TN 37901. EOEO. MIF. Box 3054, Ithaca, NY 14850.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Program Coordinator to develop and maintain high quality local programming within fine arts and news and public affairs format; air scheduling and instructional responsibility. Bachelor degree plus 2 years full time experience with third. Salary based on qualifications and experience. Send resume and request for application to: Jim Boyd, Mgr., KESD-FM Solberg Hall, Brookings, SD 57006. Applications deadline May 5, 1976.

Program Director, WBHM. New noncommercial, FM public radio station being built on southern campus of University of Alabama in Birmingham. Programming emphasis: Public affairs, music and other fine arts. Program Director reports directly to the General Manager. Responsibilities include formulating and executing a balanced broadcast schedule in terms of station goals and community needs; handling and supervising the production, publicity and promotion of radio programs; overseeing the preparation of daily operatic report sheets. Scripts, continuity and announcements. Conducting program exchange with other local, regional or national broadcast agencies; reviewing program content for compliance with station and FAA rules and regulations. Must be news director and production personnel and their work. Immediate availability and supervisory experience in programming and public relations required. Salary commensurate with responsibilities. Send resumes, comments, etc. to: Dr. Florence M. Monroe, Director of Radio, General Manager, WBHM University of Alabama in Birmingham, University Station, Birmingham, AL 35294. Immediate Action/Equal Opportunity Employer.

Traveling audiopax. WPBS Public Broadcasting seeks a traveling audio operator to implement formal audio program at broadcast stations. GPA and/or broadcast experience desirable. Travel about 2/3. Send resume to: W.M. Thomas, PO Box 550, Ithaca, NY 14850.

SITUATIONS WANTED MANAGEMENT

Mr./Mrs. Smith, 14 years experience, Sales. Program director, play-by-play, disc jockey, remotes. 703-371-3840 or Box R-18, BROADCASTING.

Management position in Pennsylvania with company who wants a proven creative street fighter. Excellent sales record and references. RAB trained. Very knowledgeable in newspaper, TV and agency side of the business. Box R-8, BROADCASTING.

Professional broadcaster with 20 years experience in all phases. 15 years owner-manager, thorough knowledge of management, news, programing, automation. Ages 40, first phone. Available immediately. Box R-1-25, BROADCASTING.

General Manager available for medium to major market operation in Southeast, South Central, West Coast, Northeast or Southeast. Twenty years management experience. Always successful. Communications graduate. Low salary plus per cent of profit, Box R-187, BROADCASTING.

Sales Manager. I've learned from best in small and large markets. Ready to help you station be best in sales, promotion, collections. Box R-176, BROADCASTING.

Sales pro with management experience seeking new challenge. Box R-179, BROADCASTING.

General Manager (Medium Market). Young, aggressive, knowledgeable. Proven performance in sales, administration and programing. Box R-183, BROADCASTING.

Soon-to-be college graduate with degree in Business (Management) seeks management opportunities in programing or operations. 23 years old. Several years diversified experiential, and some on-the-job education while working in radio. Write for resume. Dave Ritter, PO Box 577, Misneheim, NC 28109.

SITUATIONS WANTED SALES

Indiana, Ohio. Radio veteran seeks solid sales or sales manager position with stable operation with potential for advancement. Box R-113, BROADCASTING.
SITUATIONS WANTED ANNOUNCERS

D.J., 3rd phone, tight board, good news and commercials, ready now Anywhere. Box H-5, BROADCASTING.

Newly employed twelve plus years same station. Country, beautiful music, oldies. Texas, New Mexico preferred, will consider all. Box R-101, BROADCASTING.

D.J., Tight board, good news, commercials, looking for break, willing to go anywhere. Ready now! Box R-103, 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 5½ yrs. experience country and MOR. I can do it for you, let's talk! Box R-120, BROADCASTING.

Experienced PD/manannouncer, production copywriter, FCC first, Reliable, hard-working. Friendly, warm delivery. Seeking medium market opening, MOR, easy listening, beautiful or country format. Prefer NY, NJ, PA, Conn., Mass., but will consider all offers. Immediate openings only. Box R-132, BROADCASTING.

Experienced, mature announcer, strong in production and copywriting, with personalized approach; 3rd endorsed. All markets, Box R-134, BROADCASTING.

Major market jock seeks programming on air position in medium market. 12 years experience. Box R-142, BROADCASTING.

Mid-day personality, first phone, country or contemporary, top ratings with women! Box R-148, BROADCASTING.

Three years experience, air shift, sports, news, sales, degree, 3rd, seeks middle market combo including PBP. Box R-150, BROADCASTING.

Progressive rock. Experienced, 3rd endorsed, know music, college degree. Box R-166, BROADCASTING.

Personality with a flair. Experience as music director. Thrid endorsed. Excellent production. True professional. Adult contemporary format. Box R-177, BROADCASTING.

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 market radio or move into TV. Family man looking for spot to settle. Available June 1st. For resume, photo, tape, etc. call 501-492-6185.


Midwest MOR announcer. 10 years experience, first phone, college grad, some PBP and sales, family. Call Bob 612-474-9597.

Pollished, warm, communicative D.J., 4 years experience, ready to move immediately. Seeking contemporory station, Midwest, Florida. Production, copywriting, news skills. Third endorsed. Box Alex ander, 212-799-9190, 9 AM-5 PM.

SITUATIONS WANTED TECHNICAL


SITUATIONS WANTED NEWS

Very experienced world news editor, written the way people like to hear without doublespeak: Interesting, accurate and clear! Box R-108, BROADCASTING.

Looking for a hard worker, someone willing to learn your way. One who has a degree and some experience. You need me. Box R-160, BROADCASTING.

Hard working newscaster, M.A. seeks work. Will relocate. Currently doing news at metro non-commercial FM station. Box R-161, BROADCASTING.

Highly qualified anchorman/newscaster seeking position in major market, Washington, D.C. area preferred. Box R-165, BROADCASTING.

PBP, pro, college H.S., experience, all sports, radio & TV. Currently employed. Ready to relocate! Versatile. Box R-188, BROADCASTING.

