Politicians: short on cash, long on regard for TV
Putting a price on prime time: $500 million-plus

The news ratings are in and the news is better than ever. Because Eyewitness News is more dominant than ever. At 10 p.m., for example, Eyewitness News swept all the major demographics against competing news programs—winning 42 out of 45 categories in Arbitron and 41 out of 42 in Nielsen. Wider margins than ever before. Now 12.3% ahead of the second news station in total persons. So go with No. 1. Choose KSTP-TV. No. 1 more than ever.
A new standard in broadcast tape cartridge equipment! Direct drive 450 RPM motor. Silent air-damped solenoid. Built-in splice finder. Digital tone Circuitry. And much more. The newest machine on the market, designed specifically for the stringent new NAB specifications, and...

WITH TWO YEAR WARRANTY!

Sparta Century II
WITH TWO YEAR WARRANTY!

C Sparta
Division of Cetec Corporation
5851 Florin-Perkins Road, Sacramento, Ca. 95828
Deal □ Barbara Walters will move to ABC as co-anchor of the evening news for a reported $1 million annually. PAGE 19.

WILEY'S ROLE □ Network executives' depositions at Los Angeles trial contend the FCC chairman prodded, but did not initiate steps that led to family viewing concept. PAGE 21.

VOTE GETTER □ Democratic presidential candidates find high cost of TV still the best bargain for their money—what little they have. A look at the media efforts of those in the race. PAGE 26.

HALF BILLION PLUS □ Three commercial networks will plunk that much down to program suppliers for the fall prime-time line-ups. BROADCASTING showsheet gives the production cost of each series. PAGE 28.

WUSSLER'S TROOPS □ New president of CBS-TV taps Bud Grant as his programming vice president, replacing Lee Curlin, and installs Barry Frank as vice president of CBS Sports. PAGE 29.

ATTRITION IN SYNDICATION □ Of about 140 new shows introduced at the NATPE in February, only 75 appear to have survived as candidates for the fall. PAGE 30.

BASEBALL AND ABC-TV □ First two rating books indicate that the network's Monday night baseball games aren't faring any better than they did on NBC-TV in past years. PAGE 30.

FORMAT REVIEW FEARS □ Comments to FCC express the concern of broadcasters that commission involvement in that area could make that agency into "censorious big brother." PAGE 30.

GAG ORDER CASE □ Supreme Court hears arguments over Nebraska ruling in which the rights of the defendant and the rights of a free press are debated. New Justice Stevens is seen as the swing vote. PAGE 32.

MAKING SELLING EASIER □ FCC relaxes some requirements for eligibility for tax certificates in connection with stations sales under the commission's one-to-a-market policy. PAGE 35.

ABOUT $2 MILLION □ The cheapest method to implement the proposed public broadcasting satellite distribution system would cost about that much, according to CPB President Loomis. PAGE 38.

PSA CONTROVERSY □ Ad Council announces a campaign to explain the American economic system; opponents call the project propaganda and may demand equal time if the spots are aired. PAGE 39.

BETTER FOR THE BIG GUYS □ Station Representatives Association tells the FTC that in the agency's TV regional-advertising test small advertisers are getting short end and that continuance of the test would divert still more spot money to the networks. PAGE 40.

COMPUTERIZED □ Revealing details of TVB board meeting, President Rice tells of a new computer to provide access to intermedia analysis, also talks of convention plans and naming of Outlet's Henderson to head evaluation committee. PAGE 40.

BULLISH ON CBS □ Chairman Paley and President Taylor provide stockholders with good news; a new first-quarter record in net income is reported. PAGE 41.

FCC FOR THE DEFENSE □ The commission champions the legality of its pay cable rules in oral argument. Appeals court also hears from opponents who claim rules are either too restrictive, lax, unconstitutional or arbitrary. PAGE 42.

PARTING WORDS □ In an interview with BROADCASTING, David Kinley, exiting Cable Television Bureau chief, reflects on his three years on cable matters at the FCC. PAGE 44.

STUCK IN THE MIDDLE □ Small and large cable systems would probably pay less, but mid-sized operations would pay more in NCTA-MPAA copyright plan than in Senate-passed version, according to NCTA, NAB and CATA studies. PAGE 45.

CABLE SPOTS □ Teleprompter's TV advertising messages are accepted by some stations, rejected by others. PAGE 45.

THE HAND OF HAUSMAN □ Engineering the resurgence of Ampex has been an engineer who took over the presidency in 1971. In the ensuing five years, the company's rising fortunes have been triggered by Arthur Hausman's ability to locate and rectify problems. PAGE 65.
WE GOT THE KIDS OF PATerson TO SHOOT BASKETS INSTEAD OF DRUGS.

We let Mel Davis of the N.Y. Knicks "do it" for 1400 ghetto kids.

In our two basketball clinics, he taught them how to really score. Not with drugs or booze. But by finding that special someone in themselves. Getting that education. And finding the goals that really count.

Basketball had been Mel's ticket out of the slum. So we thought he was the guy the kids should meet. So they could hang out together! Rap. And play ball.

Soon, everyone in the community had heard news of our basketball clinics.


We gave them basketballs, T-shirts, and the chance to spend the day with a real live hero who'd made it up from the bottom.

It inspired. One hundred boys decided to join the Paterson Boys Club. That very day. And the rest of the boys learned what it takes to become an outstanding man.

So let's call it a "warm up" for the tricky game called "life."

WPAT
Paterson

ONE OF THE STATIONS OF CAPITAL CITIES COMMUNICATIONS. WE TALK TO PEOPLE.
Prime price tag
There's more to prime-time production bill than that $500 million-plus that's expected to be spent on regular network series next season (story page 28). Figures on specials are harder to project—at this point impossibly so, since they're still far from fully scheduled—but experts estimate that if they approximate normal season's level, they'll add another $100 million to $120 million to production outlays. That breaks down to estimated $75 million to $80 million for entertainment specials, $25 million to $40 million for news and sports specials.

Program development
Beacon Hill, which laid colossal egg on CBS-TV last fall, may be recycled on pay cable. Beryl Vertue, head of Robert O. Stigwood Organization, British company that owns series, has sold two unaired episodes of Beacon Hill to Home Box Office. When HBO cablecasts them, it will ask its subscribers to dial toll-free number registering yes or no response to whether they'd like to see more shows of this kind. Depending on volume of response, HBO sources say company may buy 11 episodes of Beacon Hill that were aired by CBS. HBO sources also said company is negotiating with National Collegiate Athletic Association to cablecast schedule of college football games that would not conflict with those locked in by ABC-TV.

Language problem
For first time in memory, Arbitron Television has withdrawn one of its market reports—February report for McAllen-Brownsville, Tex. Withdrawal was made after KRGV-TV Weslaco, Tex., H-K Television, rep firm, and others complained that survey was based on inadequate sample that included inaccurate diaries from Spanish-speaking viewers. Arbitron attributed problem to field staff members who helped viewers fill out diaries—common Arbitron practice in markets with heavy Spanish-language concentrations—and who have since been replaced. Arbitron has refused to withdraw El Paso report which was subject of similar complaints.

On another front, Arbitron has been making more progress. It's clamping down on use of its ratings by nonsubscribers. Pierre Megroz, sales and marketing vice president, has notified clients it's violation of contract to give data to nonclients and that it's to clients' advantage to turn in known violators. In past six months or so, Arbitron has collected close to $100,000 in damages and new subscriber contracts in piracy actions against eight stations, two reps, one newspaper. BBDO, Dancer-Fitzgerald-Sample and J. Walter Thompson are among agencies reportedly taking steps to prohibit release of data to nonsubscribers.

Reduction in force
Never one to follow ingrained bureaucratic patterns, FCC Chairman Richard Wiley is about to establish modern precedent by voluntarily cutting back staff in what is otherwise growth agency. In process is transfer from review board of six attorneys (about 50% of legal staff) to Broadcast Bureau, Broadcast Facilities Section and Opinions and Review, with transfers occurring as projects are completed. Shifts of clerical employees to other areas are contemplated also. Personnel cutbacks follow streamlining of adjudicatory processes which has resulted in reduction of work for review board.

Too sweet?
What some FCC members consider heavy sugar in WNCN(FM) New York settlement is causing them to gag on deal. Reimbursement portion of agreement involving several public-interest groups and law firms is complicated, but it nets out that Citizens Communications Center would be paid some $35,000 for fees and disbursements, public interest lawyer in New York, Kristen Glenn, about $40,000. They represented WNCN Listeners Guild, which along with Connecticut Listeners Guild, opposed WNCN's proposal to switch from classical to rock format. Dispute was settled—at least among parties—when Starr Broadcasting agreed to sell station to GAF Corp., and latter said it would follow classical music format. But Commissioner James H. Quello last week raised roof about reimbursements, feels Starr, which is contributing portion of reimbursement money, is being "ripped off," paying own lawyers and opponents. Chairman Richard E. Wiley is also said to have expressed concern. Commission put off decision.

Ahead of time
Warner Bros. Television is understood to have placed into pre-release syndication CBS-TV's long-running hit series, The Waltons, for airing in local markets in fall of 1979 or 1980. Some station deals reportedly have been made for series, which will have from 170 to 200 episodes. Another hot network property, Sanford and Son on NBC-TV, is headed for syndication in fall of 1977, and independent producer Norman Lear is listening to bids from distributors. Redd Foxx's departure after next season paves way for syndication.

Much ado
Question of whether station showing old Ronald Reagan movie would be vulnerable to equal-time demand by his rival for Republican presidential nomination, President Ford, appears to be causing FCC more trouble than it is worth. Commission staff, in original ruling requested by Adrian Weist Productions, which owns some old Reagan films, said showing them would trigger equal-time obligation. Now, commission is considering matter on appeal from Weiss, and although some commissioners, particularly Glen O. Robinson, think it's "silly," there is no doubt that commission will affirm staff's ruling (though probably with statement expressing dismay at where logic and legal precedents lead).

But it's probably all academic. Bob Mead, President's television adviser, says White House has no intention of requesting time on stations showing old Reagan flicks. Meanwhile, White House aide, not Mr. Mead, is said to have asked commission if equal-time rights can be waived. Answer: yes.

Not for everybody
Roper Report study that was commissioned by Corporation for Public Broadcasting and that found audience of noncommercial television cut across whole population (Broadcasting, Feb. 2) is subject of vigorous attack by Karen Farr, director of research of noncommercial WNET(TV) New York. Reason: WNET has been telling underwriters they reach elite audience on public TV. Attack on Roper study as "littered with procedural and reporting inaccuracies" will appear in National Association of Educational Broadcasters' Public Telecommunication Review, out soon.

Sniffing
At least three major station groups are known to have expressed interest in buying WMAL-AM-FM, Washington's reportedly most profitable radio operation, to be sold in compliance with terms of FCC approval of acquisition of parent Washington Star Communications by Joe L. Albritton. They're ABC Radio, Cox Broadcasting and Golden West Broadcasters. There's been talk of price at $10-to-$12 million, not counting valuable real estate on which stations are located.
**Business Briefly**

**Tomy Corp.** □ Japanese toy manufacturer, only two years in U.S. market, is mounting TV campaign estimated at several millions of dollars as part of pre-Christmas surge. Bolstering extensive network blitz, which begins Sept. 11, is spot-TV offensive in more than 100 markets, beginning Oct. 4, and running for either six or eight weeks. Bozell & Jacobs, Los Angeles, is selecting time periods and programs appealing to children, 3-12. Planning for spot buy six months in advance of air date reportedly was decided by advertiser and agency to assure availability of appropriate time slots and stations.

**J.C. Penney** □ Co-op advertising venture by J.C. Penney and Sealy mattresses will use daytime and fringe TV 30's in selected markets for two-weeks campaign beginning May 10. Heads of households and women, 18-49, are target audiences. McCaffrey & McCall, New York, is agency handling creative; placement is handled by Penney’s local store management.

**Van Heusen** □ Men’s shirts by New York firm will get pre-Father's Day coverage beginning May 30 for three weeks. Day, fringe and prime-time 30’s have men, 18-49, as primary target and women, 18-49, secondary. Scali, McCabe, Sloves, New York, is agency (although creative is by former agency, Sacks, Tarlow, Rosen, New York; Scali’s creative begins pre-Christmas).

**Longines-Wittnauer** □ Watch company, once powerhouse in radio advertising as sponsor of Longines Symphonette, is moving into television on regular basis for first time. Company will begin 11-market, 6-week flight on May 3 and will schedule 6-week pre-Christmas spree in mid-October. Longines-Wittnauer is doubling budget from estimated $2 million in 1975 to $4 million in 1976, with TV getting hefty chunk. Commercials will feature both Longines and Wittnauer brands. Ogilvy & Mather, New York, is pointing campaign toward men and women, 18-49.

**Friendly Ice Cream Corp.** □ Various products will be highlighted on spot TV and radio. Radio will span nine weeks in twelve markets in upstate New York and Ohio, with flights running in May, June and July. Spot TV is also set for 12 markets, with some areas carrying commercials for 10 weeks, starting in August, while some run for five weeks, starting in October. Additional TV-radio advertising is expected in fall when Friendly extends distribution to New England. Quinn & Johnson, Boston, is seeking to reach men and women, 18-49.

**Ronco Teleproducts** □ More than 120 markets will be tapped to promote Star Trackin’ ’76 album and tape of 20 songs. Spot-TV blitz begins on May 10 for four weeks. Commercials carry tag of local retailers stocking albums and tapes. Castle Advertising, Chicago, house agency for Ronco, is beaming commercials toward teen-agers and young adults.

**Ort’s** □ New bread. Less, claiming less calories and more quality, gets rise in campaign conducted by Kenrick Advertising, St. Louis. Four 10-second radio spots and two 30-second TV spots are currently being aired in East Coast test markets.

**Borden** □ Realemon concentrated lemon juice by Borden, Columbus, Ohio, will be featured in substantial number of markets in month-long campaign beginning May 17. Daytime and fringe TV 30's are targeted to women, 18-49. Hicks & Greist, New York, is agency.

**Helena Rubenstein** □ TV campaign begins May 24 for six weeks, rotating two spots in four markets (Los Angeles, Chicago, Washington and San Francisco) for Skin Dew Visible Action treatment lotion and Strong & Glossy nail enamel. Theme for both is "Helena Rubenstein—the science of beauty." Broadcast budget for both is approximately $200,000. Kenyon & Eckhardt, New York, is agency.

**Hershey’s** □ Candy company’s peanut-butter cups will buy major-market radio campaign covering 24 cities, including New York, Los Angeles, Chicago, Philadelphia and Detroit. Campaign begins June 14 and runs for eight weeks. Teen-agers are main demographic category sought by Ogilvy & Mather, New York; Hershey’s will buy into top-40 stations in markets.

**Borden** □ Elsie Stix ice cream will be showcased in spot-TV drive to be carried

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**BAR reports television-network sales as of April 4**

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended April 4</th>
<th>Total dollars week ended April 4</th>
<th>1976 total minutes</th>
<th>1976 total dollars year to date</th>
<th>1975 total dollars year to date</th>
<th>% change from 1975</th>
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<tbody>
<tr>
<td>Monday-Friday</td>
<td>126</td>
<td>$735,200</td>
<td>1,713</td>
<td>$9,859,900</td>
<td>$8,536,900</td>
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<td>10 a.m.-6 p.m.</td>
<td>1,005</td>
<td>12,092,200</td>
<td>13,564</td>
<td>161,721,000</td>
<td>140,889,300</td>
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<tr>
<td>Saturday-Sunday</td>
<td>315</td>
<td>5,571,600</td>
<td>4,315</td>
<td>92,133,500</td>
<td>76,509,800</td>
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<tr>
<td>Monday-Saturday</td>
<td>100</td>
<td>2,997,600</td>
<td>1,371</td>
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<td>6 p.m.-7:30 p.m.</td>
<td>19</td>
<td>684,300</td>
<td>300</td>
<td>13,300,000</td>
<td>6,193,100</td>
<td>+147.5</td>
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<tr>
<td>Sunday</td>
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<td>366,889,500</td>
<td>342,750,700</td>
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<tr>
<td>Monday-Sunday</td>
<td>192</td>
<td>5,142,400</td>
<td>2,860</td>
<td>50,088,700</td>
<td>39,729,700</td>
<td>+26.0</td>
</tr>
</tbody>
</table>

**Total** | 2,173 | 556,154,100 | 29,380 | 734,137,300 | 564,314,800 | +14.6 |

*Source: Broadcast Advertisers Reports*
The number one rated hour in all of network television!

The largest 18-49 hour series in all of network television!

The highest-rated hour slated for off-network syndication!

The perfect series for all-family viewing!

The Six Million Dollar Man* from mcatv


*Or another appropriate title.
in 32 markets, principally in South and Midwest. Spots last one month, starting June 7. Tracy-Locke Advertising, Dallas, is seeking time periods appealing to women, 18-49, and children.

Swift & Co. □ Peter Pan peanut butter is slated for extensive advertising push this summer, starting in late May and continuing until mid-October, in at least 50 markets. Leo Burnett Co., Chicago, is gearing commercials toward children, 3-12.

Montgomery Ward & Co. □ National retail chain begins another flight on spot TV starting Aug. 28, scheduling commercials for 18 weeks in 47 major markets. Lee King & Partners, Chicago, is concentrating on daytime, fringe and prime-time slots to reach men and women, 18-49.

Stouffer Foods □ Frozen pizza, introduced last year in six markets and advertised on spot TV, is set for expanded distribution and exposure on TV in 15 additional markets, starting May 10 for four weeks. Ketchum, MacLeod & Grove, Pittsburgh, is aiming for 18-34 age group.

Honeywell □ Company’s electronic air cleaner will be promoted on spot TV in four or more major markets for seven weeks, starting May 10. Campbell-Mithun, Minneapolis, is seeking to reach men and women, 25-54, via spots on daytime and in fringe periods.


Henderson □ Vitamin company is sending out 80-second scripts to top morning personalities in seven radio markets as main focus of four-week flight kicking off later this month. Markets include Boston, Philadelphia, Denver and Providence. Rosenfeld, Sirowitz & Lawson, New York, is gearing spot campaign to adult women.

Ciba-Geigy □ Chemical/pharmaceutical company is readying four-week, 37-market radio splurge beginning later this month for herbicide called Astrex Post-Sorghum. Markets are all located in Midwest and include cities like Omaha, Kansas City and Wichita. Ciba-Geigy agency, Keenan & McLaughlin, New York, will place 60-second spots on shows geared to farmers.

Pfleiffer Foods □ To introduce salad dressings in new “wide mouth” bottle, Pfleiffer will emphasize change on spot TV, initially in five markets, expected to increase as distribution expands. Flight will begin on May 3 for 12 weeks, with WEIGHTMAN Advertising, Philadelphia, targeting its commercials toward women, 25-64.

Doubleday Media Offers:

FM-100,000 WATTS
Texas medium market
fine quad equipment
at breakeven point
$350,000

AM #1 RATED
Fulltimer in Southwest
major college city
1.7 X gross—$500,000

TV NETWORK UHF
Excellent top 60 ADI market
Southeast
$2,750,000

Call Bob Magruder
214-233-4334

Doubleday Media
Brokers of Radio, TV, CATV and Newspaper Properties

Nabisco □ Bakery company, through William Esty, has signed as national sponsor of SFM Media Service Corp’s strip barter series, The Adventures of Rin Tin Tin. Other firm national sponsors of series include Warner Lambert (through J. Walter Thompson), Quaker Oats (through Chicago house agency, Adcom), Illfelder (makers of “Fluffy Flyer”) toy airplane, through Libov Associates), Mego toys (Libov Associates). Tic Tac mints (SFM Media), Crayola crayons (SFM Media) and Hunt Wesson snack packs (Botsford Ketchum, San Francisco). Two national minutes are factored into each half-hour and stations are accorded four minutes to sell to local advertisers. Almost 60 stations are stripping series, most in late-afternoon time periods. Series consists of 85 episodes, so far, of original series that run between 1954 and 1959.