Newsman available, interviewing exp. 1st phone. 2 yrs. exp. Md., Tenn., Del. or Midwest preferred. Box R-169, BROADCASTING.

Experienced, hardworking, a digger, TV-Radio. Written news experience. PBP, sales, D.J. experience. Midwest-South preferred. Box R-170, BROADCASTING.

SITUATIONS WANTED ANNOUNCERS


You need announcer, I'm your man. Top 40/Rock or contemporary announcer with 3 yrs. experience. 3rd endorsed, hard worker. Tight board. Will work any shift. Call Paul Hunner, 504-872-6829.


Tired of being manager, PD, music director. Give me nights and I'll be happy and damn good. Must pay 512000.00, 10 years experience, first phone, personality. Karl 1-505-527-9698.


Air talent for hire. Board, shift, production, non-snyscast, w/3rd, Pro, NE or SE. Tape, resume and photo available. 215-256-6320.

In need of a city, 3 yrs. airproduction experience in AOR. Seeking airstaff and/or production in metro area. First ticket, good copy, excellent music knowledge. Terry, days 203-456-1400, nights 422-1271.


D.J., tight board, news commercials, looking for work anywhere. Bob Fowler, 92 Alder Drive, Mastic, NY 11951.


Young man: Attractive, special with tremendous charm and personality seeks talk show, game show or DJ, spot. Good talker, ad libber. Well rounded, widely traveled. Norwegian, French, Italian spoken fluently. College degree preferred, N.Y. area preferred, but will relocate. Einar Skaar, 130 W. 57th Street, New York 10019.


SITUATIONS WANTED NEWS CONTINUED


Varied news background. Wants growth opportunity. Currently at MS station. College plus 5 yrs. exp. production and on-air. First. 215-295-2085 or Box R-187, BROADCASTING.

Young newsman with some experience producing and delivering news. Am seeking a reporting/writing position with a NY or NJ or Conn. sta. but will relocate. Call Al Gregery 212-889-6840 after 7 on weekdays.


Mature, 7 years in contempo MOR, talk news, PD wants to concentrate on news in New England medium to large market. Dick Roberts, 2 Hill Place, Springfield, VT 05156. 802-885-4157.

Graduate student in broadcasting seeks summer job, 3rd ticket, any location. Rachel Shuster, 1904 Reede Dr., Silver Spring, MD 20902.

Newswoman seeking immediate position in major or medium market. 8 years experience in all facets of news operations. Excellent references. Steve Little 408-354-4443.

Sportsman for summer relief! How about free lancees with 3 years experience? Football, basketball, baseball, college and major college background. Will accept inquiries for permanent positions also. Tape, resume available. Pete Weber, 316 North William Street, South Bend, IN 46601.

Responsible, thinking journalist, B.A., M.S. broadcast journalism, third endorsed, one year experience, seeks small to medium market. Rich Peterson, 33 Cogswell Avenue, Cambridge, MA 02140. 617-547-2786.

SITUATIONS WANTED PRODUCING, PRODUCTION, OTHERS

Southwest. Experienced copy writer. Female, 3rd. Good production. Box R-38, BROADCASTING.

Experienced country programer w/excellent track record. Let me put it all together. Box R-121, BROADCASTING.

6 years, PD now. Prefer medium Northeast contemporay. Consider all. Box R-133, BROADCASTING.

Operations Manager: Seven years experience in program production. Heavy in public affairs. Award winning copy. Available now for small medium MOR/ good music. Box R-143, BROADCASTING.

Program Director with Major Market Top 40 background, looking to program medium to major market rocker. If you need more than a music director, write me. I can plan your station's success. Box R-157, BROADCASTING.

TELEVISION

HELP WANTED MANAGEMENT

General Manager. Public Broadcasting TV. Position available immediately. Experience in television station management including experience in programing, production, engineering and responsibility for public program and general administration. Applications requested by April 30, 1976. Apply to Oliver C. Bumb, Vice President for Public Affairs, Ball State University, Muncie, IN 47306. Ball State University practices Equal Opportunity in Education and Employment.

HELP WANTED SALES

Group company looking for experienced radio or TV account executive to handle important list. Should produce $250,000 a year or more for right individual. College background desired. Must have good record in sales. Contact O.W. Myers, WOWK-TV, Huntington, WV, Box 1448, Phone 304-525-7861, 40th TV Market, will need resume.
**Attention:** Local salespeople earn big part time money selling your local auto dealers our fantastic television commercials. Will you take a video tape cassette? Call me now collect Art Alloway at 703-451-1588. All inquiries confidential and your present employer will only know if you tell him.

**HELP WANTED TECHNICAL**

**Operating engineer.** Person with First Class FCC license to work in television control room. Experience necessary. Box R-94, BROADCASTING.

**Chief Engineer.** New IF5 at university in Chicago begins building for new facilities. Immediate openings for experienced TV transmission supervisor to maintain transmitter and video equipment. Will supervise student operators and technicians. Send resume and salary requirements to Box R-131, BROADCASTING.

**Wanted TV Engineer.** First phone for transmitter. Must have a valid radio technician licenses and send your resume to: John Bell, 280 St. Louis, Rochester, NY 14614.

**Maintenance Technician.** Opening with a Hallmark Broadcast chain. Located in Kansas City, Missouri. We need a maintenance technician for a closed circuit color TV system. Camera will be all black and white type equipment. We will send you an estimate. Emphasis on service. Faulty equipment will be returned.

**HELP WANTED NEWS**

**News Director.** Major Ohio VHF Net affiliate looking for an experienced Editor to join its news department. Send resume to Box R-104, BROADCASTING.

**News producer.** $400 weekly range, Station with fine reputation wants experienced 6-11 pm producer who can be a part of all activities. Box R-156, BROADCASTING.

**Top Ten market.** Station looking for talented talk show host. On-air experience required, An Equal Opportunity Employer. Send resume to Box R-158, BROADCASTING.