Toiletries Europa □ New York-based distributor of German line of men’s toiletries will launch pre-Father’s Day Sale campaign in “key” markets, May 31 for three weeks, supporting network TV campaign currently on air. Fringe and prime-time 30’s and 10’s will promote Tabac Original with ski champion Jean Claude Killy as spokesman. S.R. Leon, New York, is agency

Broadcasting Apr 26 1976
ANTENNAS AND TRANSMITTERS

STATIONS REPLACE VETERAN RCA TV TRANSMITTERS WITH NEW RCA'S.

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

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

"San Jose is a tough, competitive TV market," reports Mr. Bell. "Picture quality is a 'must'. And, with today's extended broadcast schedules, total redundancy is also essential. That's why we're operating two

"...on-air switching by remote control...good response, no adjustments."

RCA 17 kW transmitters as an Alternate-Main system.

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

"The TT-17-FH transmitters," Mr. Bell adds, "operate within 1/2° differential phase and 1% differential gain."

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

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

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

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

"We can see the difference, and so can other broadcasters."

"Picture quality has improved and our signal is definitely quieter with the new transmitter. We can see the difference, and so can the other broadcasters in town. "Satisfaction with RCA's engineering, their back-up support and parts availability over the years were factors in our decision to buy RCA—again."
This spot was all wet, but it made a point

"That commercial you gentlemen did showing the product presenter underwater, wearing a diving helmet and talking about Scotties facial tissues: pretty wacky. You don’t see that sort of commercial anymore. Can you tell us about it?"

Our first response was, "Hey, hold on. There’s nothing wacky about this spot." It was outrageous, but not wacky.

In the world of packaged goods, there are many products in the same category. But if yours has a real difference, you’ve got to make the difference dramatic. And your execution can be outrageous, but you would be well advised to remain relevant.

It used to be in the bad old days that almost anything—as long as it startled or entertained—was acceptable. We’re a lot more self-disciplined these days. We’re as involved in writing the objectives as we were in writing the advertising. We’re not a separate breed. We’ve got to be marketing-wise as well as copy-wise.

So writers and art directors present storyboards that execute the strategy, arrest the attention and deliver a motivating fact about a product. Razzle-dazzle that isn’t reasonable is wasteful.

So suddenly you turn on the evening news and the anchorman breaks for a commercial. You see a man in a diving helmet sitting at a desk underwater discussing a recent scientific study that shows Scotties facial tissues are especially strong when wet.

The fact is wet strength is what people want in a facial tissue. And we found out with a fish tank in our agency office that, surprisingly, Scotties held up even supporting all sorts of heavy objects like golf balls, marbles and jacks. Working with a fish tank, we naturally thought of clams. And soon somebody was saying it would be interesting if we did a classic presenter demonstrating Scotties wet strength totally underwater.

Our presenter in this case had to be an experienced scuba diver. He spent many hours underwater with real fish, seaweed, as well as a coat rack and file cabinet, a box of Scotties and some cherrystone clams which he dunked up and down in a Scotties to make his point.

Outrageous—sure, but relevant. Do you know what people too often call facial tissues? Kleenex. Scotties has not only a product difference to talk about but a brand-name-awareness job to do. We achieved the attention we wanted. Scotties cut through awareness. Wet strength registered well. Any wackiness in this spot is only in the eye of the beholder. We like the idea of "outrageous but relevant" better.

Production was fun. Especially for Tibor Hirsch, who directed the spot. We had worked with Tibor before on difficult spots. He has a way of making difficult shoots look easy. The Scotties was no problem—after all, we had wet strength. But the fish have a way of muddying the water. So we had to shoot fast. The results are startling. The pictures are bright and beautiful. Scotties was strong when wet. None of the clams broke through. And the fish stayed in front of the camera.

The important thing is the production didn’t run away with the message. The outrageous visual was carefully directed. Nothing that caught your eye kept you from getting the message.

Copy testing is something we’re all aware of when we sit down to do an execution. A new commercial is run in three cities, and the morning after the telephones start ringing and the interviews begin. If folks can’t play back your product name and recall the key elements of the situation, you lose. No second chances allowed.

The pressure is on for creative people to not only get attention, but to make a selling point that recalls. It’s a tough discipline since, as creative people complain, in reality no commercial message runs once. It runs in a flight of exposures. In reality we do have more than one exposure with which to make a sale. So a delicate balance has to be made between the outrageous and the relevant. This is the challenge for creative people these days—getting their outrageousness together with the business of selling from the first exposure in a flight to the last.
OUR "MACARONI"
LEFT EVERYONE HUNGRY FOR MORE.

Kids just ate it up. And so did the critics. In fact, "Call It Macaroni" just won a Peabody Award. Earlier this year it received awards from Ohio State as well as ACT (Action for Children’s Television).

Now we’re starting a second year with 12 new programs. In over 76 markets across the country.

"Call It Macaroni" is Group W’s series of half-hour programs for young people. In each show, youngsters spend a week or more in a new environment. They learn about the training of dolphins and killer whales. Or live with a Nashville recording star and his family. Or join a motion picture production company. But in every case, they learn how other Americans live and work. And kids watching at home learn right along with them.

The Peabody Award cited “Call It Macaroni” as a "...first-rate series of children’s programs which permits children to expand their minds through the discovery of new life styles and adventures."

We’re proud of that. And we think our second season of “Macaroni” will give youngsters even more food for thought.

GROUP W
WESTINGHOUSE BROADCASTING COMPANY
This week
April 25-27—Chamber of Commerce of the United States 54th annual meeting. Theme will be "200 Years of Prologue." 1615 H Street, N.W., Washington.
April 25-27—Canadian Association of Broadcasters annual meeting, Chateau Laurier, Ottawa.
April 25-30—Annual Broadcast Industry Conference, sponsored by San Francisco State University. SFSU campus, San Francisco.
April 29-30—Minnesota Broadcasters Association spring meeting, Hotel Sofitel, Minneapolis.
April 29-30—Third annual Los Angeles Videshow conference and 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.
April 30—PCC's new deadline for comments on its inquiry into release of American TV programs to Canadian stations before broadcast in U.S. (Docket 20649). Replies are now due May 21, FCC, Washington.
April 30—PCC's deadline for comments on possible expanded uses for FM multiplex channels of noncommercial educational stations (Docket 19079). Replies are due May 28, FCC, Washington.

Also In May
May 3—PCC's deadline for comments on proposals to insure adequacy of New Jersey VHF service (Docket 20350). Replies are due May 24, FCC, Washington.
May 3-7—Annual meeting and symposium co-sponsored by the Society for Information Display and the University of California at Los Angeles. Keynote speaker will be Dr. James Hillier, executive vice president, RCA Corp. Among topics: advantages and limitations of contemporary color picture tubes; flat panel displays for TV and color broadcasting and video disk systems. Beverly Hilton hotel, Beverly Hills, Calif.

May 4-5—Annual convention, CBS-TV affiliates. CBS Studio Center and Century Plaza hotel, Los Angeles.
May 4-8—Video Expo Chicago '76, second annual video users show. Included in agenda is one-day seminar on "ENG for the Broadcast Professional," presented by the International Industrial Television Association in conjunction with Bell & Howell. Holiday Inn—O'Hare/Kennedy, Chicago.
May 5—Presentation luncheon for winners of George Foster Peabody awards, sponsored by the Broadcast Pioneers, Hotel Pierre, New York.
May 5-9—American Women in Radio and Television 25th annual national convention. Helen Thomas, chief of UPI's White House bureau, will be keynote speaker. Marriott hotel, Philadelphia.
May 6—Idearama, sponsored by Radio Advertising Bureau for salespeople. Holiday Inn No. 1, Bloomington, Minn.
May 7-9—Conference on "Communications Policy in the Public Interest," sponsored by City of Boulder, Colo., Boulder Public Library and Community Free School of Boulder. Purpose is to inform involve citizens in the media. Principal speakers include FCC Commissioner James H. Quello, Representative Tommy Wirth (D-Colo.), Charles E. Howe, state representative, and James Richards, Office of Communications for United Church of Christ. Panelists will include

THE SPLIT
Divorce. Who can really estimate the cost? Not only in financial terms, but in terms of personal and social collapse. When The Split comes, everyone loses. The nation included! In 26 half-hour dramas, Westbrook Hospital dramatically illustrates to 120 markets the healing solutions to The Split and other challenging issues of public concern.

For audition cassette or more information on the public service series, Westbrook Hospital, call collect (805) 496-6661. Ask for Jim Evans.

Westbrook Hospital is a production of Faith for Today, Inc.
How to keep thieves from making what's yours theirs.

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

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

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

<table>
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<th>CITY</th>
<th>STATE</th>
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Robert Sasser
Public Relations Department
State Farm Insurance Companies
One State Farm Plaza
Bloomington, Illinois 61701

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

NAME
STATION
ADDRESS
(NO P.O. Box Numbers, Please)

Broadcasting Apr 26 1976
Major meetings

May 5-9 - American Women in Radio and Television Association annual convention.
Marriott hotel, Philadelphia. 1977 convention will be April 25-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 27-28 - Seminar on television and film lighting to be presented by E. Carlton Winckler, Immo Florentino Associates, Bradley University, Peoria, Ill. Information: Joel Hartman, Bradley University, Center for Learning Resources, 1501 West Bradley Avenue, Peoria 61625. (309) 677-7511, ext. 209.


May 27-29 - Missouri Broadcasters Association spring meeting, Rock Lane Lodge, Table Rock Lake, Branson.

May 27-June 5 - Piz Jeneuse International, annual television competition for children's programs, co-sponsored by European Broadcasting Union and UNESCO. Bayerischer Rundfunk, Munich, West Germany.

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

June


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

June 2 - FCC's new deadline for comments on proposed relaxation of TV tuning accuracy standard for channels in theory (Docket 20791). Replies are now due June 15. FCC, Washington.

June 2-4 - Communications Division of the Electronic Industries Association seminar, "Electronic Communications: Industry Trends and Economic Directions." Dunlop's Hyannis Resort Center, Hyannis, Mass.


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

June 3-5 - Associated Press Broadcasters sixth annual convention. William Sheehan, ABC News president, will be keynote speaker. FCC Chairman Richard Willey; Jack Thayer, NBC Radio president; Vincent Wastlewski, National Association of Broadcasters president; and Senator Hubert Humphrey (D-Minn.) will be featured speakers. Marquette Inn, Minneapolis.

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

June 3-5 - Oregon Association of Broadcasters spring conference. Sunriver Lodge, Bend.

June 4-5 - North Dakota Broadcasters spring meeting. Arildare motel, Devils Lake.


June 6-25 - Eighth annual Institute for Religious Communications Broadcasters Conference. Contact: Di. James L. Tungate, IRC, Loyola University, Box 201, New Orleans 70118; (504) 866-5471.

June 7 - FCC's deadline for comments on its inquiry into further information on television salesperson rate regulation process (Docket 20767). Replies are due July 7, FCC, Washington.


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


June 9-10 - Vermont Association of Broadcasters convention. Hotel; Jay, Jay Peak Ski Area in Northern Vermont, near Newport.


June 10-11 - Arizona Broadcasters Association spring convention. Little America hotel, Flagstaff.

June 10-12 - Florida Cable Television Association annual convention. Don Ce-Sar hotel, St. Petersburg Beach.

June 10-12 - Montana Broadcasters Association annual convention. Many Glacier Lodge.

June 10-12 - South Dakota Broadcasters Association annual meeting. FCC Commissioner Benjamin Hooks will address the June 1 luncheon. Holiday Inn of Northern Black Hills, Spearfish.

June 10-13 - Mississippi Broadcasters Association 35th annual convention, Phil Brady, WAPF(AM) McComb, is convention chairman. Sheraton hotel, Biloxi.

June 11 - Federal Trade Commission deadline for comments on proposed rulemaking to determine what warnings, if any, should be required in advertising of antacids. FTC, Washington.

June 12-15 - Television Programming Conference (TPTCO), Marco Island, Fla. Contact: Jay Voye, secretary for TPTCO, WTVJTV Miami.


June 13-16 - Video Systems Exhibition and Conference. Third annual video hardware exhibit, held concurrently with summer Consumer Electronics Show, McCormick Place, Chicago.

June 13-16 - Florida Association of Broadcasters 41st annual convention. Breakers hotel, Palm Beach.


June 14-18 - Broadcast/Comm '78, exhibition of broadcasting, professional audio-visual equipment. Participation is limited to U.S. manufacturers, U.S. Trade Center, Mexico City, Information: Mary R. Wiener, project officer, Office of International Marketing, Domestic and International Business Administration, Dept. of Commerce, Washington 20230.


House No. 2, Charleston, W. Va.


June 15—Idarama, sponsored by Radio Advertising Bureau for salespeople. Holiday Inn Airport, Sioux Falls, S.D.

June 16-18—Broadcasters Promotion Association 21st annual seminar. FCC Chairman Richard Wiley will be luncheon speaker June 16. Statler Hilton, Washington, D.C.


June 17—Idarama, sponsored by Radio Advertising Bureau for salespeople. Sheraton Royal Inn, Kansas City, Mo.


June 18-19—Alabama AP Broadcasters Association annual meeting and awards presentation. Rodeway Inn, Birmingham.


June 20-22—New Jersey Broadcasters Association 40th annual convention. Great Gorge hotel, MacAllee.

June 20-23—NBC's 50th anniversary meeting of TV and radio affiliates. Waldorf-Astoria, New York.


June 24-28—Pennsylvania Cable Television Association spring meeting. Seven Springs Mountain Resort.

June 24-27—Rocky Mountain Broadcasters Association annual convention. Jackson Lake Lodge, Jackson Hole, Wyo.


June 26-29—Georgia Association of Broadcasters annual convention. Lanier Lake Islands.


June 30-July 1—Wisconsin Broadcasters Association summer meeting. Speakers will include Charles Kuralt, CBS News, and Morris Reid, chairman, J.I. Case Co. Scotsland Resort, Oconomowoc.


July 14-17—Colorado Broadcasters Association summer meeting. Wildwood Inn, Snowmass.


From TWA... Priority Service with a GUARANTEE

Instead of worrying whether your rush shipment will arrive on time call TWA Air Express.
You specify the flight. We guarantee the flight. It's as simple as that.

We back this guarantee with a partial refund if for some reason your shipment doesn't move as specified.

TWA Air Express is available in every U.S. city we serve. For more information call your local TWA Air Freight office or mail in the coupon below.

TWA Air Express
P.O. Box 25
Grand Central Station
New York, N.Y. 10017

Please send me complete details on TWA's new Priority Service, TWA Air Express.

NAME__________________________

COMPANY______________________

ADDRESS_______________________

CITY_____________STATE_______ZIP_____

Broadcasting Apr 26 1976 15
So sue them

EDITOR: I think that, at one time or another, every broadcaster has experienced the frustration of losing a remote broadcast because of a mistake made by a telephone company. Sometimes these losses are costly, especially to the small market broadcaster.

Last fall, WGHN-FM lost an entire football game because a crewman for Michigan Bell Telephone misread an order and disconnected our loop instead of another. As usual, we heard the same story when we complained to the telephone company. The utility could not reimburse us for the loss of business. Top officials were sorry, but it would never happen again.

Frustrated, we turned to the Michigan Public Service Commission, which admitted there was nothing that we and they could do to prevent such losses.

So, we went to court. In the state of Michigan, the county district courts have a small claims division. Cases of up to $300 can be tried, both sides agree to waive the right of legal counsel representation in the courtroom and both sides agree that the judge's decision is final.

We filed suit against Michigan Bell for $295.00, most of it lost in advertising money, the balance claimed as a public relations loss. In January the case was tried and the judge awarded the full amount plus court expenses to WGHN.

I send this letter only because I feel that many broadcasters have had similar experiences, and have never recovered any lost revenues. Broadcasters wishing to refer to this case should be advised that it was tried in 58th judicial district court of Ottawa county. The case number was G 53 68. — Douglas J. Tjapkes, general manager, WGHN-AM-FM Grand Haven, Mich.

Follow-up

EDITOR: We thought you might be interested in the returns on our March 22 “Open Mike.”

We have received 25 letters and, believe it or not, two warm bodies have walked in after we answered their letters. One flew from Boston and the other from San Francisco. Both applied for the newspaper position. One couldn't type and one couldn’t read, but they were determined to be newsmen.

Why do people apply for news jobs when they can’t type 25 wpm? How do they expect their copy to be understood when it’s written in longhand? What’s the matter with our schools that they thoroughly neglect this important phase of their training?

Of the 25 letters we felt there were perhaps three or four who were qualified to apply for a broadcasting job but we haven't seen any of them yet. If one shows up we’ll let you know.— Cy Smith, manager, KLAD (FM) Klamath Falls, Ore.

(Mr. Smith's original letter was in response to previous letters from unsuccessful broadcast job applicants. Mr. Smith said the point of the problem is that such people look only to the major markets and not too smaller ones such as this.)

CB or not CB

EDITOR: It was with considerable consternation that I read the March 22 letter from Murray J. Green on CB radio. His suggestion that radio and television stations relieve the overcrowding of CB channels because such relief would increase the popularity of CB and thus decrease the number of listeners for commercial radio stations and not to smaller ones such as this.

Perhaps the 8.12% decline in out-of-home listening cited by Mr. Green is evidence that commercial radio is not meeting the listening needs of that segment of the population. It would seem that the solution is not to eliminate the "threat" of CB radio but rather that commercial radio should design programming that will attract these listeners back to AM-FM.— John Routledge, Dayton, Ohio.

Drop-outs

EDITOR: The March 29 "Closed Circuit" titled "Win Some, Lose Some" contained only a partial listing of stations that have dropped National Association of Broadcasters membership as a direct result of adoption of the mandatory code subscription policy.

All our company's stations in Montana and Idaho terminated NAB membership: KGVO-AM-TV Missoula, KCFW-TV Kalispell, KTVN-TV Butte and KCAP-AM-FM Helena, all Montana, and KSEE (AM) Pocatello and KMVT (TV) Twin Falls, both Idaho.

I suspect that there are quite a number of other radio and television stations elsewhere that terminated their NAB membership because of the code policy. — Dale G. Moore, chairman, Western Broadcasting Co., Missoula.

On the mark

EXCITING NEWS FROM THE NETWORK
MORE PEOPLE ARE WATCHING!

The special Closeup on gun control is one example of how ABC News is creating fascinating television. Instead of weaving balanced views into a single presentation of this highly controversial issue, we made two entirely separate presentations—each with its own director, crew, and narrator.

Louis Harris has joined us to give depth to our election-year coverage. The Louis Harris/ABC News polls will show how and why voters did what they did, and pinpoint the candidates' stands that really determined the outcome.

To provide a unique insight into what happens at the party conventions this summer, ABC News will have on hand two men who have gone through it all. Senator Barry Goldwater will comment on the doings at the Democratic Convention, and Senator George McGovern will do the same for the Republicans.

The excitement at ABC News has only just begun!

GUNS KILL PEOPLE

PEOPLE KILL PEOPLE

The Case for Control

The Gun Control Hoax

GUN CONTROL PRO & CON

abc ABC NEWS CLOSEUP
Distinguished Television Reporting

WHAS TV, Louisville, proudly joins CBS news and other past winners of The Society for Professional Journalists (SDX) Award for television reporting
Walters deal the opener for longer network news?

With million-a-year female star on show, ABC talks of stretching 30-minute evening news to 45, but FCC rules may stand in way, and some affiliates hate whole idea

Barbara Walters agreed in principle last week to accept an ABC offer of $1 million a year over the next five years and a co-anchor slot with Harry Reasoner on the ABC Evening News, clearing the way to become the first female co-anchor on a network evening newscast and the highest-paid newscaster on record.