**Weekend anchor reporter.** Needed for Florida TV station. Experience required in news writing, producing, and on-air work. Equal Opportunity Employer. Reply Box R-152, BROADCASTING.

**Anchor.** We are looking for a person who wants to work hard for the chance to make a career in television news. Previous reporting experience a must; send VTR, resume to WVR-TV, Box 751, Chariotville, PA 15220.

**HELP WANTED PROGRAMMING, PRODUCTION, OTHERS**

**Assistant Producer.** $10,000-$12,500. Must possess a B.A degree, preferably in broadcasting journalism; two years experience in producing and on-air; experience in film and TV production including on-location, directing, writing, narrating and supervising editing. Reply to: Program Manager, KCPTV, Ch. 19, 2100 Stark, Kansas City, MO 64126. An Equal Opportunity Employer.

**Promotion Manager.** With solid on-air promotion experience and knowledge of other media promotion. Seek aggressive individual capable of planning creative promotion campaign. Equal Opportunity Employer. Contact Ian K. Harrower, WTAJ-TV, Altoona, PA 814-944-2031.

**HELP WANTED SALES CONTINUED**

**Cinematographer.** 21 yr. project. PTN Weaver, experience in executing double system film projects, including use of 16mm motion picture cameras, sound mix facilities and related equipment. State Mig requirements, minimum: Degree plus 3 yrs. exp. in motion picture production and/or film editing. 7 yr. contract, renewable for project duration: $12,000-$15,500. Contact: Personnel Department, Iowa Education- Broadcasting Network, Des Moines, IA 50306. An Equal Opportunity Employer.

**Oregon State University is seeking an assistant editor for the Agricultural Experiment station. Responsibilities for the 12-month faculty position: Writing TV and radio production.**

**Attorney.** Must be a member of the Iowa Bar in good standing. Must maintain an active local practice of law. Must send resume, references, and salary requirements to Box R-131, BROADCASTING.

**SITUATIONS WANTED MANAGEMENT**

All TV stations are the same. Each has four walls, roof and equipment. The difference is the people inside. The manager must be able to build and inspire a team. We are looking for the number one in all phases: sales, ratings, sales-producing, production, engineering and promotion. Must be able to control expenses and deliver maximum bottom line while caring that the area is in good. We are hiring an experienced top manager with a proven track record. I am looking for a new challenge. If you want your station to be more than "just another average box," let me help you build it into a shining star. Christmas present of pride and profit. Box R-91, BROADCASTING.

**General Manager.** Sales management, programming, etc. Two years of top-notch experience in managing station- ownership; group management. Special experience in: Management, sales management, and management of station- ownership; group management. Special experience in: Management, sales management, and management of station- ownership; group management.

**General Manager of major market radio and TV station: 20 years experience in broadcasting.**

**Top-rated news hour.** Will move visually. Looking for top 50 station ready to move to Number 1 or improve its top position. 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 on tornadoes. Excellent visuals. Speak to civic groups for station PR. Box R-93, BROADCASTING.

**Dedicated journalist.** Experience as news director, large market drive time anchor. Radio documentary producer, talk show host. Seeks television opportunity. Call 413-458-5447 or Box R-120, BROADCASTING.

**News Director.** I've proved it can be number one again, and it's crucial in communicating. Send your resume for consideration. Call 205-837-0452 or write Box R-128, BROADCASTING.

**Investigative field reporter, award winner with top LA radio station.** News format changes forcing me to look for another. Ready for a major move. I've had my share of big stories. I've proven it. Box R-129, BROADCASTING.

**Natural man.** No "happy talker" or "jock," just straightforward and honest seeks change soon. Box R-155, BROADCASTING.

**Film and theatre critic able to do lively features and interviews, looking for Top 30 market. Video tape upon request.** Box R-159, BROADCASTING.

**Young, editorial writer with medium size newspaper wishes to join first class news operation.** Box R-183, BROADCASTING.

**Versatile reporter at good medium market station with excellent journalism education and experience.**

**Assistant producer of top-rated news hour for network O & O in one of nation's two top markets.** Fifteen years in news, eight of them with two of country's best TV stations. Will bring your department ratings and quality. Box R-145, BROADCASTING.

**Aggregate producer with anchor experience seeks challenging position. Currently employed Mid 50's market.** Box R-174, BROADCASTING.

**Strong on sports, have done PBP, TV anchorman, radio talk, degree. 305-394-6396. Box R-178, BROADCASTING.**

**Small market news director, currently doubling as weatherman, sports man, sports anchor and production assistant, looking for medium market.**

**Workingman's Sportscaster, knowledgeable commentator.** In-depth analysis; enlightened interviews, and cups PBP. Dares to be different. 716-223-2219.

**Sports anchor! Number one in 54 wants move up. Magid approved, commentary, football PBP, and resume. 804-272-6107.**

**Newswoman needs break, will relocate. Excellent writing background. 3 years. Edin Cliftonne, 1213 5th St. Chicago, 363-0681, evenings.**

---

**SITUATIONS WANTED NEWS**

**Energetic newscaster seeking reporter's position. Writer-Producer for two years in major market.**

**News Director.** Superven superintendence, experience to select. Management seeks to support. Management supports network news and political science. Excellent references, aircheck available. Call 504-394-3589 or Box Q-76, BROADCASTING.

**Experienced anchor-reporter.** MS in broadcaster journalism. Currently assistant producer at top 10 CBS affiliate. A natural leader, ready to dig out a story and make it move visually. Looking for top 50 station ready to move to Number 1 or improve its top position. 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 in tornadoes. Excellent visuals. Speak to civic groups for station PR. Box R-93, BROADCASTING.

---

Broadcasting Apr 19 1976

57
SITUATIONS WANTED NEWS CONTINUED

Broadcast grad, 3rd phone endorsed, reporting background. George Muzyka, 3825 N. Newcastle Ave., Chgo, IL 60634. Tel. 312-685-7984.

SITUATIONS WANTED PROGRATING, PRODUCTION, OTHERS

Production Manager with degree and 9 years commercial experience. Years major market, seeking challenge in management or creative production directing. Willing to relocate, available mid-April. Box Q-210, BROADCASTING.