On a broader scale, the agreement set up the prospect of a move by ABC News to expand ABC Evening News to 45 minutes—which, if successful, would undoubtedly lead to lengthening of the CBS and NBC evening newscasts as well. ABC-TV affiliate leaders opposed to expansion—who in the past have represented a big majority, as has also been true of CBS and NBC affiliates—were marshaling plans to block the move, although some said they were convinced that ABC considered the question to be "not whether, but when."

One "when" that had a number of affiliates worried was the time slot in which a 45-minute network newscast would be scheduled. ABC News officials would not officially confirm the existence of a plan except to say a 45-minute newscast was under consideration for some time in the future. But both network and affiliate sources indicated ABC hoped to have one feed at 6:45-7:30 p.m. NYT. Under the FCC’s prime-time access rule, networks may not venture into the 7-7:30 NYT period (in the top-50 markets) unless a full hour of local news precedes the network newscast. Barring a waiver from the FCC, affiliates said, top-50 stations would have to schedule their local news from 5:45 to 6:45 to meet this requirement, and 5:45 would be an awkward starting time, apart from the fact that many stations contended their markets don’t have enough local news for one-hour or even 45-minute newscasts.

By this reasoning, too, a feed at 6-6:45 p.m. NYT, would be the one most stations would tend to accept—and even then, it was pointed out, half-hour local newscasts following the network news would have to be expanded to 45 minutes to make a neat fit. ABC currently feeds its half-hour newscast three times: at 6, 6:30 and 7 p.m. NYT.

Tom Goodgame of KTUL-TV, Tulsa, chairman of the ABC-TV affiliates board, set up a conference call with other board members Friday (April 21) and initiated a poll of all ABC-TV affiliates on their attitudes toward a longer newscast. He left no doubt about his personal opposition to any ABC “invasion of our news time,” and said that among the approximately 12 other ABC-TV affiliates he’d talked to recently, three out of four were also opposed.

Several affiliates, including critics of network expansion, suggested that ABC-TV’s prime-time ratings successes this year will make it harder to oppose the network. Sawyers of KJEO-TV Fresno, Calif., another board member, said he’d be objective about the whole idea and thinks ABC will get affiliate support “if the network does the job in news that it’s doing in prime time.”

The longer newscast was generally regarded as a means of giving Miss Walters a better opportunity to exercise her special skills, which she is interviewing, while giving ABC more time to sell and thus help recoup the money it’s paying her. Some affiliates specifically objected to the latter function. “If they’re proud to have Barbara Walters aboard, I’m happy for them,” said one. “But I resent their trying to take my time to help them pay her, especially since they didn’t consult us affiliates in the first place.”

While ABC affiliates—and others—were brooding over the implications for longer newscasts, some of Miss Walters’ colleagues and colleagues-to-be were under consideration for the opening ——to them—of her multimillion-dollar deal. A round of demands for salary increases was considered inevitable—by other network anchormen and probably by local anchorpersons and TV newsmen generally.

Actually, only half of the annual million dollars will be salary for the evening news role. The rest will come from fees for four prime-time specials she will anchor each year, produced by her own production company with ABC financing. She also will anchor eight of the ABC News Issues and Answers public-affairs series each year and will consult on other ABC News documentary programs.

Speculation also turned to the question of a successor to Miss Walters on NBC’s Today show. NBC officials said no decision had been made but that they would probably let her out of her NBC contract before its September termination, and that Betty Furness was as good a speculation as any for the interim if not permanent replacement as co-host with Jim Hartz. Miss Furness, they noted, has done the show before “and did it well.”

ABC sources said Miss Walters would go to work there this fall at the latest, earlier if possible.

First indications were that Miss Walters—like ABC News on the idea of expanding the newscast—faces an uphill fight.

Other newsmen—starting with her co-anchor-to-be, Mr. Reasoner, although he appeared later to have calmed down—took an incredulous view of the salary she’s to get, particularly in view of her news experience as compared with that of television’s Reasoners, John Chancellors and Walter Cronkites.

A check among ABC affiliates found local newsmen in some cases derisory and several station managers critical of the decision to put her on the newscast, regardless of the money. One manager said Friday that “I’ve had 30 to 40 calls [from viewers] this morning and they’re all negative. They don’t like her acid tongue. Maybe a lot of others love her and aren’t calling, but the reaction I’ve heard is negative, negative, negative.” Others said
they too had received complaints from viewers but figured the controversy itself would improve the ratings.

It seemed clear that ABC News expects her addition to help shore up sagging numbers. For this season to date, ABC Evening News's are running nearly four rating points behind NBC Nightly News's and nearly five behind CBS Evening News's: ABC 10.1 rating and 19 share, NBC 13.9 rating and 26 share, CBS 14.8 rating and 27 shares.

Miss Walters's agreement came after long negotiations in which she was represented by the William Morris Agency and ABC by Fred Pierce, president of the ABC Television. and William Sheehan, president of ABC News.

NBC also was in it for a long time. NBC, Miss Walters's employer for the last 12 years, had counter-offered approximately the same million-dollar amount of money but no co-anchor position. NBC officials said they did promise her consideration if they should decide to retain the two anchors on the evening newscast, and also promised to eventually relieve her of the early-morning grind of the Today show.

About an hour before ABC announced its agreement in principle, NBC announced it had withdrawn its offer, a spokesman saying "the demands got larger than the journalism profession." and included "things you would associate with a movie queen, not a journalist."

It was assumed virtually from the outset that, whether she went to ABC or stayed at NBC, the mere existence of million-dollar offers on each hand would drive up salary demands by other anchorpersons. Mr. Reasoner's first reaction to news of the negotiations was widely reported to be a threat to quit if Miss Walters made co-anchor.

Last week, but before the final outcome of the negotiations was known, Mr. Reasoner commented, "If women have lived with unequal pay for equal work for this many years, I guess I can live with it for five... This is one of the few areas where I'm not neurotic." After the agreement was announced, he reported it on the evening newscast and added:

"Some of you may have seen some speculation about this in the papers; it's had more attention than Catfish Hunter, and Barbara probably can't even throw left-handed. Many of the stories said that I had some reservations when the idea came up; if I did they have been taken care of, and I welcome Barbara with no reservations."

Whether Reasoner and other network anchormen would privately accept being underpaid by the new standards remained to be seen. Mr. Reasoner and NBC's John Chancellor are believed to get $400,000 or more per year and CBS's Walter Cronkite somewhat more—although Mr. Cronkite's contract also gives him three months of vacation a year, which he may have taken in lieu of additional dollars. Miss Walters reportedly has been getting about $300,000 for her work on Today and on Not For Women Only, which she is discontinuing, and from commercial work.

In Brief

- Donald H. McGannon, chairman-president of Westinghouse Broadcasting, has protested "loudly and vigorously" ABC-TV's reported plan to lengthen ABC Evening News to 45 minutes (story page 19). In telegram to ABC Inc. President Elton Rule, he called it "another serious impingement upon local time," said "all networks are realizing record profits and if they wish to spend the money they ought to put on an in-depth news program in prime time." Mr. McGannon revealed his company has made presentation to ABC—and presumably to other networks—on "the inequitable relationship between affiliated stations and all networks," and said longer network news "would aggravate that inequity" and "in most cases result in a reduction in local news." Westinghouse's only ABC affiliation is for wuz-TV Baltimore.

- It will mean sacrifice of exhibit space, but National Association of Broadcasters last week locked in Washington as site of 1977 convention. Chicago convention this year had 95,000 square feet on single exhibit floor; in Washington, only 75,000-square feet are available, spread over three hotels.

- Born innocent, NBC's September 1974 made-for-TV movie featuring graphic broom-handle rape scene—which set off outrage that many saw was most important single element in forcing family viewing concept—is back in news as result of Viacom Enterprises' purchase of it as part of new movie package. Lesbian feminist groups claim film should be shelved because it portrays them as bull dykes who rape innocent girls. Viacom has sold film in seven markets, including WNBC-TV New York, KABC-TV Los Angeles, WXYZ-TV Detroit and WPPA-TV Dallas, will send them uncut version.

- More presidential candidates will pop up on TV networks this week. CBS last week sold five minutes to Ronald Reagan at 10:55 p.m. Wednesday, ABC sold two five-minute blocks to Morris Udall at 10:55 p.m. Monday and Thursday.

- FCC Commissioner Benjamin Hooks said—again, but seemingly bit more strongly this time—that although he respects First Amendment, he increasingly feels broadcasters should be required to present at least one hour per week of documentary programming in prime time (BROADCASTING, March 29). Speaking at luncheon during International Radio and Television Society's college conference in New York, he said broadcasters spend "inordinate amount of time" fighting fairness doctrine and proclaiming their right to First Amendment freedoms equal to print media's.

- Democratic National Committee has petitioned U.S. Court of Appeals in Washington for rehearing of case in which panel of court, in 2-to-1 decision, affirmed FCC holding that political debates and candidates' news conferences are exempt from equal time law (BROADCASTING, April 19). DNC, concerned about news conference aspect of case, noted that dissenting opinion of Judge J. Skelly Wright points out that exemption will operate in favor of incumbents in highest political positions. DNC suggests that case he heard by nine judges of D.C. Circuit. Similar request for en banc rehearing is to be filed today by other parties in case—Representative Shirley Chisholm (D-N.Y.) and National Organization for Women.

- CBS diplomatic correspondent Marvin Kalb returned to work last Monday (April 19), almost eight months to day after severe lower back problem incapacitated him. Still admitting to pain and trouble walking, Mr. Kalb will limit his schedule to five or six hours a day for indefinite time, with no travel outside Washington. Correspondent—who stands 6 ft., 4 in.—claimed that constantly "sitting in an airplane" following Secretary of State Henry Kissinger, compounded by irregular diet and schedule, "wore my back out."

- Sale of WYLOAM (Jackson, Wis. (BROADCASTING, March 22), has been opposed by local residents in petition to deny that includes more than 9,000 signatures. Citizens for Diversified Radio asked FCC to forbid sale to Family Stations because of planned format change from German and Polish languages to religious. Petition also complains about Family's reduction in amount of public affairs programming and plan to run station as noncommercial operation which, it said, would harm local businessmen who have no other local radio station on which to advertise.

- Avery-Knodel Inc., New York, in 30th year as national sales rep, is leaving radio to concentrate on TV, merging some of its represented radio stations with Buckley Radio Sales (reportedly about 30) and others with Pro/Meeker Time

Broadcasting Apr 26 1976
20
Sales (reportedly about 10) and changing own name to Avery-Knodel Television, effective today (April 26). A-K radio billings are said to be $2.5 million to $3 million. Robert J. Kizer, A-K president, and F. Robert Kalthoff, executive VP, will join Buckley board of directors and several A-K personnel will move to Buckley. Details of deal with ProMeeker to be announced.

- CBS-TV has signed William Self, 55, independent producer with long experience in both network and studio administration and program production, as its new vice president, programs, West Coast. He replaces Perry Lafferty, who resigned to form own production company. That leaves two key program posts yet to be filled at CBS: VP for program development, West Coast, and VP for daytime programs, based in New York (also see story page 29). For more than 15 years (1959-75) Mr. Self was executive vice president for 20th Century-Fox Televised, supervised total of 44 TV series.

- FCC says it has "settled" 35-year-old case in which KOB(AM) Albuquerque, N.M., and WABC(AM) New York have quarreled over nighttime operating rights on 770 kHz, clear channel on which both are located. Decision is to establish wabc as Class I-A dominant station—role to which it has clung throughout years of controversy—and reduce KOB from I-B to I-A, protecting wabc at night. But fight is not over. Frank Fletcher, counsel for KOB, said station would appeal.

- Senator Frank Church (D-Idaho) can't expect help from FCC in effort to persuade or force TV networks to sell him more than five-minute blocks to advance his candidacy for Democratic presidential nomination (BROADCASTING, April 19; also see page 23). Commission discussed matter last week. Although final answer was not formulated or vote taken, officials said it was virtually certain FCC would reject request. Possible breakthrough was suggested by ABC, however. It urged Church committee to consider having Democratic National Committee "coordinate" candidate requests in more manageable format—that is, to "spread the requisite appearances among all the networks."

- Study by CBS Office of Social Research shows Incidents of dramatic violence in prime time during 1975-76 season decreased by 24% on all three networks, by 36% on CBS-TV alone.

### Headliners

- Philip J. Lombardo, president of Corinthian Television Stations Division, named president of Corinthian Broadcasting Corp., New York, with over-all operating responsibility for company's five TV stations and TVS Television Network. C. Wreede Petermeyer remains chairman and chief executive officer.

- Arthur A. Watson, VP and general manager of NBC-owned WNBC-TV New York, promoted to new post of executive VP; NBC Television Stations Division, next in command to Theodore H. Walworth Jr., president. General managers of all five NBC TV stations will report to Mr. Watson, 20-year NBC veteran who headed W1KC-tn Philadelphia and was president of NBC Radio before moving to WNBC-TV in November 1971. (Also see "Fates & Fortunes," page 47.)

- Bruce G. Sundlun, partner in Washington law firm of Sundlun, Tirana and Scher, to be named president and chief executive officer of The Outlet Co., Providence, R.I., retailing and broadcasting firm, succeeding Kenneth Logowith, who retires May 19 after 56 years with company. Joseph S. (Doty) Sinclair remains board chairman; David Henderson heads Outlet broadcast division.

### Network executives: Wiley prodded, but didn't instigate search to cure TV sex-violence problem

Excerpts from depositions taken from network executives were read into the record last week in the Los Angeles trial of the suit by actors, writers and producers against the FCC, the National Association of Broadcasters and the TV networks over family viewing (BROADCASTING, April 19, 12). In them, network officials contended that they had been aware of and were working on solutions to the problems of sex and violence on the air long before they were called to meet with FCC Chairman Richard E. Wiley to discuss TV sex and violence.

For the plaintiffs read from depositions of Arthur B. Taylor, CBS Inc. president; Richard W. Jencks, now-retired CBS Washington vice president; E.K. Meade Jr., CBS vice president, corporate affairs; Thomas J. Swafford, CBS-TV vice president, program practices; Herbert Schlosser, NBC president; David C. Adams, NBC vice chairman; Elton Rule, ABC Inc. president, and Eugene Cowan, ABC Washington vice president.

Mr. Adams, in his deposition: "Chairman Wiley initiated discussions of a series of ideas with regard to scheduling and warnings in connection with programs that had elements of sex and violence. Most of these ideas were either rejected or never came to fulfillment."

Mr. Taylor said he had been thinking hard on the problems of "violence and tasteless material" for about two years prior to the invitation from Mr. Wiley.

Mr. Taylor, who is credited as author of the plan to establish the family hours as an industrywide standard, said that in addition to thinking about the plan, he had talked about it to associates, to CBS affiliates and "to anybody else who would listen;"

Mr. Meade related that when Chairman Wiley had asked for letters describing network programming policies, which Mr. Wiley wanted before the end of 1974 when he was to report to Congress on television sex and violence, Mr. Meade advised Mr. Taylor to ask for a delay. Far from being intimidated, Mr. Meade said, Mr. Taylor told the chairman that CBS was working on something more important, and for Mr. Wiley "to be patient and to bide his time."

Commenting on allegations that Chairman Wiley forced the networks into the family viewing restrictions, Mr. Meade said that Mr. Taylor told Mr. Wiley that "You are making it difficult for us, because it has to be an industry-related thing. We can't have the government breathing down our necks and if you continue in your present tone you are going to make it impossible to get anything through the code."

Mr. Meade said that at the end of this particular conversation, Mr. Wiley apologized to Mr. Taylor.
Television is number-one medium for presidential candidates’ advertising

Even the money-short Democrats rely on it for its effectiveness and awareness-building capabilities

Television, the most expensive advertising medium, is the one preferred by seven out of seven presidential candidates. Ironically, the reason most prefer it this year is because they haven’t much money. “TV is expensive,” said a media man with Senator Henry Jackson’s (D-Wash.) campaign, “but it’s more far-reaching than any other medium. The quickest way to get a message across with a limited amount of funds is TV.”

“TV is a feeling medium,” said Alabama Governor George Wallace’s communications director. “We like to give the audience a feeling of the candidate as a person, a feeling of whether he’s genuine.”

For most of the Democratic candidates, lack of name recognition on a national scale is their greatest liability. To overcome it they all turn to television. In the Wisconsin primary, one of those “must-win” states for Arizona Democratic Representative Morris Udall, Mr. Udall trailed former Georgia Governor Jimmy Carter two weeks before the vote by 17 points in one poll. But after 10 days of media advertising, mostly on television, he pulled within two points, according to a consultant with the campaign. The consultant concluded that Mr. Udall’s vote “goes up in direct proportion to the simplest use of television.”

The “simplest use of the media” is all that most campaigns—except President Ford’s—can afford. There is little resemblance between advertising for an institution, “where you have a budget, plan things out and know where you can go,” and advertising for a candidate, the Jackson worker pointed out. With politics, the media campaign runs day by day, hand to mouth, depending on how the contributions are rolling in. Media buys are often made only a day or two in advance.

In early February there were as many as 10 Democrats considered serious contenders for the presidential nomination. Five are gone now, but there are enough left to keep the contributions spread thinly between them. They would move to spend more money on billboards, newspapers and radio, but as things stand they go for the medium that brings the biggest audience.

The candidates’ money troubles have been aggravated by the suspension of handouts from the government. Under the 1974 amendments to the federal election laws, the Federal Election Commission was created to oversee the distribution of matching funds to presidential candidates. But the FEC’s activities were suspended March 22 after the Supreme Court ruled portions of the amendments unconstitutional.

Even in campaign such as President Ford’s where money is plentiful, TV is considered the best commercial medium, “because of its reach effectiveness,” a Ford media manager said. “Radio is a rifle shot;” he added, “to extend the TV message and speak to blocks of voters, blacks for example, and farmers.

Ronald Reagan’s national address on NBC-TV last month (BROADCASTING, April 5) pointed out another advantage of TV. The Reagan campaign paid $100,000 for the half-hour address by the candidate, but according to the latest estimate, the campaign collected $1.1 million on its investment in contributors from viewers.

That kind of success with the medium has sent the other candidates scrambling for like treatment from the networks. The networks are stiff-arming the Democrats and most are having to settle for five minutes in the half-hour slot. Senator Frank Church (D-Idaho) three units of five minutes each, and one to Mr. Udall. George Wallace is still fighting for 30 minutes. So is Mr. Church, whose complaint against the networks was taken up by the FCC last week (see “In Brief”).

Mr. Carter has taken as well, competing with one another for free media treatment, particularly on the networks. The networks are chary about selling a Democrat 30 minutes, because the others could demand the same under the equal-time law. That is not a problem, however, if the candidates appear in a news format.

Most of the candidates use commercials no longer than 60 seconds; their media people report little or no trouble getting them placed at stations. But then there’s Mr. Carter, whose campaign relies heavily on two-minute commercials. The Carter campaign has had trouble from the start, is still having trouble, getting stations to accept them.

The seven major candidates are running seven separate campaigns that differ in style and spending. The following is a brief look at each.

**Gerald Ford**

The richest of all the campaign committees, the President Ford Committee, has had no trouble putting together the total media mix it desires in each of the state primaries the incumbent has entered. Television is the favored medium in his campaign, but only by about $7,500 over radio. Through the Wisconsin primary, the Ford committee had spent $264,926 on TV, $257,372 on radio. And expenditures on newspaper advertising were a close third at $175,683.

Compared to the committee’s total expenditures for 1975-76, the $678,000 total for media is not much. In all, according to its latest public filing, the Ford committee has spent $6.5 million. Nearly $2 million of its $7.5 million in receipts came from the government, and the committee has qualified for another $910,000 from the government.

The advertising mix has varied from state to state. In Massachusetts, Ford committee expenditures on newspapers, $23,474, were three times the total for radio and TV. It may be that the committee curbed its broadcast expenditures in Massachusetts, because voters there had already seen the Ford commercials when they played for the New Hampshire primary. But taking the two states together, newspaper expenditures still surpasses either radio or TV. In North Carolina, Florida, and Wisconsin the Ford committee spent more on radio than on either newspapers or television. But in Illinois and New Hampshire TV was top.

The Ford commercials for TV are nearly all general manager of the agency are 60 seconds. None runs longer than that, and in none does the President talk. According to Clayton Wilhite, account supervisor for Campaign ’76 Media Communications Inc., the ad hoc agency created for the Ford campaign, speeches are not needed to do the job done. The TV messages are in documentary style, mixing voice-over narration with still photographs of the President at work. They try to convey an image of the President’s honesty and openness and list his accomplishments since taking office, with a heavy emphasis on the economy. All bear the slogan “President Ford is your President. Keep him.”

Campaign ’76 has as chairman Peter Dailey, a Los Angeles advertising executive who ran the November Group in the 1972 campaign for former President Richard Nixon. Executive vice president and general manager is Bruce Wagner, on leave from Grey Advertising Inc., New York. Mr. Wilhite is on leave from McCann-Erickson, New York. Local buying for the Ford campaign is handled by SFM Media Services Corp., New York.

**Ronald Reagan**

One of Mr. Reagan’s most formidable political weapons is his broadcast delivery. It has worked magic for him twice. It made $1 million for his campaign when he appeared on NBC, and it apparently tipped the election in North Carolina to him. In that primary, the only one Mr. Reagan has won, all the predicted victory would go to the President. In the closing days before the election the Reagan campaign placed a 30-minute TV address on 15 of the state’s 17 TV stations. For lack of another factor to point to, the commentators attributed the Reagan win to the commercials.

To date, Citizens for Reagan, his campaign organization, has spent more than $1 million on TV and radio, with a majority of that going to TV, said the committee’s executive chairman, John Sears.

The candidate is at his best in a studio shooting straight at the viewer and he does...
that in two 30-minute TV commercials that are scheduled six or seven times this week in Texas, whose primary May 1 is next for Mr. Reagan. The committee also uses five-minute commercials, in most of which Mr. Reagan speaks, as well as some 30 and 60 seconds long.

The Reagan campaign figures it has about $2 million due it from the government if the FEC is reactivated, but even without that "we've been able to keep to the budget established so far," Mr. Sears said.

Ball & McDaniel, Nashville, is the agency for the Reagan campaign. Harry Treleaven, advertising director for the Nixon campaign in 1972, is creative director and Ruth Jones of Ruth Jones Ltd., New York, is the time buyer.

Jimmy Carter Television is Jimmy Carter's best medium, according to Gerald Rafshoon, head of Gerald Rafshoon Advertising Inc., the Atlanta agency handling all of Mr. Carter's media work. "TV gives Carter the opportunity to confront the voter in the same type of atmosphere in which he campaigns," he said.

The Jimmy Carter for President Committee has so far spent about $712,000 on television and radio, with 90% of that on TV. That includes $140,000 for his bid in Pennsylvania, the committee's largest expenditure in a state so far.

Mr. Rafshoon said last week that television was important at first to make the candidate's name and face familiar to the most voters. Mr. Carter's groundbreaking win in New Hampshire made him an instant celebrity and the subject of nationwide media curiosity; he has received extensive exposure on broadcast news programs.

But despite the free rides, paid television advertising is still his favorite tool, Mr. Rafshoon said. The strategy now is to convey the image of an unstoppable Carter bandwagon. Mr. Carter won six of his first eight primaries, placing fourth in Massachusetts and third in New York.

Like others, the Carter committee uses radio to reach specific target audiences—blacks, for example, and small towns.

Early on, while the candidate was still seeking name recognition, the campaign used mostly two- and five-minute commercials stressing Mr. Carter's character. The longer he was on the screen, the better voters would get to know him, the reasoning went. Now, however, the campaign relies primarily on 30- and 60-second TV commercials, and a few 60-second radio commercials. Most feature the candidate talking issues straight at the camera or microphone. Mr. Rafshoon said, or show the candidate at work on the hustings.

Mr. Rafshoon had the same money complaints as others in the Democratic fold, but the Carter campaign has nevertheless outspent all of the Democrats save George Wallace on radio and TV. The Carter campaign has received over $1 million from the government, and if the FEC is reactivated, has another $372,000 coming. Banking on the latter, Mr. Carter has taken out a personal loan of $100,000. He is chancing the $140,000 in Pennsylvania because he considers it a key battleground.

The Rafshoon agency has handled all of Mr. Carter's campaigns for the last 19 years. This is its first national campaign.

Frank Church Senator Church has been an announced candidate only since March 18 and has yet to be tested in a state race. He has not been caricatured on the cover of a national news magazine, has not been attacked on the evening news by another national candidate, in fact, has had little written or broadcast about him. His biggest problem is to establish name recognition. Not surprisingly, he grabbed immediately for the big audience, buying five minutes of prime time on CBS-TV, which he used on April 19 to attack the President. Before that a five-minute film biography of the senator appeared on the same network during a basketball game telecast on Sunday afternoon, March 21.

Being a late starter, Senator Church has no money trouble yet. He is spending about $50,000 on radio and TV in Nebraska, where a May 11 primary will be the first in which he will appear. He had the state virtually to himself last week while his opponents were campaigning in

Broadcasting Apr 26, 1976
The Supersonic Age Comes to Television!

The most expensive all music series ever made!

This lavish production is taped in England, employing the latest video techniques from a multi-level, multi-faceted stage in front of a live audience.

26 superbly fast paced half hours starring the top groups on the music scene today, including The Bay City Rollers, America, David Essex, The Hollies, The Drifters, The Supremes, Roxy Music, Melanie, Gilbert O’Sullivan and over fifty other star acts.

Cut out for the youth market and the “Now Generation.”

Available for immediate start on a trade basis, so get with it! Call today!

The Fremantle Corp.
555 Madison Avenue (212) 421-4530
the states with more immediate primar-ies, and he took advantage by sched-uling a week’s worth of personal ap-pearances and one 30-minute TV show on KHGI-TV Kearney last Friday.

The Church campaign made two more 30-minute buys, one scheduled for May 5 on KOLN-TV Lincoln and the other, a live phone-in interview program on KMTV-TV Omaha.

In addition, The Church for President Committee’s radio and TV director, Mort Schwartz, said last week, the campaign is saturating the state with 30- and 60-second radio and TV commercials. About 60% of the media budget is going to TV, about 30% to radio and the commercial producer, Mr. Troccas said, added, "I think there is no better orator than Senator Church."

The Church campaign is keeping its media work in-house under Mr. Schwartz, a former CBS News, NBC News and inde-pendent commercial producer. But help on commercial production, the committee goes to Altman Stoller Weiss Advertising Inc., New York, and also uses the buying services of Vitt Media, New York.

Henry Jackson □ Senator Jackson’s media campaign is a case of “doing what we can with what we’ve got,” according to one of the campaign’s media managers, John Tracosas of the New York advertising agency, Lois Holland Callaway. The Jackson for President Committee entered its first primary in Massachusetts weal-thy and began spending heavily on media four weeks in advance. Its expenses favored TV about three to one over radio, Mr. Tracosas said, and the same was true in the next outing in Florida. Mr. Jackson won New York, came in third in Florida.

In New York, however, the committee spent most of its resources on “organiza-tion,” Mr. Tracosas said, concentrating on one-on-one approaches to the voters and voter groups. What it spent on media went “strictly to TV,” he said, adding the same holds true in Pennsylvania where voting will take place tomorrow.

The New York strategy was partly due to a shortage of funds, but mostly it was calculated, and it won the state for the senator. In Pennsylvania, however, the Jackson committee is feeling the thores of poverty. “If we’d had the money, we’d have begun in Pennsylvania two weeks ago,” Mr. Tracosas said, but as it is, the campaign media campaign only began last Wednesday. It has made about $15,000 worth of radio and TV buys in the western part of the state and may end up spending as much as $50,000 on broadcast-ing in that race, according to a cam-paign aide in Washington, but there was no concrete plan at midweek last week. “It’s really a day-by-day process,” Mr. Tra-
cosas said, “We can’t spend money we don’t have.” Senator Jackson has received about $150,000 since filing more than

The Jackson committee will have spent approximately $480,000 on broadcast ad-ver-tising through Pennsylvania, mostly on 30-day and 60-second TV radio spots in prime and fringe time. He ran one five-minute commercial in Massachu-setts and Florida. Many appear during late shows.

The Jackson commercials combine im-age and issues. The “ideal” was one in which Mr. Troccas said, he could portrait Senator Jackson breaking from a pack of stills of the other candidates; he is portrayed as the moderate with the best answers on issues. The senator does not talk in that commer-cial. In others he talks on five or six issues, ranging from unemployment to Medicare.

The $1.15 million TV committee has done all the commercial production and buying for the Jackson campaign so far. Its past political experience includes the handling of the senatorial campaigns of Republicans Hugh Scott (Pa.) and Jacob Javits (N.Y.) and of Democrat Robert Kennedy (N.Y.).

George Wallace □ The assassination at tempt that left Governor Wallace partly paralyzed and in a wheelchair had a pro-found effect on his campaign style. Once the political rally was the hallmark of his campaign, but now, reports Joe Azbell, communications director for the Wallace campaign, the governor steers clear of crowds and has cut off the “pressing of the flesh.” For Mr. Wallace, “the new rally in America is not in the hall, it’s before the TV camera,” Mr. Azbell said last week.

So far the Wallace campaign has spent close to $1 million on radio and TV, about 75-80% of all its media expenditures, ac-cording to Mr. Azbell. About 80% of that has gone to TV.

Mr. Azbell, a former newspaper man who says he is a 25-year veteran of about 350 political campaigns all over the country, writes the Wallace spots. Morgan Ad-vertising, Montgomery, Ala., does the rest of his media work. He said a typical Wallace media campaign begins 15 days before a primary with mostly 30-second TV commercials concentrated in heavily Democratic districts. Six days before the voting, the campaign intensifies with the addition of 30-minute shows, a rare phenomenon in presidential races to date this year. He said he has placed as many as four of these in a week. “We find that the results are in direct proportion to the use of TV in these races,” he said.

The Wallace TV spots, he said, is to face the viewer one-on-one and talk about issues. There is little voice-over in the commercials; filmed sequences of the governor campaigning are used often.

No attempt is made to hide Governor Wallace’s wheel chair in the commercials, Mr. Azbell said. He pointed out that Presi-dent Franklin Roosevelt may have succeeded in hiding his polio handicap during his Presidency, “but then FDR wasn’t in the goldfish bowl that TV produces.”

Morris Udall □ Representative Udall’s media campaign has been in “disarray,” to quote an executive of the political consult-ing agency that parted with the campaign last week. The cause of the disarray is money and how to spend it when there is not much. Through Massachusetts, New York and Wisconsin, the Udall ’76 Com-mittee’s media work was handled by Mar-tilla, Payne, Kiley and Thorne of Boston. The two split because of a difference of philosophy.

Udall's state a shortage of funds prompted the Udall campaign decision-makers to cancel $25,000 in radio and TV buys for three days the week prior to the election. The Martilla firm counseled the committee to “go for it!” and risk the money, its creative director, Dan Payne, said last week, but those in authority decided they would rather the campaign remain solvent.

Mr. Udall lost Wisconsin by 6,000 votes, and although it renewed its broadcasts ad-verstements in the last four days of the race, Mr. Payne is convinced the loss of those three days hurt Mr. Udall badly. Mr. Udall’s biggest problem, he said, “is voter recognition. People just don’t know his name.”

In all, the Udall campaign spent about $51,000 on TV in Wisconsin, about $23,000 on radio and about $26,000 on newspapers. In Massachusetts, where the candidate placed second, the campaign spent $78,000, 30% of which went to TV, 10% to radio and 60% to newspapers. In New York the campaign spent $49,000, with $11,000 going to radio, the rest to newspapers.

Mr. Udall placed second there. About $400,000 has been spent so far on broadcast for his campaign.

The Udall committee is taking things one day at a time. Last week it planned $75-85,000 in TV buys in Penn-sylvania, to begin last Tuesday. Another $6,000 would go to radio, primarily to reach ethnic groups in Pittsburgh and Philadelphia. Whether that amount would actually be spent depends on the flow of incoming contributions. The Udall com-mittee has qualified for about $290,000 from the government if Congress and the President put the FEC back in action.

All the Udall broadcast commercials run 30 seconds and 60 seconds. The exception will be April 29, when Mr. Udall will appear for five minutes.

Three new 60-second commercials were added to the Udall bank in Pennsylvania last week, produced by the Philadelphia agency, Yardis Corp.

Except for a commercial in which former Watergate prosecutor Archibald Cox endorses Mr. Udall, played heavily in Massachusetts, most Udall commercials are excerpts of him talking and making speeches. At the Martilla firm, executives were impressed with his looseness and wit and gave him high marks for honesty. They played on those themes in their com-

Broadcasting Apr 26 1976
26
Watts your problem?

Harris offers the world's most complete line of FM broadcast transmitters. From 10 to 40,000 watts. All with a TE-3 100% solid-state exciter employing DCFM (direct carrier frequency modulation) and DAF (digital automatic frequency control). All transmitters have an intermodulation specification of 0.5% mono and 0.5% stereo. Efficiency — the 20 and 40 kW transmitters have a final amplifier efficiency of 80%. All are available for prompt shipment.

Write Harris Corporation, Broadcast Products Division, Quincy, Illinois 62301.
### Programming

**$500 million-plus price tag goes on 1976-77’s prime time**

And that’s only for the regular series, excluding all specials; total is some 20% ahead of last season, reflecting both ‘normal’ inflation and unusual catering to production company demands.

The three television networks will pay out more than $500 million to their various program suppliers for all of the 72 regularly scheduled shows in their 1976-77 prime-time line-ups. That will be almost $90 million more than they paid for comparable programming one year earlier.

The half-billion-plus figure is conservative. It derives from multiplying the price the networks pay for one original and one repeat of each series times 24, the average number of new episodes filmed or taped each season. (Variety shows, with high residuals, are not repeated one-for-one. Their replacements actually drive the average cost higher.) That "weekly" total will come to $21,725,000 in 1976-77, up $3.6 million over the $18.1 million of 1975-76. The increase takes into account the substantial increases granted to the studios by the networks (an average of more than 10%) on top of the inflationary pressures of ‘everything from actors’ salaries to the costs of renting costumes.

The estimates were derived from a number of sources including network and production company officials. They were generally regarded as realistic, whereas some of those for last season (BROADCASTING, May 12, 1975) were considered too conservative, with the result that the actual in-

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<td>Happy Days (Paramount)</td>
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<td>Welcome Back, Kotter (CBS)</td>
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<td>Holmes and Yoyo (Universal)</td>
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<td>(Chris Beard)</td>
<td>Captain and Tennille (Bob Henry)</td>
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<td>(Chris Beard)</td>
<td>Six Million Dollar Man (Universal)</td>
<td>Lawman and Shelly (Paramount)</td>
<td>S.W.A.T. (CBS)</td>
<td>Space’s Most Wanted (Paramount)</td>
<td>Mary Tyler Moore Show (MGM Television)</td>
</tr>
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<td>(Chris Beard)</td>
<td>Sonny and Cher Show (Nick Vandal)</td>
<td>Nancy Walker Show (Norman Lear)</td>
<td>Swans of San Francisco (Quinn Martin)</td>
<td>Scott and the Man (Spelling-Funnell)</td>
<td>The Jeffersons (Paramount)</td>
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<td>(Chris Beard)</td>
<td>NBC Sunday: Movie (Columbo; McCoy; McMillan; Quincy) (Universal)</td>
<td>Tony Randall Show (Spelling-Funnell)</td>
<td>Hawkeye Five-O (CBS: Leonard Friedman)</td>
<td>The Rockford Files (Universal)</td>
<td>Emergency (Universal)</td>
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<td>(Chris Beard)</td>
<td>60 Minutes (CBS)</td>
<td>One Day at a Time (Norman Lear)</td>
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<td>Wonderful World of Disney (Walt Disney)</td>
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**Monday**

- **ABCD**
  - 8:00: Captain and Tennille (Bob Henry) (Universal)
  - 9:00: Maudie (Norman Lear)
  - 10:00: Executive Suite (MGM TV)
- **CNS**
  - 8:00: Bionic Woman (Universal)
  - 9:00: Nancy Walker Show (Norman Lear)
  - 10:00: The Best of Gibbs (CBS)
- **NBS**
  - 8:00: Happy Days (Paramount)
  - 9:00: One Day at a Time (Norman Lear)
  - 10:00: The Rockford Files (Universal)

**Tuesday**

- **ABCD**
  - 8:00: Captain and Tennille (Bob Henry) (Universal)
  - 9:00: Maudie (Norman Lear)
  - 10:00: Executive Suite (MGM TV)
- **CNS**
  - 8:00: Bionic Woman (Universal)
  - 9:00: Nancy Walker Show (Norman Lear)
  - 10:00: The Best of Gibbs (CBS)
- **NBS**
  - 8:00: Happy Days (Paramount)
  - 9:00: One Day at a Time (Norman Lear)
  - 10:00: The Rockford Files (Universal)

**Wednesday**

- **ABCD**
  - 8:00: Captain and Tennille (Bob Henry) (Universal)
  - 9:00: Maudie (Norman Lear)
  - 10:00: Executive Suite (MGM TV)
- **CNS**
  - 8:00: Bionic Woman (Universal)
  - 9:00: Nancy Walker Show (Norman Lear)
  - 10:00: The Best of Gibbs (CBS)
- **NBS**
  - 8:00: Happy Days (Paramount)
  - 9:00: One Day at a Time (Norman Lear)
  - 10:00: The Rockford Files (Universal)

**Thursday**

- **ABCD**
  - 8:00: Captain and Tennille (Bob Henry) (Universal)
  - 9:00: Maudie (Norman Lear)
  - 10:00: Executive Suite (MGM TV)
- **CNS**
  - 8:00: Bionic Woman (Universal)
  - 9:00: Nancy Walker Show (Norman Lear)
  - 10:00: The Best of Gibbs (CBS)
- **NBS**
  - 8:00: Happy Days (Paramount)
  - 9:00: One Day at a Time (Norman Lear)
  - 10:00: The Rockford Files (Universal)

**Friday**

- **ABCD**
  - 8:00: Captain and Tennille (Bob Henry) (Universal)
  - 9:00: Maudie (Norman Lear)
  - 10:00: Executive Suite (MGM TV)
- **CNS**
  - 8:00: Bionic Woman (Universal)
  - 9:00: Nancy Walker Show (Norman Lear)
  - 10:00: The Best of Gibbs (CBS)
- **NBS**
  - 8:00: Happy Days (Paramount)
  - 9:00: One Day at a Time (Norman Lear)
  - 10:00: The Rockford Files (Universal)

**Saturday**

- **ABCD**
  - 8:00: Captain and Tennille (Bob Henry) (Universal)
  - 9:00: Maudie (Norman Lear)
  - 10:00: Executive Suite (MGM TV)
- **CNS**
  - 8:00: Bionic Woman (Universal)
  - 9:00: Nancy Walker Show (Norman Lear)
  - 10:00: The Best of Gibbs (CBS)
- **NBS**
  - 8:00: Happy Days (Paramount)
  - 9:00: One Day at a Time (Norman Lear)
  - 10:00: The Rockford Files (Universal)

**Broadcasting Apr 26 1976**

28
Grant in as VP for programs at CBS; Frank to head sports

Grant in as VP for programs at CBS; Frank to head sports

Daytime chief replaces Currlin; Wussler successor is out of NBC, Trans World International

The new president of CBS-TV, Robert Wussler, swung into action immediately last week in a surprising move, bumping Lee Currlin out of his programming vice presidency and replacing him with B. Donald (Bud) Grant, the network's vice president for daytime programs. Mr. Wussler also acted to name his replacement as vice president of CBS Sports, tapping Barry Frank, senior vice president of Trans World International, an independent sports package.