Creative, experienced, versatile. Excellent photographs, film-video-tv experience. TV writing. Sales experience. Box R-171, BROADCASTING.


College grad BFA llm No. 2 DJ. Jacksonville Fla. WCAU TV wake up! Commercial production, copywriting, creative, funny & zany. Looks like Ernie Kovacs. Get me out of NJ! 201-747-4077.

CABLE
HELP WANTED SALES

Wanted, an experienced, imaginative, aggressive account executive with good bag is local sales. Largest Cable TV system in U.S. seeks "right" person to handle local sales for fastest growing commercial station in market. If you're not afraid to work and want to break into the industry where the action is, send your complete resume to Dick Fairbanks, MCTV, PO 19700, San Diego, CA 92119.

BUY-SELL-TRADE
WANTED TO BUY EQUIPMENT

Quality conscious organization will purchase Gates BC-108 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 2734, Phoenix, AZ 85002.

We need used 250, 500, 1 KW, 10 KW AM and FM transmitters. No junk. Conrac, Carlson, Jerrold TV Tuners Gene Autry, Roy Rogers Radio Supply Corp., 1314 Ilburbie St., Laredo, TX 78040.

Presto 800 Recorder, Conrac, Carlson, Jerrold TV Tuners Gene Autry, Roy Rogers Radio Transcriptions ARG, 341 Cooper Station, NYC 10003.


FOR SALE EQUIPMENT

IVC 800 Video heads $750.00, RCA M140790BZ Low Band Air bearing video head assembly. $150.00. Trompetter video tock jacks 2-2 $24.00. WE 233 loop- ing plugs $4.00. Ampex VR 1200 Capstan Motor $150.00. Ampex VR 1100 solid state signal system $125.00. Norman Gillaspie Box 2124, Monterey, CA 93940 1-409-375-7424.


Halifax-styroflex. Large stock-bargain prices- tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94623.

One stop for all your professional and audio requirements. Bottom line oriented. F.T.C. Brewer Company, Box 8057, Pensacola, FL 32505.

FOR SALE EQUIPMENT CONTINUED


For Sale. Automation system. Six carousels, two ran- dom select. Time announcer, net join, two single play cart machines. Bought from exhibit, 1972 NAB. Excellent condition. Reason by selling, we moved up to a bigger system. Call AC 205-382-8890.

COMEDY


MISCELLANEOUS

Prizes! Prizes! National brands for promotions, contests, programming, No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

We're selling ourselves! Custom voice-overs, your copy, our talent. Try 10 90 seconds, $8.00 Ounce Productions, Box 10203, Pittsburg, PA 15232.

NATIONALLY KNOCED MANAGEMENT consultant is now available to jack up ratings and ratings for under developed radio stations. Protect your investment. Bill Elliott & Associates. 305-967-8838.

FCC STUDY GUIDE.


1ST CLASS FCC, 6 wks, $540.00 or money back guarantee. VA appvd. Natl. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

REI teaches electronics for the FCC First Class Radio Telephone license. Over 90% of our students pass their exams. Class begins May 10, June 21 and August 2.

REI, 61 N. Pineapple Ave., Sarasota, Florida 33577. 813-955-6922.

REI 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.


1st CLASS FCC, 6 wks, $450.00 or money back guarantee. VA appvd. Natl Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

Job opportunities and announce- dj- 1st class FCC license training at Announcer Training studios, 152 W. 42nd St., 3rd floor, NYC. Licensed and V.A. benefits.

INSTRUCTION CONTINUED

Institute of Broadcast Arts, 75 East Wacker Drive, Chicago, 4703 West Fond du Lac, Milwaukee. Current FCC license requirements. All applicants must have proof of Veterans Benefits, financing available. Lowest prices in the Midwest. 312-236-8105 or 414-445-3090. Results guaranteed.

First Class FCC license in 6 weeks. Veterans approved. Day and evening classes, Ervin Institute (for- merly Elkins Institute), 8010 Blue Ash Road, Cincin- nati, OH 45326. Telephone 513-791-1770.


RADIO
Help Wanted Management

Highly rated San Francisco area station looking for the Sales Manager who can do it all. We require strong personal sales, training and motivating sales-people, plus bottom-line awareness for this autonomous position. Money, by the way, is tops as are living conditions, fringe, etc. Rick Davenport, (312) 593-8171, Ron Curtis & Company.

Help Wanted Sales

CONTEMPORARY FM STEREO

Has the right place for you if you're looking for limitless opportunity in good-size market. Experienced time sales rep Russ Beckmann a call at KSPY Radio, 303-332-3536, send resume to RO, Box 966 Colorado Springs, Colora- do 80901.

ON YOUR WAY UP

Expanding sales department in good-size market needs an experienced time sales rep repre- sentative for MOR station, CBS Affiliate. Give Fred von Pingel a call at 303-532-3536, send resume to KVOR Radio, RO, Box 966, Colorado Springs Colorado 80901.

Placement Service

RADIO TELEVISION CABLE LOOKING FOR A JOB?

Mail Us Your Resume Now! William J. Elliott, Jr. & Company, Inc. 6196 Forest Hill Blvd. Suite 104 West Palm Beach, Florida 33406 305-957-8839

Tower Service

SWAGER TOWER CORPORATION CABLES PRESTRESSED FOR TALL TOWERS SOCKETS ATTACHED

All work supervised by Certified Engineer Box 655, Fremont, Indiana 46736 219-499-5165.

Audience Research

INCREASE SALES

with a customized PRS audience survey... from 1329.00

Professional Research Services

6806 S. Terrace Rd. Temple, Az. 85283 (602) 629-4003
Help Wanted Technical

Radio Field Service Engineers
Domestic/International
We're a leading producer of TV and radio broadcast equipment with challenging opportunities in our customer service organization. We're seeking Transmitter Engineers with a strong background in AM and FM radio broadcasting. You should have a minimum of a 2-year Associate's Degree in Electronics plus 3-5 years related broadcast experience. Technical strength and the ability to work with a minimum of supervision is essential.
The positions require both domestic and international travel with exceptional financial opportunity when extended periods of field service activities abroad are called for.
You'll enjoy a salary fully commensurate with your experience and appropriate bonus plus per diem for international field service assignments. We also offer excellent benefits including profit sharing and hospitalization; stable employment; opportunities for advancement; and relocation expenses.
Send resume with salary history and requirement in confidence to: Lawrence B. Carlstone, Professional Employment Supervisor.