Mr. Grant, an daytime vice president since early in 1972, kept CBS competitive with ABC and NBC, and in the first three months of 1976 CBS has racked up its biggest daytime lead in six years, an 8.3 overall Nielsen rating (compared to ABC's 7.2 rating and NBC's 7.0). "Bud's done nothing but programing for the past two decades," said Grant Tinker, the head of MTM Productions, which is producing five series for CBS's 1976-77 prime-time schedule. "And at NBC he was involved in both the nighttime and the daytime areas."

The man Mr. Grant displaced, Lee Currlin, reached at his office at CBS in New York, said that he's been offered another position at CBS and that he's begun exploring one or two other possibilities but "I'll take a few days before I decide what to do." At the Monday morning (April 19) meeting that stripped him of his job, Mr. Currlin said Mr. Wussler told him, "in a straightforward way," that CBS "wanted a different kind of programing guy, a guy who was more outwardly aggressive-whatever that means."

One of the top program suppliers on the West Coast gave Mr. Currlin a mixed report card, saying that, on the plus side, he saved the faltering Cher show by inducting her to get back together—professionally—with Sonny Bono, and that he also prevented the quick cancellation last winter of Hawaii Five-O and Barnaby Jones by moving them to Thursday night and avoiding further upheaval in the second season. On the minus side, this programmer said, CBS's development this year was so weak that the network was forced to renew marginal shows like Tony Orlando and Dawn and Doe and played-out shows like Hawaii Five-O (going into its ninth season) and Barnaby Jones (fifth season).

"Our program development for potential second-season replacements" is the number-one priority on Bud Grant's agenda. In a telephone conversation from Los Angeles, where Mr. Grant, Mr. Wussler and Robert Daly, CBS-TV's new executive vice president, found themselves last week, Mr. Grant said that, in addition, he'd try to fill the Hollywood slots vacated recently by Perry Lafferty (who was vice president, programs, West Coast) and Franklin Barton (vice president, development) "as fast as I possibly can," maybe before the month is out.

Mr. Grant's present daytime schedule is riding the crest of a Nielsen bonanza, with seven of the 10 highest-rated shows in CBS's tote bag. Industry sources say Mr. Grant pumped new life into the long-running soap opera As the World Turns by expanding it to 60 minutes (in the most recent national Nielsen's it was logged as the highest-rated daytime series), and even since daytime reruns of All in the Family were scheduled last December, the show has consistently finished among the top three in daytime.

In addition, CBS has the highest-rated daytime quiz show in Match Game '76 and the highest-rated contemporary soap opera in The Young and the Restless.

Before taking over the daytime department at CBS, Mr. Grant had spent his entire broadcasting career at NBC, starting as an executive with the Today show in 1958 and then moving up to man of nighttime programs, manager of daytime programs and national director of daytime programs.

Barry Frank, the new sports vice president of CBS, was responsible during the past five years for packaging such events as The Challenge of the Sexes, the Jimmy Connors-Rod Laver Heavyweight Championship of Tennis special and The Superstars. Mr. Frank's background includes stints as vice president of sports planning for ABC-TV and as broadcast supervisor at J. Walter Thompson.

Rich Man' and 'Family' both make ABC schedule

ABC-TV has scheduled a weekly series based on its hit second-season 12-hour made-for-TV movie Rich Man, Poor Man. The series, retitled Rich Man, Poor Man—Book II and slated on Saturday (10-11 p.m., NYT), was originally trying for the Tuesday at 10 slot with Spelling-Goldberg's Family (the one question mark in the 1976-77 prime-time schedule ABC issued late last month). Family, which averaged solid middle-market shares when the six original episodes of the series ran in the Tuesday time period from March 9 through April 13, will stay on Tuesday next fall, and Columbia Pictures Television's Feather and Fainer, displaced on Saturday by Rich Man, will not start on ABC's schedule until the beginning of next year. Rich Man . . . is produced by Universal Television.
The high attrition in syndication: Hopefuls drop by half in eight weeks following NATPE

List of starters has dropped from 140 to 75; shrinkage could tighten field even more before the fall

Some 140 new syndicated shows were introduced in the TV marketplace during the National Association of Television Program Executives Conference in San Francisco (BROADCASTING, March 1). Now, some eight weeks later, only 75 have survived as what the association describes as "viable" candidates for the fall; some 65 others had given up their hopes for this season. This is the NATPE list of survivors. Past experience indicates that some among these may not make it to the fall ("indicates barrier.

Adventures of Rin T in T in children, SFM Media Services, 36 half hours; Andy Williams Show, variety, Andy Williams Show Enterprises, 24 half hours; Apollo Presents, variety, Group W, six 10-minute episodes; ARA's World of Sports, instructional, Viacom, 26 half hours; Around Events, instructional, Group W, 26 half hours; Behind the Scene, interview, Mediavision, 52 half hours; Best of Steve Allen, variety, Independent Productions Syndication, 30 90-minute episodes; Break the Bank, game, Barry Col bert, 30 half hours; David Niven's World*, adventure, J. Walter Thompson, 26 half hours; Days of Adventure, Dreams of Gold, documentary, NTA, one hour; Dialing For Dollars (nighttime), game, Newhlol-Blumberg, 52 half hours; Dick Strout's Hollywood Profiles, interview, NTA, 15 three-minute segments; Disco '76-'77, variety, MA. Kempner, 26 half hours; Discosatra, variety, Taff H-B, 26 half hours; Dolly, variety, Show Biz, 26 half hours; Fabulous Storybook Lady, children, John Pearson International, 13 half hours; Fabulous Talkers, Time Machine, children, Mediavision, 52 half hours; Fall of Eagles, drama, Time-Life, 13 hours; Feeling Fine*, instructional, MGM-TV, 20 four-minute segments; The Fisherman*, sports, Vpro, 26 half hours; Future Shock*, variety, Turner Productions, 26 hours; Gentle Art of Makeup, instructional, Mediavision, 13 half hours; Gong, variety, Firestone, 26 half hours; Good Day, public affairs, Rhodes Productions, daily one hour; The Goodies, comedy, Time-Life, 26 half hours; Great American Music Celebration, variety, Program Syndication Service, one hour; Get Informative, documentary, Alcure Communications, 3 half hours; Hey Coach, instructional, Mojo Productions, Higher and Wilder, sports, Programs for Television, 26 half hours; Holiday on Wheels*, documentary, Vistrib, 4 half hours; Hollywood: The Selznick Years, documentary, Gray-Schwartz Enterprises, one hour; Hot Fudge Show*, children, Grey Advertising, 17 half hours; In Search Of...*, mystery, Bristol-Mayers, 26 half hours; Joe Carcione The Greengrocer, public affairs, Mighty Minute Programs Ltd., daily one-minute segments; Kidsworld, children, Behrens Co., 36 half hours; Leonard Bernstein Conducts, music, NTA, six hours; Les Onixi, children, TV National, 26 five-minute segments; Liars Club, game, 20th Century-Fox TV, daily half hour; Lionel Hampton: One Night Stand & Jazz Circle, variety, Avco Embassy, one 90-minute program; Lomax & Barkley Show, comedy, Avco Embassy, 26 hours; Lost Island, children, Paramount TV, 26 half hours; Max B. Nimble, children, Taff H-B, 26 half hours; Medi-Cine, public affairs, Gray-Schwartz Enterprises, 26 five-minute segments; Merle Ellis, The San Francisco Butcher, instructional, Multimedia Program Sales, Daily 1½-3 min segments; Mr. Chips*, instructional, Advertising Agency Association, 26 half hours; Moom, comedy, Vistrib, one hour; The Muppet Show, children, SFM Media Services, 65 half hours; Olympiad, sports, 20th Century-Fox TV, 10 half hours; Onedin Line, drama, Time-Live, 42 half hours; Out and About, documentary, Modern Video Programs, 13 half hours; Opryland USA*, variety, Viacom, 26 hours; People Are Funny, game, Jim Victory, 26 half hours; People Cover Story, interview, Time-Life, 25 half hours; Peter Marshall Show, variety, Group W, 26 90-minute programs; Playmates Schoolmates, children, Group W, 26 half hours; Pop Goes the Wolfman, variety, Pearson TV Sales, 26 half hours; Rolling Punk*, variety, Syndicast, 16 half hours; Six American Families, public affairs, Group W, six 30-minute specials, variety, TV, 24 half hours; $64,000 Question, game, Viacom, 26 half hours; Soap Opera World*, variety, Modern Video Programming, 26 half hours; Space Chase, adventure, Dan Goodman Productions, 26 half hours; Spirit of '76, children, M.G. Films, 104 five-minute segments; Supersonic, variety, Premantula, 26 half hours; Taffy, children, TV National, 26 six-minute segments; The Wild Country, documentary, Official Films, 10 hours; Uncommon Valor, children, TV National, 26 five-minute segments; The Unknown, mystery, Allied Artists, 39 half hours; Victor and Horace, children, TV National, 26 five-minute segments; Weekend Warriors, sports, TV Sports Scene, 26 half hours; The Winners, sports, MA. Kempner, 15 hours or half hour; Witness to Yesterday, drama, Avco Embassy, 26 half hours; Words-1, Poppins, game, Allied Artists, 26 half hours.

Additionally, NATPE notes that there are six off-network series being released for syndication: Viacom's Bob Newhart Show, Worldvision's Doris Day Show, MGM-TV's Medical Center, Viacom's My Three Sons, Paramount's Odd Couple and MCA TV's Six Million Dollar Man.

ABC does no better than NBC with baseball on Monday

Ratings for first two games get no higher than 13.4

If the first two ratings books are any indication, ABC-TV isn't going to chalk up any better numbers for its Monday-night major league baseball games than NBC managed when it had the feature.

ABC's first telecast of the season—a New York Yankees-Baltimore Orioles game on April 12—sputtered to a 13.4 rating and 21 share in the national Nielsen overnight (compared to NBC's 14.1 rating and 22 share for its Monday-night season opener last year between the Cincinnati Reds and the Los Angeles Dodgers.

A week later, with a regionalized telecast in which roughly two-thirds of the country received the New York Mets-St. Louis Cardinals game and the other third the Los Angeles Dodgers-Houston Astros game, ABC got a 12.6 rating and 22 share. (NBC's second Monday game—a Baltimore Orioles-Milwaukee Brewers contest on April 21, 1975—drew a 10.2 rating and 17 share.) Nielsen's 12-game average for last year's NBC Monday baseball telecasts factored out to a 10.8 rating and 21 share.

ABC is paying $12.5 million in rights figures this year for 16 Monday-night telecasts, plus the All-Star game on Tuesday, July 13, plus all the playoff games. The network's rate-card price is $50,000 a minute (BROADCASTING, March 8). Tonight (April 26) ABC will forego baseball in favor of the rerun of a John Wayne- Robert Mitchum movie, "El Dorado," and another popular John Wayne movie rerun, "True Grit," will pre-empt baseball next Monday (May 3) to take advantage of the ARB and Nielsen sweep periods. (Arbitron's is April 26 through May 18 and Nielsen's covers April 29 through May 26.)

Broadcasters see FCC as big brother in format review

They assert that programing ought to be decided in response to trial and error on the air

FCC involvement in format-change controversies will lead to government supervision of program formats, broadcasters asserted in answering the commission's question as to what role, if any, it should play in resolving conflicts between citizen groups and broadcasters who want to change formats after buying a station.

The commission instituted the inquiry after several court decisions, the most recent involving WEFM(FM) Chicago, held...
that the commission must consider complaints if a station sale would result in the loss of a unique format. Broadcasters, however, agree with Metromedia Inc. that "the suggested scrutiny and prescription of program formats would convert the commission into a censorious big brother."

ABC said that if the FCC starts to rule on format changes "it would inevitably be drawn into programing decision-making" and might challenge other format-change attempts when a station's license was up for renewal.

The National Association of Broadcasters agreed and said that denial of a certain format would be "direct and unjustified prior restraint on broadcast speech" that would lead to a "chill" of new and unique formats since a licensee would not want to take a chance and be "locked into" a format that could turn out to be unpopular and unprofitable.

Broadcasters will be discouraged, CBS said, "from undertaking and experimenting with format elements to serve newly perceived needs and tastes of segments of the community not served by other broadcasters."

Several parties expressed doubt about the commission's ability to rule on every proposed format change since this would involve a large budget and an increase in personnel. Metromedia also said there was little evidence that the resulting commission rulings would be more accurate than the licensee's in determining "what will best serve the public interest."

"Market forces," said the National Radio Broadcasters Association, "will produce sufficient diversity of formats," and group owner Evening Star Broadcasting said format decisions "should be left to the judgment of the broadcast ... licensee and to the competitive forces of the marketplace."

Programing would not be improved, said the NAB, if stations were locked into a format, especially if that format is only marginally profitable since "it is unrealistic to expect the highest quality programing from anyone compelled to perform a service he wishes to abandon" with news and public affairs programing in particular suffering from a financially insecure operation.

One party directly affected by all this is GCC Communications of Chicago, the licensee of WEFM(FM), whose proposal to change that station's format from classical to rock when it bought it from Zenith caused a citizen group to protest and eventually to take the FCC to court when the sale was approved. GCC limited its comments since the matter is still before the commission, but said the FCC should make no policy decisions before its final decision on the WEFM assignment or at least rule on both at the same time. This would avoid a "prejudgment" by the FCC of the outcome of the WEFM case. GCC also said the complete record of the case would help the FCC resolve the format issue.

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**Campus conference opens with awards to TV, cable, radio**

Documentaries, editorials, network entertainment honored at San Francisco State

Excellence in local programing was to be recognized yesterday (April 25) at an awards ceremony at the opening of the 26th annual Broadcasting Industry Conference, being held on the campus of its sponsor, San Francisco State University. Some 300 members of the radio and television community, students and educators were expected to attend the five-day conference entitled "Taking Responsibility: Are We What We Watch?"

WCKT(TV) Miami earned the most honors, three, for its documentaries, The Seminoles and Miccosuees of Florida and You Can Have an Abortion—Even If You Don't Need It, and for an editorial, The Courts: The Battle to Television Reporting. Other multiple award winners were KBNT(TV) Los Angeles for its documentaries, It's Only Booze and A Cure for California; noncommercial KGED(TV) San Francisco for its documentary, To Expect to Die: A Film About Lying, and in the entertainment category, for the program, Open Studio, Ready for Teddy, and KFRCA(M) San Francisco for its documentary, What's Shakin' in San Francisco, and for its instructional program, Ask Dr. Hip.

Three cable systems—all in California—were honored with CATV Cable Community Service Awards: Nor-Cal Cablevision, Marysville; Theta Cable of California, Santa Monica, and Viacom Communications Division, San Francisco.

Among those given Broadcast Preceptor Awards for outstanding contributions to the industry were: TV Guide television critic Cleveland Amory; writer and television personality Alistair Cooke; ABC Sports television director Chet Forte; television producer and director Buzz Kulik; television writer and producer Norman Lear; television writer Ted Mosel, and KGEO Station Manager Jon Rice.

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**AIM loses CBP case**

The Supreme Court has refused to review the FCC's decision that the commission lacks authority to enforce the statutory mandate that public broadcasting stations maintain "strict adherence to objectivity and balance." The court's refusal involves the appeal of Accuracy in Media from a decision of the U.S. Court of Appeals in Washington supporting the commission's opinion. AIM had initiated the case with a complaint regarding two programs distributed by the Public Broadcasting Service, which is funded by the Corporation for Public Broadcasting. One dealt with sex education and the other with the
American system of criminal justice. The appeals court agreed with the commission that it could enforce the fairness doctrine against noncommercial stations but that Congress reserved to itself the responsibility for overseeing the operations of CPB. The court noted that CPB was established to serve as a buffer between the government and the stations in finance (Broadcasting, Oct. 27, 1975).

A matter of 'Money'

WCVB-TV Boston is suing Time-Life Films for $500,000 in damages on grounds that Time-Life misappropriated elements of a series called Money. The suit claims WCVB-TV originated a 60-minute special called Dollars and Sense in September 1974 and from it developed an original series of 30-minute programs and short film segments, both titled Money, and that Time-Life accepted a WCVB-TV proposal that they jointly produce and syndicate a Money series. But then Time-Life said it had decided not to proceed with that plan, according to the suit, and instead initiated its own syndicated series entitled Money Reports. A Time-Life spokesman said that "We are defending the claim and know it has no merit." The suit was filed in U.S. Southern District Court in New York.

Ben reminisces. David Plyer of WXII(11) Winston-Salem, N.C., hears Benjamin Franklin (portrayed by John Sneden) reflect on the American Revolution, as part of the station's Bicentennial series, We the People. Other 90-minute programs "starred" 19th-century freedom-fighter Sojourner Truth and tobacco entrepreneur R.J. Reynolds, Columnist Tom Wicker, North Carolina native, gave a modern update in the final episode aired March 25. The programs, which included live panel discussions, studio audience involvement and open telephone lines, were co-produced by Winston-Salem State University, in association with local arts and Bicentennial groups and with a $20,885 grant from the North Carolina Humanities Committee.

investigate proposed local split from IATSE.

Series selling. Independent Television Corp.'s new prime-access series, The Muppets, has racked up sales in 104 markets. Recent signings include WLIU-TV Green Bay, Wis.; WJAC-TV Altoona, Pa.; and WTEV-TV Providence, R.I.

Kickoff. Minnesota Vikings football will return this summer to WCCO(Ch. 4) Minneapolis-St. Paul under new two-year contract between the rights holder, Twin City Federal Savings and Loan Association there, and station. WCCO previously carried Vikings games from 1961, when the team entered National Football League, until 1969. Last season schedule was originated by KSTP(Ch. 5) in Twin Cities and carried on extensive regional network.

Mystery shows. Mansion of Mystery is new radio program put into circulation by Watermark, Los Angeles-based radio syndication company. Package contains 130 three-minute comedy/mysteries. Watermark's vice president in charge of program development, Chuck Olsen, said: "This represents a couple of departures for us. It's our first venture into short nonmusic programs and it's the first time we've taken a wholly produced product from an outside source and acted, essentially, as distributor."

Adventure. V Tibbs, Hollywood, is bartering and distributing Holiday on Wheels, half hour travel adventures hosted by Gordon MacRae. Twenty-five markets have taken series.

Gag order case is argued at high court

Rights of the defendant and rights of a free press are debated; new justice seen as swing vote

The Supreme Court was last week with the job of resolving a constitutional issue touching on the members' own self-interest as judges—how far can the Court go in restricting the press's right to report news about criminal cases. The issue was drawn starkly for the nine justices.

A lawyer for news organizations said orders banning such reporting, even in the name of protecting a defendant's constitutional right to a fair trial, "take away one of the greatest liberties we have."

Prosecutors, on the other hand, contended that "freedom of the press is not absolute" and that excesses of the press have "destroyed" defendants' constitutional rights to a fair trial. At least in cases involving "sensational" crimes, they said, suppression of reporting is justified.

At issue was the so-called "gag order" issued by a Nebraska court and affirmed in its essentials by the state's supreme court in the case of Erwin C. Simants, an unemployed farmhand who was accused—and later convicted and sentenced to death—in the murders of six members of a Sutherland, Neb., family last October.

The order banned reporting of a confession given authorities and other matters that might implicate the defendant in the crime, even though those matters were disclosed in open court. The prosecutors requested the order out of concern that publication of such information would make it impossible to draw an impartial jury from the rural community, with a population of 800. And the order remained in effect for two and a half months until the jury was selected.

The Lincoln county attorney who obtained the order and proceeded the case, Milton R. Larson, helped defend the order in the Supreme Court last week. He recounted, that, after arriving at the home where the murders occurred on the night of Oct. 18, the town was already overrun with reporters. "There was an NBC helicopter from Denver," he said, "It was apparent that I'd be faced with a lot of publicity."

The argument on the appeal taken by the Nebraska Press Association and a number of news organizations in that state marked the first time the free press-fair trial issue was aired before the high court. And the justices peppered the attorneys with a number of questions.

Chief Justice Warren E. Burger indicated he was interested in finding some way other than a curb on reporting of testimony at open hearings as a means of protecting a defendant's rights-orders

Broadcasting Apr 26 1976 32
closing hearings or restricting prosecutors and lawyers in what they said to the press, for instance.

And the court's newest member, Justice John Paul Stevens, along with other members of the court, indicated concern over the length of time that elapsed before the state's supreme court reviewed the lower court's order—11 days. The "vice of those orders," Justice Stevens said, is that they remain in effect while courts review them.

Justice Stevens is considered the possible swing vote in the case. In December, before he succeeded the retired Justice William O. Douglas, the court split 4 to 4 on a request by the news organizations to lift the order pending review. The tie left the order in effect until the trial started on Jan. 11.

Justices William J. Brennan Jr., Potter Stewart and Thurgood Marshall had voted to lift the order, and Justice Byron R. White said he favored it as to publication of pretrial testimony already disclosed in open court. Chief Justice Burger and Justices Harry A. Blackmun, Lewis F. Powell Jr. and William H. Rehnquist had voted to reject the request.

E. Barrett Prettyman Jr., counsel for the Nebraska new organizations, took Chief Justice Burger's questions as to whether other restrictive orders—aimed at prosecutors and lawyers or at closing hearings—without indicating whether they would be acceptable to the media. Indeed, he said such orders might produce new court challenges.

But his principle argument was that the Nebraska courts erred in failing to resort to other procedures available to them to assure the defendant a fair trial—without at the same time suppressing news coverage. He said the courts could have changed the location of the trial, brought in a "foreign" jury, or delayed the trial until the atmosphere had cooled.

Furthermore, he expressed concern over the spread of gag orders—11 in the last six months, he said—and pointed out that the press whose right to publish is protected by the Constitution that is the subject of such orders, not other elements of society. If all of the clergymen in Lincoln County, where Sutherland is located, decided that the defendant was "the embodiment of the devil" and that they would reveal his confessions from the pulpit and ask the death penalty, Mr. Prettyman said, it was not likely the prosecutors would attempt to silence them.

Mr. Prettyman sought to put the abstract issue of free-press protection in concrete terms. Imagine, he said, a Watergate burglar confessing that the burglary had been undertaken at the instigation of the White House and a court order being issued banning reporting of that confession.

But to Harold Mosher, assistant attorney general of Nebraska, the Simants case produced other real-life problems—namely, that of protecting the defendant's right to a fair trial in the face of what was likely to be enormous publicity about a sensational crime.

And under those circumstances, he said, freedom of the press must be yielded. "No one is above the law, not even the President of the United States," he said. "The freedom of the press is not absolute. Absolute discretion is granted to no one."

The young prosecutor, Mr. Larson, took the same line. "The basic issue is, in the exceptional case, who shall govern...the court or the editor." He made it clear he thought the protection of due process should be left to the court.

The lawyers for the news organizations were equally hard-line. Floyd Abrams, counsel for a number of broadcasting and newspaper organizations that are participating as a friend of the court, had noted that gag orders are becoming common, and attributed to that a misreading of Supreme Court opinions dealing with media coverage, when Justice Stevens asked, "What do you do about inadmissible confessions? Is that something we have to live with?"

Yes, Mr. Abrams said, "We have to live with it," although he thought the various safeguards—such as changing the location of a trial or postponing it—would alleviate the problem. "It's hard to draw lines on a case-to-case basis," he added. "The power to lay prior restraint on news reporting is the power to destroy. I urge the court not to permit the growth of such an order."

Slight fog rolls in when news directors focus on controversy

That's finding in survey to determine how issues are chosen by broadcasters

After surveying 197 news directors at U.S. commercial television stations, two faculty members at Florida Technological University, Orlando, have concluded that broadcasters do not have "clear cut" guidelines when they choose controversial issues for broadcast.

"News directors indicated that they often used more than one criterion in determining if an item should be treated as controversial, but generally the process is a guessing game. What worked once is often used again," according to Milan D. Messke, associate professor of communications, and Roger Handberg Jr., assistant professor of political science.

Public reaction and professional judgment, however, were found to be the major factors while consultations with management were least important. Overall, Drs. Messke and Handberg found the fairness doctrine obligation to present controversial issues to be "unclear."

The findings were compiled from responses of 97 stations in the top-50 markets and 100 smaller-market stations. Questionnaires had been sent to 201
top-50 stations and randomly to 168 smaller-market stations. The project was funded with a $1,000 research grant from the National Association of Broadcasters.

Among the findings: 75% of the news directors identified public reaction (phone calls, mail, personal contact) as a guide to controversial issues, 47% used their own professional judgment, and 26% also relied on their news staff. Other criteria included community ascertainment surveys (21%), reaction of community leaders (18%), extensive news coverage (17%), visible opposition to an issue (13%) and consultation with management (11%).

Constitutionality of Florida ban on secret recordings attacked in court

A federal judge in Miami has scheduled a June trial to determine the validity of a challenge by WCKT-TV Miami to a state law banning reporters from secretly recording in-person conversations.

At issue is an amendment that the Florida legislature added to the state's Security of Communications Act in 1974. The amendment requires that all parties be made aware that conversations and interviews are being recorded. WCKT filed suit against the law last July, asserting that the statute interferes with press freedom.

According to Gene Strul, WCKT news director, the law "cuts off the news media" from investigative reporting. He said that WCKT uses the secret recordings primarily to corroborate the accuracy of quotations that are questioned after use.

The station chose not to risk a test case, Mr. Strul said, because violation of the law is a third-degree felony and also could endanger its license renewal. A declaratory decree can be sought in federal court if testing a state law would produce criminal action.

Another NBC station will go to two-hour news block in evening

WRC-TV expands to 5-7 p.m.; staff shake-up is expected

Following the lead of WNBC-TV New York and KNBC(CTV) Los Angeles, a third NBC-owned station, WRC-TV Washington, has decided to expand to a two-hour local evening news show.

The longer news show, to begin at 5 p.m., is to be inaugurated "in the very near future," station officials said. According to Bruce MacDonell, news manager there, it will include two separate newscasts and news teams. "New faces" are expected to be brought on the scene.

Speculation has been running high that Douglas Kiker, NBC News Washington correspondent for Today, will join the station as an anchorman. Mr. MacDonell has denied the rumor, claiming that "there is nothing firm at all." Earlier this year, former ABC Washington correspondent David Schourmacher joined WMAL-TV there, an NBC affiliate, as anchorman.

And this month WMAL-TV announced plans to add a half-hour "magazine" during the weekend to its current 60 minutes of local news.

WTOP-TV Washington, a CBS affiliate, which expanded to a half-hour local news show three years ago, currently leads in the ratings during the evening news period.

The cost of WRC-TV's news expansion has been reported at from $500,000 to $800,000 per year.

Journalism Briefs

Consumerism. National Press Club has announced third annual awards competition for excellence in consumer reporting. Entries must be postmarked May 31. Report must have been aired or published in 1975 and come from reporters who earn at least 50% of their income from such work. National Press Club has reduced commercial sponsorship in various areas, so winners will receive plaques but no cash awards this year. Entries should be sent to Awards Committee, National Press Club, National Press building, Washington 20045.

Voting aid. Television's role in helping Americans to analyze issues and study candidates is theme of 30-second spots, distributed free this month to member Television Information Office stations. Public service spot titled "This Year, Vote" is narrated by woman in early twenties—age bracket with highest incidence of nonvoters. Nonmembers may purchase spot from TIO, 745 Fifth Avenue, New York 10022.

FCC drops time requirement for one-to-a-market tax certificates

The FCC is easing up on the criteria it uses in determining whether to grant tax certificates to broadcasters who sell media interests to come within the commission’s one-to-a-market policy. The policy, adopted in 1970, is to encourage the voluntary breakup of radio-television combinations in effect before the adoption of rules that year prohibiting the creation of such combinations.

The commission said in adopting the policy that it would issue tax certificates for such divestitures if they met a “causal relationship” test—that a showing could be made that the sale occurred within a “reasonable time span,” such as “one license period,” from the adoption of the policy.

Last week, the commission announced it will abandon the “reasonable time span” requirement.

The commission’s new policy results from a new construction of a section of the internal revenue code dealing with tax certificates for broadcasters. It says that a sale of property that the commission certifies to be necessary or appropriate to effectuate a change in policy will, at the taxpayer’s option, be treated as an involuntary conversion of property.

The commission issued its new ruling in response to a request that William Green of the law firm of Pierson, Ball & Dowd had filed on Aug. 20, 1975. He had asked whether the commission would issue a certificate to a client who owns a television station and an FM outlet in the same market and plans to sell the former. Besides the TV-AM combination, the owner owns another television station that puts a grade B contour over the market served by the TV-FM combination. The overlap, in existence for 15 years, was grandfathered when the commission, in 1964, adopted a duopoly rule barring such grade B overlap.

Mr. Green noted that the sale was “causally related” to the commission’s one-to-a-market policy but would not occur within one renewal period and is not involuntary in the sense it was prompted by economic hardship.

The commission said that, in view of the abandonment of the “reasonable time span” requirement, it would issue a tax certificate in connection with the sale of the television station.

The action was opposed by Commissioner James H. Quello. He said that, instead of providing “equitable relief,” the commission is now providing a “tax advantage.”

Onward re-regulation

The FCC has announced several rule changes or modifications involving both radio and TV stations as part of the commission’s re-regulation process.

It approved the use of test transmitters in making field strength measurements in the FM and TV bands. This procedure has been allowed for AM stations since 1954.

The FM and TV translator rules were changed to require station-identification audio frequency tones to be separated by more than 200 hz from the 853 and 960 Hz Emergency Broadcast System alerting tones.

Noncommercial educational stations are now prohibited from editorializing or supporting or opposing any political candidate.

TV translators no longer are required to broadcast station identifications every 30 minutes. All that is needed now is one every 60 minutes—the same as primary TV’s and translators of more than 100 w do not have to broadcast their ID’s in Morse Code.

Storm clouds for WWLP

The failure of WWLP(TV) Springfield, Mass., to file with FCC reports on the affirmative action program designed to promote employment of women may lead to hearing on the station’s license-renewal application, pending since 1972. The commission has ordered the station to file reports that were to have been filed in 1974 and 1975, and to show cause why renewal application should not be designated for hearing because of failure to file those reports as ordered. The order to file reports was a result of an investigation commission made in response to a complaint that the United Church of Christ filed against WWLP and other Massachusetts stations.

Pinpointing ‘qualified’

Comments are due May 27 on the FCC’s proposed new definition of a legally qualified candidate for instances when the commission is concerned with broadcast equal time. The new wording distinguishes between “legally qualified” and “potential” write-in candidates by saying Section 315 of the Communications Act applies to person qualified for a place on the ballot or who “has publicly committed himself to seeking election by the write-in method” and is eligible for votes. The action came after the U.S. Court of Appeals raised a question concerning what requirements must be met to be a legal write-in candidate.

Slosberg rules self out

A former FCC associate general counsel, Hilburst Slosberg, has withdrawn from a $8,500 contract the FCC had proposed awarding him to update its fairness-doctrine primer. Mr. Slosberg informed the commission of his withdrawal after Media Access Project, a public interest law firm, protested a “sole-source” award to Mr. Slosberg, and said the project should be put out to bid (Broadcasting, April 12).

Six-month suspension urged in Cottone case

The FCC attorney participating in the hearing in which the imposition of punitive sanctions on communications attorney Benedict Cottone are being considered has recommended that Mr. Cottone be suspended from practicing before the commission for six months.

The commission ordered the hearing before a judge from outside the agency—retired Judge Samuel Steinfeld of Kentucky—to consider whether Mr. Cottone, because of his conduct at a hearing on the license renewal application of KAYE(AM) Puyallup, Wash., should be censured, suspended or disbarred from practice before the commission.

The “conduct” under review involves a series of confrontations between Mr. Cottone, who was counsel for KAYE, and an FCC administrative law judge, Ernest Nash. Eventually, Judge Nash ejected Mr. Cottone from the hearing (Broadcasting, Sept. 18, 1972).

The bill of particulars lists such alleged offenses on the part of Mr. Cottone as breach of hearing room decorum, disobedience of presiding officer’s instructions, failure to accord proper and due respect to the presiding officer, and offensive and contentious conduct directed at the presiding officer.

The commission lawyer, Robert S. Foosaner, concluded in a brief filed with Judge Steinfeld that Mr. Cottone violated the commission’s rules by failing to conform to the standards of ethical conduct required of lawyers anywhere and by displaying toward Judge Nash conduct which, “if displayed toward any court,” would be grounds for censure, suspension or disbarment.

Mr. Foosaner thought the middle course
most appropriate. He quoted the Supreme Court as observing that disbarment should not be decreed where a lesser punishment would accomplish the desired end. And, in proposing a six-month suspension, Mr. Foosaner also cited Mr. Cottone's age—67—and his "long membership in the bar"—42 years.

The commission had ordered that any evidence of misconduct on Mr. Cottone's part be considered in light of any evidence of provocation on the part of Judge Nash. Mr. Foosaner said that he does not believe that Judge Nash demonstrated "a pattern of bias and hostility" toward Mr. Cottone, as Mr. Cottone had alleged.

But he said Judge Nash engaged "in more than one shouting match" with Mr. Cottone, opened several hearing sessions with statements concerning Mr. Cottone's conduct without always giving the attorney an adequate opportunity to reply, and issued at least one ruling that could be considered punitive. The lawyer did not appear to think the conduct justified the kind of behavior he attributed to Mr. Cottone.

**KBIM-TV gets concession**

The FCC partially granted a petition by KBIM-TV Roswell, N.M., for special relief in connection with the reference point being used to determine the zone of network nonduplication protection on cable systems.

The station wanted to use its transmitter site rather than the required city of license for the point since, the station said, it would lose protection in two communities that account for 26% of the station's local revenues. The commission, after making "an independent analysis of the potential adverse economic impact," said that the station's "financial position has always been marginal, and therefore any audience fractionalization may well impair its ability to provide local service in the future."

The commission said that while changing the reference point would not be allowed, relief was in order so it ordered the two cable systems to give KBIM-TV nonduplication.

**FCC upheld in ruling on WNCN fairness**

The U.S. Court of Appeals in New York has issued a decision from the bench affirming the FCC in its rejection of a fairness-doctrine complaint that the WNCN Listeners Guild had filed against WNCN(FM) New York. The complaint, which grew out of a major format change controversy, alleged that WNCN announcements, soliciting contributions for a proposed noncommercial station that would take over WNCN's call letters, classical music format and record library, dealt with a controversial issue. The commission held that the announcements simply took note of the format change and did not argue the merits of it.

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**Media Briefs**

**Hat in ring.** William O'Shaughnessy, WVOX-AM-FM New Rochelle, N.Y. and National Association of Broadcasters radio director, formally announced his candidacy for NAB radio vice chairmanship ("Closed Circuit," April 5). He joins three other announced candidates in what appears as only contested NAB leadership race in upcoming June elections. Other candidates: Virginia Pate Wetter of WASA(AM)-WHDG(FM) Havre de Grace, Md.; Ben Laird of WDUZ-AM-FM Green Bay, Wis., and Don Jones of KFIZ(AM) Fond du Lac, Wis.

**Correction.** Broadcasting was in error in reporting ("In Brief," April 12) that Chicago Tribune Co. is parent of WGN Continental Broadcasting and WPIX Inc. Chicago Tribune Co., along with WGN Continental and WPIX Inc., is subsidiary of real parent company, Tribune Co., of which Stanton Cook remains chairman and chief executive officer. Robert Hunt, as reported, did succeed Mr. Cook as chief executive officer of newspaper company.

**Order questioned.** San Marco Broadcasting Co., competing applicant for KROQ-AM Pasadena, Calif., asked U.S. Court of Appeals in Washington to review FCC decision which vacated earlier commission order designating hearing on matter. Decision in dispute also dismissed renewal applications of licensee, Burbank Broadcasting Co., and gave it 30 days to resubmit them. KROQ-AM-FM have been off air since July 1974 due to corporate disagreement and vandalism.

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**Taking the NYC out of WNYC-AM-TV**

**City begins to extract itself from funding of stations**

New York City has taken the first formal step to divest itself of WNYC-AM-TV.

Mayor Abraham Beame earlier this month asked the state legislature to approve a new nonprofit corporation that would solicit funds from foundations, state and city arts councils, corporations, banks, major retailers, and in a process already begun, make on-air appeals to viewers and listeners. The goal would be $700,000 during the first year, followed by a gradual phase-out of city funds until the entire annual budget of $2.1 million is met from outside sources.

Still alive, however, is an as yet unsub- mitted proposal by noncommercial WNWF-AM Newark, N.J./New York to take the three stations (Broadcasting, Jan. 19).

A newly formed citizens watchdog committee has claimed that any transfer of licenses "would be a 'giveaway' of $10 million of assets belonging to the people of New York . .." Morris S. Novik, radio
Changing Hands

Announced

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

WERE(AM) Cleveland: Sold by ASI Communications to Oliva-Neuhoff Broadcasting Inc. for $3.1 million. Seller, publicly owned, is licensee of WRTY(AM) Boston, KHAC-AM-FM Los Angeles, and KTVI(TV) Bakersfield and KROY(AM) Sacramento, both California, and owns McGavren-Guild-PGW, New York, station representative firm. Buyer is owned by Paul Neuhoff, present vice president and general manager, and George Oliva Jr., who owns WPAK(AM) Thomasville and WZQZ(AM) Ocala, both Georgia, and WPCG(AM) Lake Wales and WAKA(AM) Gainesville, both Florida. Were is on 1300 kHz with 5 kW full time.

KPEL-AM-FM Lafayette, La.: Sold by Radio Lafayette Inc. to Lafayette Broadcasting Inc. for $1,025,000. Seller is owned by First National Bank in Dallas as trustee under estate of Edward L. Francis. Principal in buyer is Ronald J. Gomez, present vice president and station manager. KPEL(AM) is on 1420 kHz with 1 kw day, 500 kw night. KPEL-FM is on 99.9 mhz with 38 kw and antenna 165 feet above average terrain.

WKID(TV) Fort Lauderdale, Fla.: Sold by Channel 51 Inc., debtor in possession, to Johns-Koenig Associates Inc. for $1 million. Seller represents former licensees, bankruptcy, Recreational Enterprises of America, amusement park operator principally owned by C.T. Robertson who also has interest in WATU-TV Augusta, Ga., and Miami Mission Association, nonprofit religious organization. Buyer principals are Abel Holtz, Alvin Koenig, William F. Johns Jr., Lawrence C. Porter and Robert R. Frank. Ms. Holtz is Florida bank chairman, Mr. Koenig owns Florida investment corporation and business-furniture firm, Mr. Johns is present general manager of WKID, Mr. Porter has interests in Florida real estate and finance corporations and owns 95% of Films and Tape Resources Inc., which acquires and develops films for TV and theatrical distribution, and Mr. Frank is Miami Beach attorney. WKID is independent on channel 51 with 355 kw visual, 78.8 kw aurual and antenna 1020 feet above average terrain.

WHWL(AM) Lakewood, N.J.: Sold by Norman Mesnikoff, receiver, to North Shore Broadcasting Corp. for $290,000. Buyer is equally owned by Roy G. Simons, Joseph Buckelow, Edward M. Levy, Stephen VanCleef Lane and Jean A. Miller who also own WORB(FM) Tom's River, N.J. WHWL is on 1170 kHz with 5 kw full time.

WMK-AM-FM Middlesboro, Ky.: 96% of Cumberland Gap Broadcasting Co. sold by Maurice K. and Helen H. Henry to James E. and Mary C. Ballard for $240,000. Sellers have no other broadcast interests. Buyers are son-in-law and daughter of sellers, own 4% of stations and are general manager and program director, respectively. WMK(AM) is 500 kw daytimer on 560 kHz. WMK-FM is on 92.7 mhz, 3 kw and antenna 190 feet below average terrain.