HARRIS
Communications and Information Handling
an equal opportunity employer M/F.

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.

Have sold my stock in stations here. Desire to relocate. Complete background in all areas of management. Highly qualified in sales, programming & administration in both major and medium markets. Dedicated and dependable. Call Hai Fisher 205-372-1773.

BROADCASTING'S CLASSIFIED...
If you need help, the right job... or for any needs related to Broadcasting:

Situations Wanted News

TELEVISION
Help Wanted Management

Major Market independent station requires Business Manager. Opportunity for a person looking for increased responsibility and future with growing company. M/F applicants from all races are desired. An equal opportunity employer M/F.
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

Chief Audio-Visual Engineer
Color Television Studio
For a leading multinational company

Requires a minimum of 2 years experience in electrical and electronic theory, experience in closed circuit television, knowledge of theory and practice for television transmission, a minimum of 2nd class FCC license, and previous experience with helical scan video tape equipment.
This position offers considerable freedom in all phases of installation, operation, and general maintenance of all equipment in the TV studio.
Send resume and salary requirements in confidence to:
Patriaia Lee
Professional and Technical Employment
Caterpillar Tractor Co.
100 N.E. Adams Street
Peoria, Illinois 61629
An equal opportunity employer

CATERPILLAR
Cal and Cat are trademarks of Caterpillar Tractor Co.

Situations 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.

You Belong in Broadcasting!

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

Public Notice

PUBLIC NOTICE REQUEST FOR PROPOSALS
The Ossining-Mt. Pleasant Regional Cable TV Advisory Committee invites applications for Cable Television Franchise(s) to serve the following communities in Westchester County, N.Y.: Town of Mount Pleasant, Town of New Castle, Village of Briarcliff Manor, Village of North Tarrytown, Village of Pleasantville, Village of Ossining. The combined population of the region is approximately 100,000 in 28,000 households. Applications should be prepared and submitted in accordance with a Request for Proposals available from the undersigned. Applications will be accepted until June 30, 1976 and all applications will be available for public inspection during normal business hours at Village Clerks office, Pleasantville, N.Y.

John A. Horn, Chairman Regional CATV Committee Pleasantville 49 Wheeler Av. Pleasantville, NY 10570 914-769-1900

For Sale Stations

FOR SALE
5 KW with Small FM
Good Business and Location.
Box R-105, BROADCASTING.

For Sale Stations

FOR SALE
Pennsylvania 5kw daytimers. Good facility making money and can make more. Owner has other more pressing interests. Only financially qualified need apply. All replies strictly confidential. No Brokers.
Box R-182, BROADCASTING.

FLORIDA STATION
AM Full, single station mkt., $250,000
25% down - Terms

BECCKERMAN ASSOCIATES
Media Brokers
14001 Miramar Ave., Madeira Beach, Florida 33708
(813) 391-2824

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. Typeset clearly all copy
Copy: Deadline is MONDAY for the following Saturday's issue Copy must be submitted in writing
No telephone copy accepted.

Replies to ads with box number should be addressed to Box Numbers, c/o BROADCASTING, 1735 Desales St., N.W. Washington, D.C. 20036

BROADCASTING does not forward names 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:

Rates, classified listings ads:
- Help Wanted, 25c per word - $10.00 weekly minimum.
- Situations Wanted, 40c per word - $25.00 weekly minimum.
- All other classifieds, 60c per word - $10.00 weekly minimum.
- Add $2.00 for Box Number per issue.

Publisher reserves the right to alter Classified copy to conform with the policies of Title VII of the Civil Rights Act of 1964, as amended.

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 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 #3mm, 200 PD, GM etc count as one word. Hyphenated words count as two words.

1000 WATT DAY TIMER
NO DOWN PAYMENT
- Volume $7,000 per yr.
- City area population 40,000.
- Northeast tip of Tennessee.
- Pay $3,015 per month with payment privileges with no penalty.
- $114,000 corporate tax loss carry forward.
BUSINESS BROKER ASSOCIATES
515-584-7611

Broadcasting Apr 19 1976

70
### Broadcasting

<table>
<thead>
<tr>
<th>Channel</th>
<th>ABC</th>
<th>Capital Cities</th>
<th>CBS</th>
<th>Cox</th>
<th>Gross Telecasting</th>
<th>LINN</th>
<th>Mooney</th>
<th>Rahall</th>
<th>Scripps-Howard</th>
<th>Starr*</th>
<th>Storer</th>
<th>Taft</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stock</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>O</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
</tr>
</tbody>
</table>

**Net change in week**
- **1 change in weeks**
- **High**
- **Low**
- **P/E ratio**

**Approx. shares outstanding**

**Total market capitalization**

### Broadcasting with other major interests

<table>
<thead>
<tr>
<th>Channel</th>
<th>Adams-Russell</th>
<th>Avco</th>
<th>Barratt Media**</th>
<th>Bnc</th>
<th>John Blair</th>
<th>Chris-Craft**</th>
<th>Combined Comm.</th>
<th>Col - Dn**</th>
<th>Dn &amp; Bradstreet</th>
<th>Fairchild Ind.</th>
<th>General Tire</th>
<th>Global Telev**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Symbol</td>
<td>AAR</td>
<td>AV</td>
<td>BMCA</td>
<td>BJ</td>
<td>CKC</td>
<td>CGC</td>
<td>PAG</td>
<td>GNTC</td>
<td>DNB</td>
<td>PEN</td>
<td>AIG</td>
<td>GLBTA</td>
</tr>
<tr>
<td>Stock</td>
<td>4 5/8</td>
<td>10 3/4 - 11 5/8 -</td>
<td>1 2/2 - 3/8 -</td>
<td>7 - 1/2 -</td>
<td>5 - 1/2 -</td>
<td>6 1/2 - 19 7/8 -</td>
<td>1/8 - 1 1/2 -</td>
<td>1/4 - 1/2 -</td>
<td>2 1/2 - 3/2 -</td>
<td>8 - 1/2 - 3/8 -</td>
<td>1/8 - 3/8 -</td>
<td>2 - 1/2 -</td>
</tr>
</tbody>
</table>