Other sales reported at the FCC last week include: KBEH(AM) Reno; WILM-AM-FM Bloomsburg, Pa.; WDOG(AM) Allendale, S.C. (see page 52).

Approved

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

WUNI (AM) Mobile, Ala.: Sold by WUNI Inc. to Radio Station WUNI Inc. for $760,000. Seller, estate of Peggy Stone Gilbert, has interest in H/R Stone Inc., New York, station representative firm. Buyer, subsidiary of Kirk Broadcasting Inc., is principally owned by James L. Kirk II and is licensee of KVOL(AM) Lafayette, La.; WQIO(AM)-WSBI(FM) Brunswick, Ga.; WGGG(AM) Gainesville, Ga., and WTSI(AM)-WTKR(FM) Jackson, Tenn. Mr. Kirk also has interest in Georgia cable television. WUNI is on 1410 kHz full time with 5 kw.

WAYE(AM) Baltimore: Sold by Adler Communications Corp. to Coastal Telecommunications Corp. for $650,000. Seller is owned by Warren Adler, licensee of WHAG(AM)-WQCM(FM) Halfway, Md. Buyer is equally owned by Stuart Frankel, retail sales director at WIZ-TV Baltimore, and Howard Cohen, Baltimore investor-developer. WAYE is 1 kw daytimer on 880 kHz.

KJTV(AM) Ontario, Calif.: Sold by J. Gordon Campbell, receiver, to Media Management Co. for credit-bid judgment of $595,263. Buyer is newly formed corporation including two Minneapolis loan companies, Industrial Discounts Inc. and Walter D. Giertsens Co., to which licensee, Pacific Coast Broadcasting, was indebted. Principals in Media Management are J. Gordon Campbell and Richard W. Giertsens, who have no other broadcast interests, and William C. Wade who has 55% interest in KJTV(AM) El Centro, Calif. KJTV is on 1510 kHz with 10 kw day, 1 kw night. KJTV-FM is on 93.5 mhz with 3 kw and antenna 400 feet below average terrain.

Other sales approved by the FCC last week include: WSTEM(FM) St. Matthews, Ky.: WWKA(AM)-KROM-FM Clovis, N.M.; WDIT(FM) Wilmington, Ohio; KDFL(AM) Sumner, Wash.; KJU(AM) Walla Walla, Wash.; WVCW(FM) Buckhannon, W.Va. (see page 52).

Northwest EXCLUSIVE


Price: $1,600,000 net

Terms to substantial buyer

Contact John H. Bone, San Francisco Office
**Equipment & Engineering**

**CPB says it’s going to cost a bundle to put NPR on satellite**

Even the cheapest method runs in the area of $2 million, Loomis reports to the board

The magnitude of the problem in getting public radio on the proposed public broadcasting satellite distribution system was outlined by Corporation for Public Broadcasting's President Henry Loomis at the CPB board meeting that was held in Washington. Even the "cheapest" option, said Mr. Loomis, would increase the annual radio budget by $2 million. That would give National Public Radio four monaural channels or two stereo pairs on the Western Union satellite. Where the money will come from is the question.

Mr. Loomis suggested alternatives: public radio could connect to the satellite system in a sequential fashion rather than all at once, so initial costs would not be as great; technical specifications, such as the amount of redundancy or channel capacity could be increased.

Public radio officials argue that increased funding might be necessary since NPR, unlike the Public Broadcasting Service, has never had a state-of-the-art interconnection system. NPR officials are currently discussing options and will report back to CPB.

Originally it was envisioned that NPR could be "piggy-backed" on the PBS system with its audio channels carried on the same satellite transponder that is dedicated to television transmission. That concept proved technically unacceptable, however. Since then some 10 options have been studied and all but two rejected. And the one receiving most attention would have NPR lease half of a transponder on the Westar satellite separate from the PBS transponders.

The largest chunk of projected radio satellite costs (50%) would go to providing earth stations to the approximately one third of NPR stations that are neither collocated with PBS stations or within microwave distance of a public TV outlet.

Completion of the loan arrangements with Prudential Insurance, primary lender, are currently holding up the over-all satellite plan, reported CPB Vice Chairman Thomas Moore. CPB is waiting to finalize those arrangements before it submits lead earth station applications to the FCC. While the project is not far off schedule at this point, there is concern about meeting deadlines. Collins Radio, the equipment contractor selected to build the earth station facilities, can resubmit equipment bids if a contract is not formalized before the end of 1976.

Aside from the satellite project, Mr. Loomis reported CPB's concern over the

**House Appropriation Committee's approval of $78.5 million for CPB for this fiscal year (Broadcasting, April 12) as the "beginning of earmarking by Congress for specific items for specific programs." The House committee, in its action two weeks ago, earmarked $11 million to go directly to radio and TV stations. That type of funding approach, said Mr. Loomis, "undermines the fundamental Public Broadcast Act of 1967."

**Bicentennial bust**

A proposal for a special radio station to broadcast Bicentennial information to tourists in Washington, D.C. (Broadcasting, March 1) has been turned down by the FCC.

Listeners would have to buy special sets to hear the proposed 10 kw station operating on 1600 kHz, according to the plan submitted by Peter V. Gureckis. The station would have broadcast commercials in addition to tourist information and would have gone off the air at the end of this year.

In turning down the request, the FCC agreed with the Washington Area Broadcasters Association and the National Association of Broadcasters, which said there was no difference between the proposed and existing stations except for the frequency. The FCC said it accepted the commitment made by Washington area stations "to disseminate extensive Bicentennial information."

**Harris sets up new division**

Harris Corp., based on estimates for the domestic and international market for earth terminals, has decided to create a separate Harris Satellite Communications unit in Melbourne, Fla., to market both complete satellite and ground-based telecommunications systems and individual standard products. Harris estimates that the satellite equipment market will be approximately $350 million this year, and will expand to $500 million in 1980—not including government purchases.

**Technical Briefs**

- **On the market.** Eastman Kodak Co., Rochester, N.Y., has introduced Eastman Ektachrome video newsfilm 7239, new daylight balance color film. Prehardened during manufacture, film can be processed through VNF-1 method, eliminating prehardener and neutralizer solutions, and said to reduce chemical costs 15% to 35% and have 18% shorter wet time.
- **Labor dispute update.** National Labor Relations Board regional director, Robert Fuchs, has refused to issue complaint against Westinghouse's WBZ-AM-FM-TV Boston, determining employer did not stage disappearance and destruction of its property or technical breakdown of equipment, as charged by International Brotherhood of Electrical Workers Local 1228 (Broadcasting, March 22). Alleged lockout was said to be "lawful post-impassIon in support of its legitimate bargaining position." Hearing citing Local 1228 is scheduled for July 13, charging labor group with coercing employees to engage in union activities.
- **Longer time.** Eigen Video, Grass Valley, Calif., has introduced two longer time capacity versions of its color slow motion disk recorder. Previous 10-second version is now supplemented with 20 and 30-second time capacities; priced at $27,500 and $40,000, respectively.
- **Automation line.** Data Communications Corp., Memphis, has introduced its newest line of station automation equipment which includes improved BIAS 202 system. Data Communications said major improvement in new system is cut-down of noise and expects 110 TV stations now using BIAS 1 system to convert to it. Station equipment includes 32-K Data General minicomputer, two cathode ray tubes and Centronics printer.

**$850,000 deal.** RCA Broadcast Systems reports orders totaling $850,000 for television transmitting and studio equipment from Springfield Television Broadcasting Corp., Springfield, Mass. Order includes two broadcast antenna systems and four portable color TV cameras for WMLP(TV) Springfield, Mass., and WKET(V) Dayton, Ohio.

**New division.** Viz Manufacturing Co., Philadelphia, has formed Test Instruments Group to handle electronics line acquired from RCA last December.

**Stabilized portable camera.** Cinema Products Corp., Los Angeles, is offering modification of RCA's lightweight self-contained TK-76 color video camera with
Fairness an issue in Ad Council’s new campaign on U.S. economy?

Opponents of the system say they’ll ask for time to counter council spots

Will a public service advertising campaign aimed at improving understanding and knowledge of the American economic system open up the airwaves to special-interest groups intent on changing the status quo?

A news conference called by The Advertising Council in New York last Wednesday (April 21) to announce its new campaign, “The American Economic System,” proved to be a forum for some organizations opposed to free enterprise. But they were sufficiently enterprising to suggest they would demand free air time under the fairness doctrine if council spots were broadcast.

Speaker after speaker from the Advertising Council insisted that the new campaign is not an advocacy project; its purpose, they said, is to stimulate the interest of the American people in the nature of our economic system so they may make meaningful decisions in the years ahead.

But by their hostile questions and comments, the representatives of several pressure groups made it clear they didn’t believe the stated objectives of the Council campaign.

As outlined by Robert Keim, president of the council, the key element of the campaign is a 24-page booklet, “The American Economic System—And You Part In It.” Mr. Keim said the booklet describes the U.S. economic system in “basic, simple, interesting terms.” Individual copies will be offered free of charge in the public service advertising message to be distributed to all media.

Mr. Keim said the advertising is scheduled to begin in early May. He envisioned the project as lasting from three to five years.

The reason for the campaign, he said, was that a study conducted for the council by Compton Advertising, New York, revealed a limited perception by many Americans of the essential elements and interrelationships of our economic system. Compton is serving as volunteer advertising agency on the project, and William A. Bartel, vice president of the Celeneese Corp., New York, has been appointed volunteer coordinator by the Association of National Advertisers.

An official of the council was asked after the news conference whether the television and radio networks had agreed to carry the announcements. He replied that “we don’t see any problem because the networks are under no obligation to carry announcements from other groups. Our lawyers feel very strongly about this.”

Officials of ABC, CBS and NBC all said that the council’s new campaign is under review and a decision will be made shortly.

The challenges to the projected campaign arose during the question-and-answer period. The most contentious speaker was Roger Hickey, Washington director of the Public Media Center, who called the project “a massive pro-business propaganda campaign.” He said the center will not try to prevent the airing of The Advertising Council’s announcements, but will attempt to persuade stations to carry PMC spots that will call for a national debate on “Economics Alternatives to America.”

He claimed the PMC campaign has the support of a coalition of several hundred labor, consumer and environmental groups as well as a group of congressmen and senators. Mr. Hickey noted that if stations show clear discrimination against the
PMc campaign, the organization will consider the possibility of an FCC fairness doctrine complaint.

Another questioner who said he was from Columbia University asked Mr. Keim to identify the "public interest" involved in the new campaign. Mr. Keim said the council's Public Policy Committee, consisting of leaders in education, labor, industry, social work, the law and other fields, had suggested this campaign. (This speaker later said he was an aide to Michael Harrington, head of the Democratic Socialist Organizing Committee and author of "The Other America." He added that the committee planned to stage its own campaign and would seek free radio and television time.)

Reps say FTC's regional trial favors the bigs over the littles

Split networks are mostly bought by major advertisers, SRA says, in another threat to spot business.

The Station Representatives Association told the Federal Trade Commission in a 3-page "commentary" last week that the FTC's network TV regional-advertising test project has achieved results exactly opposite from those that the commission sought.

"The primary beneficiaries of the FTC program have been large—not small—advertisers," according to the commentary, filed by M.S. Kellner, SRA managing director. The SRA was assisted in its analysis by Melvin A. Goldberg Inc./Communications, consultant and research firm.

In the FTC's one-year test, the three national TV networks agreed to sell regional line-ups, where available, to regional advertisers. The FTC's stated objective was "to give advertisers who do not normally appear on network television to be in a better position to compete with nationally advertised brands."

But insofar as the buyers of regional line-ups can be identified, the SRA said, the majority by far were large advertisers—including, among others, such major spenders as General Foods, Block Drug, General Mills, Lever Brothers, Sterling Drug and Warner-Lambert.

In addition, Mr. Kellner said, continuation of the project will aggravate situations that are already bad enough for stations by creating still further network inroads on station time, for instance, and diverting still more spot-TV advertising money to the networks.

"Impetus to further split networks into smaller regions has not caused small advertisers to use networks, but will increase resort to the networks, in place of spot, by large advertisers," the commentary asserted. "This will further the concentration of network advertising among large advertisers and their control over network time."

"As networks require more hours from their affiliates, fewer hours will remain for which the primary vehicle for the smaller advertiser. Thus the alternative advertising opportunity will wither, primarily affecting not the large advertiser but, rather, his smaller competitor. This is precisely the reverse of the result sought by the trade commission."

The SRA document said the amount of station time taken by the networks in the 7 a.m.-to-2 a.m. period, Monday through Sunday, had increased from 226,625 hours per week in 1965-66 to 254,875 in 1974-75—a gain of 28.25 hours per week (or an average of four hours five minutes per day) despite the FCC's 1971 adoption of the prime-time access rule giving seven hours of network evening time back to the stations.

The SRA also wanted to know: "How can the FTC reconcile its regional advertising program—which is designed to encourage advertiser use of network programming with Department of Justice antitrust litigation against the networks—and FCC actions [FTAR] aimed at restoring competitive balance by reducing network control of prime time?"

"The [SRA] respectfully submits that the FTC advertising test, if extended, can at best only serve to neutralize these other pro-competitive measures."

The SRA asked the commission to discontinue its regional advertising test or, alternatively, suspend it until it can be coordinated with the FCC, or refer it to the FCC "for such further action as the latter agency deems appropriate."

The SRA consists of independently owned station-representation firms. Some of its members also joined with station-owned reps in a generally similar attack on the FTC program in a 113-page filing on behalf of the Television Bureau of Advertising last month (Broadcasting, March 29).

TVB hitches belt

New computer operation announced; convention report submitted; Outlet's Henderson is chairman of new evaluation committee

A computer service is being installed by the Television Bureau of Advertising to enlarge and expedite its selling of television as an advertising medium.

Officials said a computer terminal is being installed to give TVB access to intermedia and other services, including special computer programs of its own, from the Telmar, Interactive Markets Systems and Marketronics computer operations.

Roger D. Rice, TVB president, said the new set-up would give TVB "the latest, most detailed and most effective national and local sales ammunition in the bureau's history."

Plans for the computer installation were disclosed in an account of a TVB board of directors meeting April 8-9 at Dorado Beach, Puerto Rico.

The meeting included a report by TVB board chairman, Walter E. Bartlett of WMRT-TV/Cincinnati, predicting new records in TV revenues this year but also cautioning that "today, while business is good, is the time to plan ahead so that it will stay good."

The board heard a preliminary report on preparations for the Nov. 9-11 annual membership meeting in Washington from the co-chairman of the meeting committee, Thomas B. Cookerly, of WMAL-TV Washington, and Wynn Nathan, Time-Life Television, who said members' suggestions are being solicited in a questionnaire.

David E. Henderson of the Outlet Co. stations was named chairman of a new performance evaluation committee to measure TVB operations against 1976 goals. Other members: Mr. Cookerly; Bruce McGorrill, WCSS-TV Portland, Me., and William G. Walters, Peters, Griffin, Woodward.

Norman E. Cash, vice chairman, reported a record high total of 43 stations joined TVB last year bringing the station total to 309, in addition to 23 station reps who joined en masse. There are now 359 members, including stations, reps, networks, film companies and others.

Advertising Briefs

New location. Television Bureau of Advertising's western division office moves, effective last week, to 3700 Wilshire Boulevard, Los Angeles 90010. Telephone: (213) 381-8821.

Agency partners. Joining together in former Avrett, Fitch & Fischer, New York, are Marcella Free, co-chairman, Jack Avrett, chairman and Keith P. Fischer, president and chief executive officer. Agency evolved out of Project Group Inc., New York, founded by Mr. Avrett and Mrs. Free in 1971 and now billing about $18 million (90% in broadcast). Mr. Fischer served most recently as executive vice president of Warren, Muller, Dobolowsky, New York, and earlier was executive vice president of Corporation for Public Broadcasting in Washington.

Award winner. Belk Store Services, Charlotte, N.C., headquarters for more than 400 department stores in Southeast, has been named to receive Television Bureau of Advertising's 1976 special award "for corporate initiative in guiding member stores' success with television." Presentation will be made to Guy Byerly Jr., sales promotion VP, April 28 during TVB retail workshop in New York.

DDB media guide. Cost, coverage and audience data for major media has been compiled in pocket-sized guide by Doyle Dane Bernbach, New York. Copies are available for $5 from Chet Bandes, vice president-director of media research, DDB, 437 Madison Avenue, New York 10022.
CBS sets records in first quarter, sees no reasons for upward trend not to continue

Paley and Taylor report bullish financial results and optimism for the future to stockholders

CBS set new first-quarter records with estimated net income reaching $27.8 million, up 14.8% from the previous first-quarter high mark set a year ago, on estimated net sales of $515.7 million, up 16.5%. Chairman William S. Paley told the annual meeting of CBS stockholders Wednesday (April 21) in Chicago. Per-share earnings were estimated at 97 cents as compared with 84 cents a year ago.

Along with the financial results, Mr. Paley gave the stockholders assurance that "during the past year we continued in a strong position of leadership in both the entertainment and the news area of broadcasting"—and did so, he said, by adhering to the "primary rule" of trying "to appeal, for the most part, to the largest number of people, while at the same time being mindful of the interests and expectations of significant minority segments of the public."

Arthur R. Taylor, CBS president, amplified Mr. Paley’s financial report with some details. Among them: First-quarter sales of the CBS/Broadcast Group were up 16% from the comparable 1975 period; the CBS-TV network "is virtually sold out through September," and advertisers last quarter were responding most favorably to the network’s recently announced prime-time schedule for the 1976-77 season; "in radio, the momentum of 1975 continues, while "for the CBS-owned television stations, the advertising climate is strong and vigorous."

Mr. Taylor said all four CBS operating groups (broadcast, records, Columbia and publishing) "enjoyed record sales and increased earnings, despite the recession," and that the records group’s performance "was nothing less than phenomenal," reaching its highest quarterly sales level in history, up 21% from the 1975 first quarter.

Mr. Paley said he was reporting at somewhat greater length than usual on CBS’s broadcasting activities and outlook "because the record must become of such central importance to the public."

"In entertainment," he said, "we have achieved and maintained leadership, I am convinced, because we have appreciated and responded to the values, desires and interests of the broadest possible audience. I believe that we have done it with taste and with imagination. And because we have earned public confidence over the years, we have been in a position, financially and in terms of an hospitable audience, to be innovative and exploratory about new programing—moving out in new directions and for new distances, whenever we have had the opportunity to do so.

In addition, he said, growth in profits from entertainment programing "has made possible comparable growth in our use of the unprecedented ability of television and radio to inform the public."

He has always named Mr. Paley said, that broadcast journalism must "adhere as strictly as humanly possible to the highest standards of fairness and balance. CBS News has done this. I believe, with only occasional and isolated human lapses, over the years." He added: "I think, moreover, that the record of all broadcast and in this respect has been on the whole extremely impressive." For that reason, he recalled, he has urged repeat of the fairness doctrine for broadcasting and "that we be allowed the same freedom that the First Amendment guarantees the print media."

"CBS has taken its responsibility in this area of news and public affairs with consistent seriousness," Mr. Paley continued. "We have achieved and lived up to a very high degree of integrity and of uncompromised independence in carrying out our journalistic function.

"We have steadfastly resisted all outside pressures—no matter how strong or from what sources, governmental or otherwise. Consequently we have earned the confidence of the public and, with it, a position of widely recognized leadership in broad-based journalism.

"To meet the great responsibility inherent in such leadership, we have grown, steadily, over the years, in the amount of resources—human and material—that we are investing in keeping our news effort strong and preeminent in its field.

"Since 1959, when CBS News became a separate division and began to keep separate figures, its staff has more than doubled, from 450 to more than 1,000 people. Over the same period, by this election year of 1976, the CBS News budget has increased sixfold. A substantial amount of these expenses are not recoverable from advertising revenues. We regard it as a corporate responsibility to assure the best possible service in this field of news and public affairs."