**Closing Wed.**

**Closing Thu.**

**Net change in week**

**Change in weeks**

**High**

**Low**

**P/E ratio**

**Approx. shares outstanding**

**Total market capitalization**

### Stock Index

<table>
<thead>
<tr>
<th>Symbol</th>
<th>Stock</th>
<th>Closing Wed.</th>
<th>Closing Thu.</th>
<th>Change in week</th>
<th>High</th>
<th>Low</th>
<th>P/E ratio</th>
<th>Approx. shares outstanding</th>
<th>Total market capitalization</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>27.08</td>
<td>27.87</td>
<td>0.79</td>
<td>27.87</td>
<td>27.87</td>
<td>27.08</td>
<td>27.87</td>
<td>27.87</td>
<td>27.87</td>
</tr>
</tbody>
</table>

**Approx. shares outstanding**

**Total market capitalization**

### Cablecasting

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Symbol</td>
<td>D</td>
<td>AELRA</td>
<td>AMTV</td>
<td>ATHN</td>
<td>BVM</td>
<td>CABL</td>
<td>CABL</td>
<td>COMC</td>
<td>COMC, Properties</td>
<td>CXX</td>
<td>ENTRN</td>
<td>GRL</td>
<td>GENP</td>
<td>SFA</td>
<td>TCOM</td>
<td>TPL</td>
<td>TIME</td>
<td>TOC</td>
</tr>
<tr>
<td>Issue</td>
<td>1/2</td>
<td>0 5/8 - 1 1/2 -</td>
<td>1/4 - 1/2 -</td>
<td>1/4 - 1/2 -</td>
<td>1/2 - 3/4 -</td>
<td>1/2 - 3/4 -</td>
<td>1/2 - 3/4 -</td>
<td>0 1/2 -</td>
<td>3/8 - 1/2 -</td>
<td>16</td>
<td>3 1/4 - 3/8 -</td>
<td>11 1/2 - 5/8 -</td>
<td>0 1/2 - 3 1/2 -</td>
<td>4 - 3/8 -</td>
<td>3 1/4 -</td>
<td>5 3/8 -</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Change in week**

**High**

**Low**

**P/E ratio**

**Approx. shares outstanding**

**Total market capitalization**

---

*Broadcasting Apr 1976*
<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exch.</th>
<th>Opening Wed. April 14</th>
<th>Closing Wed. April 7</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 out (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>UA-COLUMBIA CABLE</td>
<td>UACC</td>
<td>12</td>
<td>12 1/2</td>
<td>1/2</td>
<td>-4.00</td>
<td>13</td>
<td>9</td>
<td>13</td>
<td>1.714</td>
<td>20,568</td>
</tr>
<tr>
<td>UNITED CABLE TV &amp;</td>
<td>UCTV</td>
<td>2</td>
<td>2 1/8</td>
<td>-1/8</td>
<td>-5.88</td>
<td>3</td>
<td>1/8</td>
<td>3</td>
<td>1.879</td>
<td>3,758</td>
</tr>
<tr>
<td>VIKA**</td>
<td>VIK</td>
<td>2 1/2</td>
<td>2 3/8</td>
<td>+1/8</td>
<td>+5.26</td>
<td>2 1/2</td>
<td>1 1/8</td>
<td>2</td>
<td>2.559</td>
<td>6,322</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>83,129</td>
<td>1,199,113</td>
</tr>
</tbody>
</table>

**Programming**

<table>
<thead>
<tr>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>COLUMBIA PICTURES</td>
</tr>
<tr>
<td>CBS</td>
</tr>
<tr>
<td>DISNEY</td>
</tr>
<tr>
<td>FILMARTS</td>
</tr>
<tr>
<td>FOUR STAR</td>
</tr>
<tr>
<td>GULF + WESTERN</td>
</tr>
<tr>
<td>TELEVISIONS INTL. **</td>
</tr>
<tr>
<td>TRANSAMERICA</td>
</tr>
<tr>
<td>ZO 1984-FOX</td>
</tr>
<tr>
<td>WALTER READEY **</td>
</tr>
<tr>
<td>WARNER</td>
</tr>
<tr>
<td>WRATHER**</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
</tr>
</tbody>
</table>

**Service**

<table>
<thead>
<tr>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBDO INC. #</td>
</tr>
<tr>
<td>COMSAT</td>
</tr>
<tr>
<td>DOYLE DANE BERNH**</td>
</tr>
<tr>
<td>POOTEE COMB &amp; ELDING</td>
</tr>
<tr>
<td>GREY ADVERTISING</td>
</tr>
<tr>
<td>INTELLIGENT GROUP</td>
</tr>
<tr>
<td>McPherson</td>
</tr>
<tr>
<td>WCI COMMUNICATIONS **</td>
</tr>
<tr>
<td>MTDI</td>
</tr>
<tr>
<td>MPO VIDEOGRAPHICS **</td>
</tr>
<tr>
<td>NEEDHAM, HARPER #</td>
</tr>
<tr>
<td>NIELSEN</td>
</tr>
<tr>
<td>OGILVY MATHER</td>
</tr>
<tr>
<td>J. WALTER THOMPSON</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
</tr>
</tbody>
</table>

**Electronics/Manufacturing**

<table>
<thead>
<tr>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMPX</td>
</tr>
<tr>
<td>CETEC</td>
</tr>
<tr>
<td>COLE INC.</td>
</tr>
<tr>
<td>CONRAC</td>
</tr>
<tr>
<td>EASTMAN KOAK</td>
</tr>
<tr>
<td>FARMIN ELECTRIC</td>
</tr>
<tr>
<td>GENERAL ELECTRIC</td>
</tr>
<tr>
<td>HARRIS CORP.</td>
</tr>
<tr>
<td>HARVEL INDUSTRIES **</td>
</tr>
<tr>
<td>HM</td>
</tr>
<tr>
<td>MOTORDOL</td>
</tr>
<tr>
<td>N. AMERICAN PHILIPS</td>
</tr>
<tr>
<td>OAK INDUSTRIES</td>
</tr>
<tr>
<td>RCA</td>
</tr>
<tr>
<td>ROCKETKIN INTL.</td>
</tr>
<tr>
<td>SONDOR CORP.</td>
</tr>
<tr>
<td>TEKTRONIX</td>
</tr>
<tr>
<td>TEL EJAYDAY **</td>
</tr>
<tr>
<td>VARIAN ASSOCIATES</td>
</tr>
<tr>
<td>WESTINGHOUSE</td>
</tr>
<tr>
<td>ZE</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
</tr>
</tbody>
</table>

**Standard & Poor's Industrial Average**

<table>
<thead>
<tr>
<th>Stock</th>
<th>Average 112.8</th>
<th>114.9</th>
<th>-2.1</th>
</tr>
</thead>
</table>

**Less active stocks. Trading in the following issues is too infrequent for weekly reporting. This listing reports the amount and date of the last known sale:**

- Campground Industries
- CCA Communications
- CACI Communications
- E. L. Taylor
- Nemours Communications
- Semiconductor Equipment
- Tektronix
- Titan Submarine
- Varian Associates
- Westinghouse
- Zenith

Broadcasting Apr 19, 1978

72
Programing handyman for ABC: Werner Michel

"ABC's resident play doctor," as Werner Michel refers to his present position, has done just about everything in broadcasting except hold the cue cards.

Starting as head of broadcasting for the Voice of America during World War II, Mr. Michel went on to, among other things, direct documentaries for CBS News, produce the old Ford TV Theater, serve as a kind of executive producer for the entire Dumont Television Network, and weave his way in and out of various ad agencies (from program and commercial supervision at Kenyon & Eckhardt in the early fifties to executive in charge of buying time in network programs for SSC&B in the sixties and seventies).

But now he's returned to his "first love," which is "sticking my nose into everything I can" at ABC, from shows already on the air to pilots of series that the network has just scheduled for next fall.

Having just emerged from the storm and stress of helping to put ABC's 1976-77 prime-time schedule in shape, Mr. Michel says, "The days of the message comedies are over." ABC has scheduled four new sitcoms, three of them domestic comedies and one a farce.

"In the post-Vietnam, post-Watergate period," he continues, "people are looking for pure escapism. The big hits today are Happy Days and Laverne and Shirley. Shows like All in the Family and M*A*S*H*H, if they were being submitted as pilots, probably couldn't make it in today's climate."

As "play doctor," Mr. Michel says, his responsibility often begins with the first draft of the first script of a proposed series. With the pilot of How the West Was Won, for instance, "I helped to hone the script," with the producers Al Ruddy and John Mantley. Mr. Michel was in on the casting of the pilot, he says, and "although I didn't shlep all the way up to Kanab, Utah," he looked at each day's rushes. He even took part in the scoring of the finished film.

And Mr. Michel's brainstorming doesn't stop with advice about the pilot. "I have to keep in mind the format of the series, and how it will hold up over an entire season," he says.

A further consideration for Mr. Michel is family-viewing time. How the West Was Won was developed for family hour but, as he says, "we're trying to be true to history with the show, and that means you can't make a namby-pamby series in which the antagonists throw feathers at each other."

"It took a lot of courage for Werner to leave his agency career and put himself on the firing line at ABC," says an old friend of his, Sal Ianucci, an attorney and former CBS vice president. "He's not the kind of guy who sits back and lets things happen."

After many years as a sort of agency second-guesser of network shows, he's starting a whole new career in a very volatile industry."

Considering his background, volatility is nothing new to Mr. Michel. He was born in Strasbourg, France, in 1910, and "although I was a real city kid," he says, "I was dumped on my grandparents in the Rhineland and grew up among vineyards." He went to high school in Germany and, coming from a musical background, he chose the Sorbonne in Paris to study musicology.

The self-styled "aspiring young composer" drifted over to Vienna in the thirties after receiving the French equivalent of a PhD in his subject, and composed and conducted music for cabaret performers, for the theater and for the Austrian equivalent of the grade-B movie.

But early in 1938 "I just managed to keep one step ahead of the sheriff," as Mr. Michel puts it. Almost by accident, Mr. Michel, a Jew, got out of Vienna three days before the Nazi Anschluss.

He eventually made his way to New York, where he quickly found work writing a soap opera for WMAA (AM) for Jewish listeners entitled Three From the Other Side.

Before joining the Office of War Information in 1942 (he and the commentator, Elmer Davis, the playwright, Robert E. Sherwood, and the producer, John Houseman were the first staff members of OWI), Mr. Michel wrote music, lyrics and sketches for two Broadway reviews, "From Vienna" and "Reunion in New York."

After the war, he produced and directed radio and TV documentaries for CBS. In the early fifties, as a Kenyon & Eckhardt executive, he worked on the original Ford TV Theater, which featured everything from Shakespeare adaptations to the best early work of TV playwrights such as Paddy Chayefsky and Reginald Rose.

In the mid-fifties, he became a top programmer for the Dumont Television Network, working on everything from the Jackie Gleason show to the daily live late-afternoon Captain Video telecasts.

Except for a brief, abortive period as vice president for development at Metromedia/Wolper in the mid-sixties, Mr. Michel spent the two decades of his working life between Dumont and ABC as a New York ad-agency executive, first at Reach, McClintock & Co. and then at SSC&B.

His strength over the course of those 20 years, according to Alan D. Courtenay, the president of Yongestreet Program Services Inc. and a long-time friend of Mr. Michel, was "his ability to judge programs for the agency, and the helpful advice he'd give to the networks in all creative areas of programing, from the quality of the original concept to what kind of demographic appeal the finished product will have."

As for the future, Mr. Courtenay says, "Werner has bridged the problem most older men in this industry face by remaining fresh and contemporary in his thinking." Mr. Michel is not staying awake nights plotting to take over as head of programing for ABC, Mr. Courtenay says. "He'd be happy," Mr. Courtenay concludes, "if he could just manage to help get some programs on the air that are a bit different."
Underrated

With NBC's announcement of its 1976-77 schedule—the dropping of the third shoe, so to speak—we have at least a rough idea of what prime-time network programming will look like next season. Details are presented elsewhere in this issue, subject to the usual caveat that none of them should be considered impervious to change between now and September. Value judgments must be deferred until the schedules get on the air, but it is fair to say that, if execution is up to expectation, all three contain elements capable of injecting new sparkle into prime-time viewing.

It is also fair to say—and we think it should be said—that the current season has been the victim of a bum rap. From almost the moment it started, this has been called the worst season ever, dull, dry, drab.

The timing of these epithets is interesting and, we think, informative. As best we can make out, they became popular shortly after it was discovered—less than a month into the current season—that Nielsen's network ratings had dipped below year-ago levels. Critics saw the gap and leaped to the conclusion that if ratings were down for the first time in modern memory—which was another misconception—the reason must be that the programing was the worst. They clung to this notion even after the ratings decline was shown to have started months before the new season opened, and they still clung to it after ratings had returned to normal and the decline traced to measurement technicalities.

We don't say 1975-76 is the finest season network television ever had. We do say it's a lot better than it has been credited to be. Admittedly, many of last fall's starting programs didn't work; a high percentage of new shows never did, and there were a lot of new ones last fall. But among the new series that did work, the old ones that still work and an uncommonly diversified collection of specials, there's been a lot of good television out there to be watched this year, and there still is.

Editors' choice

The U.S. Court of Appeals has upheld the FCC's authority to correct past mistakes and in the process has given broadcasters a measure of editorial discretion that they were formerly denied. It remains to be seen whether broadcasters will use it wisely.

The court rejected appeals from the FCC's revised interpretations of the equal-time law as it applies to political-candidate debates and news conferences. The case goes back to 1962 when the commission held that debates between gubernatorial candidates in Michigan and California, as arranged by, respectively, the Detroit Economic Club and United Press International, did not qualify as "bona fide news events," which had been exempted from equal-time requirements in the amendment of Section 315 three years earlier. In 1964 the commission reached the same conclusion about presidential news conferences.

The original decisions were, of course, palpably absurd. If any event qualifies as news, it is a face-to-face confrontation between opposing candidates for important office or a press conference at which a President takes questions. At the time, however, the trend in regulation was to narrow, rather than to expand, the freedom that had been granted broadcasters by the 1959 amendment.

The present FCC deserves the broadcasters' gratitude for undoing its original wrongs. Now broadcasters face decisions about exercising their new freedom.

The decisions won't all be easy. President Ford, for example, has created complications by making himself available for local interviews in states where primaries were about to be held. Stations have welcomed the opportunities to get Mr. Ford on their air, as local newspapers welcome exclusive interviews with a President. Understandably, however, Ronald Reagan, Mr. Ford's rival for the Republican nomination, has seen himself at a disadvantage and has sought equal time.

Broadcasters have been correct, it seems to us, in denying Mr. Reagan access under the equal-time mandate that has now been withdrawn. They are not, however, freed from the common journalistic standard of presenting coverage of Mr. Reagan's campaign and of his differences with Mr. Ford's policies. The local interview with Mr. Reagan strikes us as the logical sequel to the local interview with Mr. Ford.

For broadcasters, the trick is to keep from being manipulated—to remain in command of their news.

On blowing whistles

One of the tired techniques of the Kremlin is to complain about purportedly clandestine broadcasting under American auspices. Currently Russia is opposing accreditation of Radio Free Europe for coverage of the Olympic games in Montreal in July. It succeeded in having the RFE and Radio Liberty press credentials revoked at the Innsbruck winter games last winter.

The USSR bases its attack on disclosure, prior to 1971, of CIA funding of the stations that penetrate the Iron Curtain mainly by long wave (as opposed to the Voice of America's shortwave transmissions, which the Russians have seen fit to jam over the years). Repugnant as this revelation may have been to Americans five years ago, the notion that this gives the Russians grounds for protest is preposterous.

There is no free press in the Soviet Union—hasn't been since the Bolshevik Revolution in 1917. All newsmen work for the government, in one manner or another. And all of Russia's "amateur" athletes are professionals because they are funded by the government, which trains them practically from birth.

If the RFE can be denied accreditation because it was once secretly underwritten by the CIA, then all of the news people of the Soviet Union and its satellites would be disqualified automatically under the same rules.

"For daylight saving time, if the clock moves up an hour, do the programs stay the same, move forward or backward?"
WSB RADIO DOMINATES

• WSB-AM reaches more adults 18+, 6-10 AM, Monday-Friday, than the next seven stations combined. A combination of WSB-AM/FM reaches more than the next nine stations combined.*

• WSB-AM reaches more adults 18+, 6 AM-MID, Monday-Sunday, than the next three stations combined. A combination of WSB-AM/FM reaches more than the next four stations combined.*

• WSB-AM is First in Every hour, 5 AM-MIDNIGHT, Monday-Friday, with adults 18+. A combination of WSB-AM/FM is even stronger!*
Big brother to big brothers

It was nearing Christmas time and the Big Brothers of Wexford and Missaukee Counties of Northern Michigan needed toys and things for their little friends. The director placed a call to "Tell and Sell" a daily Monday through Friday "Swap-Shop" type program broadcast by the Fetzer Radio Station WWAM in Cadillac.

Within three weeks, sufficient toys were garnered to meet the needs of the organization, and the director called in and personally thanked the "Tell and Sell" audience for its efforts in "making the project a complete success."

Helping with projects like this is all part of the Fetzer tradition of total community involvement.