Mr. Paley renewed CBS’s offer to make available up to eight hours of air time for presidential candidates to present their views without charge on the CBS TV and radio networks during the coming election campaign, provided the way is cleared by repeal of the equal-time requirements of Section 315.

Mr. Paley said that "there have been some managerial changes since we last met but that "the quality, competence and enterprise of our management have never been better. I feel optimism and excitement to a greater degree than ever before about the future because of the strength and promise of our present

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

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<td>+36.8%</td>
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<td>Fuqua</td>
<td>3 mo. 3/31</td>
<td>134,145,000</td>
<td>+16.2%</td>
<td>2,634,000</td>
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<td>3 mo. 3/31</td>
<td>91,916,035</td>
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<td>8,666,681</td>
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<td>Gimbelsbrother</td>
<td>Year 12/31/75</td>
<td>15,818,538</td>
<td>-4.9%</td>
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<td>+16.0%</td>
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<td>+11.6%</td>
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<td>3 mo. 3/31</td>
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<td>+11.7%</td>
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<td>+11.7%</td>
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<td>Scientific Atlanta</td>
<td>9 mo. 3/31</td>
<td>32,532,000</td>
<td>+12.2%</td>
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<td>10,131,000</td>
<td>-23.4%</td>
<td>2,074,000</td>
<td>+43.1%</td>
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<td>Storer Broadcasting</td>
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<td>25,422,000</td>
<td>+20.3%</td>
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<td>+6.9%</td>
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<tr>
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<td>11,761,000</td>
<td>+16.8%</td>
<td>840,000</td>
<td>+27.2%</td>
</tr>
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</table>

1Includes special nonrecurring gain after applicable income taxes, of $1,091,000 or 17 cents per share on sale of Foster & Kleiser Northwest Region.

2Change too great to be meaningful.

Broadcasting Apr 26 1976
Wasserman, Sheinberg top MCA salary scale at $250,000 each

Lew R. Wasserman, chairman and chief executive officer, and Sidney Jay Sheinberg, president and chief operating officer, were MCA's highest-paid officers in 1975, with direct remuneration totaling $250,000 each.

The figures are reported in the proxy statement being circulated for the annual meeting of MCA stockholders on May 25 in Chicago. Other highlights: John K. Maitland, vice president, received $225,000 in 1975; Taft B. Schreiber, a director and member of the executive committee, received $130,000; Jules C. Stein, founder of the company and a director and executive, $52,000, and Charles Miller, a director and member of the executive committee, $50,000.

In addition, the company's 1975 contributions to its profit-sharing trust brought the total of these contributions over the years to $573,475 for the benefit of Mr. Wasserman; $483,210 for Mr. Schreiber; $426,450 for Mr. Stein; $207,087 for Mr. Miller; $161,920 for Mr. Sheinberg and $80,486 for Mr. Maitland.

Cox first quarter up

Cox Broadcasting Corp., Atlanta, reported last week that net income for the first quarter of 1976 rose by 47% to $3,224,000 (53 cents per share) from $2,192,000 (38 cents per share) in the comparable 1975 quarter.

Revenues for the 1976 first quarter totaled $27,642,000, as against $22,825,000 in the 1975 period. Clifford M. Kirtland Jr., president of Cox Broadcasting, pointed out that broadcast revenues climbed by 24% over last year's first quarter. Discussing other operations, he said the publishing division showed modest gains; auto auctions contributed "comfortable increases" in revenues and pretax earnings and Cox Cable Communications (a 56.2%-owned affiliate), had "excellent gains" in the first quarter.

Projecting second quarter results, Mr. Kirtland said, "with the good momentum of our broadcasting and auto auction divisions, as well as contributions from other properties, we are confident of significant improvement in both revenues and earnings over the 1975 period."

Financial Briefs

Optical up. Optical Systems Corp., Burlingame, Calif.-based pay cable operator, is reporting $30,000 net income for first quarter 1976, compared to $569,000 net loss for first quarter last year. Movement into black ink was assisted by decreased expenses and that permitted a $43,000 tax-loss carry forward and increased revenue.

Looking good. Viacom International reported increase in revenues and record net income for first quarter of 1976. Revenues climbed to $11,761,000 and profits to $840,000 (23 cents per share), compared with revenues of $9,962,000 and net income of $566,000 (18 cents per share) in first quarter of 1975.

Buys the rest. Harte-Hanks Newspapers, San Antonio, Tex.-based publisher of 23 daily and 39 weekly papers and owner of KENS-TV San Antonio and WTLV-TV Jacksonville, Fla., has purchased remaining 72% of Times Publishing Co., Wichita Falls, Tex. Harte-Hanks already owns 28% of Times, which publishes morning and evening dailies and Sunday paper in Wichita Falls.

Hottest nine months reported by Harris

Harris Corp. has reported highest sales and earnings figures in its history for the nine months ending March 31, 1976. The communications equipment manufacturer has also authorized a $3.5-million expansion project for its broadcast products division based in Quincy, III., to accommodate growing sales of radio and TV transmitters that have been particularly strong in foreign markets.

Net sales for the nine-month period were reported at $374,617,000, compared with $351,788,000 for the same period a year earlier. Third-quarter sales were $130,643,000, up from $123,163,000 for the previous year. Harris Chairman Richard B. Tullis said: "Incoming orders for the quarter were the highest in the company's history, benefiting from rapid growth trends in communications throughout the world." Two of the strongest growth trends were reported in the use of satellite communications equipment for commercial services and the adoption of electronic editing systems by newspapers.

Harris showed net earnings after federal income taxes of $19,353,000 or $3.19 per share for the nine months ending last March 31, compared with a net loss of $3,972,000 during the comparable period a year ago. (In the year-ago period the company wrote off $18,539,000 for discontinued operations.)

The expansion project planned for the broadcast products division will involve new construction and remodeling of existing facilities to add 85,000 square feet of space.
of California—asked a number of questions, although without necessarily indicating a conclusion. A number of the questions seemed to indicate a lack of familiarity with the subject matter.

At one point, Judge MacKinnon wondered whether the presence of pay cable channels on a set would deny the viewer access to conventional television channels. Simon Rifkin, counsel for Home Box Office, a supplier of pay cable programing, and live cable companies with pay cable operations, assured him viewers could have both. And for several minutes, judges seemed to have difficulty grasping the explanation of Robert Coll, ABC’s counsel, for the narrowness of the other broadcasters in the case, that the pay cable rules would not apply to a system that did not also retransmit broadcast signals.

However, Judge Wright appeared to have reached a conclusion others familiar with the controversy have reached regarding the degree of difficulty different aspects of the case present. When Mr. Rifkin moved in his argument from the “nonperishable” material—movies—to the “perishable” commodity—sports events (once shown, they lose their value)—Judge Wright said, “This is a tough one.”

Mr. Rifkin made the major industry argument for review of the rules, and it was a colorful one. He accused the commission of attempting “inciticide” in promulgating rules he said would kill the “infant” pay cable industry. He scoffed at commission arguments that pay cable threatens the existence of conventional television: “That is a red herring”; the industry is too small to generate the money needed to challenge conventional television for movies or major sports events, he said. And he said the commission is “trying to trample on both” the First Amendment and the Sherman Antitrust Act in its effort to protect broadcasters by limiting pay cable’s access to programing. (“Can you say you’re limiting the right of radio to broadcast news because of concern you’ll hurt the press?” he asked.)

Arthur Scheiner, representing five motion picture companies, and Gerald Meyer, representing two others, continued the attack. Mr. Scheiner noted that the commission has abandoned the “siphoning” argument as it relates to motion pictures and now talks of “delay”; and in any case, networks are using more made-for-television movies. He pointed out that 60% of the movies on television are network-produced, he said. And Mr. Meyer said there is no evidence siphoning can occur; movies move on through the dynamics of the market from first-run to neighborhood theaters, pay cable operations and then conventional television.

Mr. Coll presented a countervailing argument. The pay cable industry is growing at a rate fast enough (500,000 subscribers today; one million expected by the end of the year) to warrant concern that it will be able to siphon programing from conventional television; yet, he said, the enormous cost involved in building cable plants will prevent it from serving more than 50% of the population. Furthermore, he said, pay cable operators have the option of competing with broadcasters as theaters do, if they are willing to operate without broadcast signals too. “It might be economically unfeasible to operate that way,” he said. “But that would be true competition.”

But Mr. Coll was not purporting to defend the rules. The matter should be sent back to the commission with instructions to strengthen them, he said. “The rules induce the pay cable industry to take away things television is carrying.”

Of all its opponents, the commission seems most flabbergasted about the Justice Department, which ordinarily serves as its counsel of record in appeals cases but which felt constrained to file its own appeal from the commission’s action.

The department did not challenge the commission’s constitutional or statutory authority to adopt pay cable rules. But the commission’s error, said Barry Grossman, the department’s counsel, was in failing to consider the “adverse competitive aspects” of the rules. Simply acknowledging the anticompetitive nature of its rules, as the commission did, was not enough, he said. The commission must engage in “a balancing test weighing each factor involved,” to determine if restrictive rules were essential to advance a statutory goal—and the commission did not, he said. So the court is not able to decide if the commission acted rationally.

Mr. Grossman said the commission erred in failing to articulate why the restrictive rules were needed to advance any goals of the Communications Act. The rules would be justified if they were needed to preserve service to a large portion of the population, he said. But, he added, there has been no finding that pay cable “will siphon so many movies or sports events from television as to deprive the public of adequate television service.” He noted that television vogues—from wrestling to live drama—come and go without the commission interfering in the programmers’ decisions.

This aspect of Mr. Grossman’s argument did not go down easily with Judge Weigel. When Mr. Grossman said the commission would be justified only if it could make a finding that television would not be able to provide “adequate service,” Judge Weigel said, “Isn’t that what it’s done here, though without the exactitude of detail?”

“No,” said Mr. Grossman. “They just talk of siphoning individual programs.” Indeed, he noted, as did Mr. Coll, that the commission now talks of “delay” in showing of movies, not “siphoning.”

The FCC’s Mr. Armstrong, in describing the commission’s aim of promoting the development of pay cable without at the same time permitting it to draw off programs of conventional television, conceded that the commission had not always acted on the basis of firm knowledge, but made no apologies for that. “Many facts are not subject to precise calculation,” he said, adding, “we want discretion to act, but we don’t want to go one inch further than is necessary.”

He also said the courts have held that the commission can act in cases without waiting for developments to occur, and added, “If this court were to accept the department’s argument to review because of a lack of specificity, it would be second guessing a policy judgment by the commission in an inferential manner.

Judges MacKinnon and Weigel indicated they were interested in the commission’s basic authority to adopt the rules, as well as with the rationale expressed in adopting them. They returned several times in questioning Mr. Armstrong on that issue, and he did not produce the information the commission has cited before, including Section I of Title I, which the Supreme Court had relied on in affirming the commission’s authority to approve over-the-air pay television.

It says one of the purposes of the act is to make available to “the public a rapid, efficient, nationwide, and world-wide wire and radio communications service with adequate facilities and reasonable charges . . . .” And Mr. Armstrong said the commission can conclude that “a reasonable charge is nothing.”

Mr. Armstrong stressed, as did Mr. Coll, that competition for those who would not be served by pay cable—the poor, in Mr. Armstrong’s account—and who would be denied programing that had “migrated” from conventional television to the new medium. But when Judge MacKinnon asked whether the commission wouldn’t be able to use an “entry fee” to defray the expense of pay cable, Mr. Armstrong suggested a condition under which the commission might change its attitude toward the new service. “If pay cable had an opportunity to serve the entire nation, the commission would have to take another look at the matter,” he said.

The last word in that argument before the court went to Curtis White, of the Citizens Communications Center, counsel for NCCB. He urged the court to remand the case to the commission on the substantive ground that the rules violate the First Amendment in limiting without adequate justification, cable’s access to com-
petitive product, and thus retarding the growth of a new medium of an abundance of channels, he also said the case should be remanded on a procedural ground—the “dialogue that occurred” between commissioners and interested parties after the “fact-gathering” aspect of the rulemaking had presumably ended. That is also the ground on which former FCC general counsel, Henry Geller, is seeking to have the case remanded (Broadcasting, April 19).

Retrospective

David Kinley’s three years with the FCC’s Cable Bureau: breaking up the flying wedge

Last words from a departing bureaucrat; how he tried to make over his office’s image as a proponent of CATV industry

When David Kinley, a 32-year-old jour- neyman bureaucrat who had served in the upper echelons of the Department of Health, Education and Welfare and the Department of Justice, joined the FCC as deputy chief of the Cable Television Bureau in July 1973, he knew virtually nothing about the cable industry or the forces and personalities at work in the ca- ble or broadcasting industries. Being a skilled journeyman, Mr. Kinley learned a great deal about those things in the last two-and-half years, during which he became chief of the bureau. And now that he is leaving government—his departure date is May 1—he has a word of qualified cheer for the cable industry: There is reason for it to be optimistic about the future, provided its members work to achieve the industry’s potential. He also has some advice for broadcasters: Do not regard the Cable Television Bureau as a “lion’s den”; they may even help their cause there.

Mr. Kinley, who was looking both back- ward and forward in a brief interview after word of his plans to resign became known (Broadcasting, April 19), expressed dis- appointment in one respect: the failure of the administration to deliver on its pro- mise to propose legislation providing for regulation of the cable industry. “The commission has been asking for help [regarding guidance on regulation] for years, but it has received only criticism for what it has done,” he said. “No one has helped.”

Actually, the kind of legislation Mr. Kinley favors would provide for far more extensive regulation of cable than the legislation administration officials are known to favor. He feels the commission should have the primary jurisdiction to do what it does now under its “ancillary jurisdiction.” “Congress should pass legislation that gives the commission maximum flexibility to deal with cable and the technological developments that spin off from it,” Mr. Kinley said. “Rather than tie the commission’s hands regarding distant signals and pay cable”—as the Justice Department would do—“it should address the two- and three-tier problems”—that is, the question of allocating regulatory jurisdiction among federal, state and local governments.

Actually, the shape cable regulation will ultimately is still hidden behind the shadow of uncertainty regarding the future of cable copyright legislation. And Mr. Kinley expressed regret he would not be in the regulatory business when the copyright matter is finally settled. “I’ll miss that,” he said. “That will be an exciting day; a new regulatory program could be fashioned at that time. There will be no more uncertainty about the parameters of the decision.”

Short of any dramatic breakthrough on the legislative front, Mr. Kinley expects the commission to continue regulating ca- ble as it has in the past—taking it one rule at a time. “We will analyze the facts. It will be a slow, painful process. There will be no grand design because there is a balancing of interests.”

But he is “optimistic” regarding the future of cable. The industry “has weathered harsh economic and financial strains,” he said. “Some of the soft spots have been hardened; there has been a shaking-out process.”

He added, however, that he agrees with Chairman Richard E. Wiley that there is a need for a “new realism” in cable (Broadcasting, April 12). “The major markets will not be wired in a few years, and two-way services will not pop up automatically,” he said. “A marketing ap- proach is needed. You can’t just hang out a shingle and expect people to line up. But I think optimism about the potential of the in- dustry to develop services over the near term.”

Mr. Kinley has drawn criticism from some broadcasters who regard him as “an advocate” of cable’s interests. The charge does not disturb him; he feels it goes with the territory, and in the interview that, under him, the Cable Bureau made its decisions on the merits of each issue as it came up, and with the conviction that broadcasting is an important industry. “We don’t want to hurt it,” he said.

Indeed, Mr. Kinley said, “We tried to maintain bridges to broadcasters. We’re as much part of the commission as those people they can deal with. Some broadcast- ers realize this—that on cable issues, they are going to have to deal with the Ca- ble Bureau.”

And he expressed the wish more would share that realization. “They have the facts,” he said. “We don’t take what they say at face value. We do our own analysis and review. But broadcasters ought to be more willing to come and work with us on this.”

“They’re suspicious,” he said. “There is a feeling we’re the lion’s den. I hope this can be overcome. But it can’t be until they realize that we’re going to make decisions on the merits!”

Mr. Kinley on his bureau and the broadcasters:

“They’re suspicious. There is a feeling we’re the lion’s den. I hope this can be overcome. But it can’t be until they realize that we’re going to make decisions on the merits!”

Broadcasting Apr 28 1976 44
material, that it will enable the journeyman to land a new career. For although he has not yet made plans for his future, Mr. Kinley, who is a lawyer, is expected to wind up in the cable business, either in the operating end or with a law firm with cable industry clients.

Small and big systems would fare best under NCTA-MPAA plan

They would pay less than that prescribed in Senate bill, say NAB, NCTA, CATA; it's the ones in the middle that will be stuck with higher fees, they agree

Mid-size cable systems—those with subscriber counts in the 2,000-5,000 range—would pay higher copyright fees under the current proposal advanced by the National Cable Television Association and the Motion Picture Association of America than they would under the schedule in the Senate-passed version of copyright revision. Small systems and especially large systems would probably pay less.

That view emerges from separate analyses by NCTA, the National Association of Broadcasters and the Community Antenna Television Association.

Donald Zeifang, NAB executive vice president for government relations, suggested that systems with between 2,000 and 5,000 subscribers could end up paying more. Those systems are too large for reductions incorporated in the Hathaway amendment to the Senate bill, which gives a break to small systems (BROADCASTING, Feb. 26) and small enough to pay at the lower end of the sliding fee scale also embodied in the bill.

NAB calculated copyright costs for three "arbitrarily chosen" systems. One of them, said NAB, the system in Lovington, N.M., which serves about 2,300 subscribers, would be liable for almost four times what it would pay under the Senate bill. NAB noted that case would be an exception rather than the rule, however, and in the two other cases calculated by NAB—Santa Maria, Calif. (14,000 subscribers), and Tulsa, Okla. (12,000 subscribers)—copyright payments would be less.

Generally any system that would be paying less than the full 2.5% in the Senate bill, and that carries a lot of distant signals as is typical with the older grandfathere systems, could end up paying more, said Mr. Zeifang.

NCTA's analysis also points to the possibility of mid-size systems paying more, although NCTA research director Kathy Hilton claims the "great majority of systems would do equal or better" under the new copyright plan. She has so far calculated copyright payments for about 300 systems.

Larger systems, which would pay copyright fees at the high end (2.5%) of the Senate bill's sliding scale, would generally do better, said Miss Hilton, unless they carried up to seven distant signals. The NCTA-MPAA plan is based on the number of members would pay and it would take seven signals to approach the 2.5% figure. (Unlike the Senate bill, however, any percentage figured in the NCTA-MPAA plan is based from dollar to dollar on up. The Senate bill has a sliding scale that applies different percentages at different levels of system revenues.) Most systems, said Miss Hilton, carry two or three distant signals. The NCTA-MPAA formula counts all nonnetwork distant signals at full value with distant network stations and educational stations at one-quarter value.

Small systems that have annual revenues of less than $160,000 would be subject to a reduced fee schedule as in the Hathaway amendment in the Senate bill. Because the Senate bill uses 0.5% and the NCTA-MPAA uses a minimum 0.6%, those systems would face a 0.1% increase, said Miss Hilton. That would translate to about 630 stations that would pay as very small systems with under $80,000 in annual revenues would retain the flat $30 annual payment.

Mid-size systems or those that serve roughly between 2,100 and 4,200 subscribers ($160,000 to $320,000 in annual revenues), said Miss Hilton, could see larger increases. Under the Senate bill, those systems would fall somewhere between a 0.5% and 1% rate level, but should those same systems carry an unusually high number of distant signals, said Miss Hilton, they could be subject to rates up to 2.5% under the NCTA-MPAA plan.

It is a area that causes CATA the most trouble, as more than half its members fall into the category. Many CATA members which operate grandfathere systems in less populated regions carry more than one set of network distant signals along with various independents. CATA has projected that one of its Western members would pay three times what it would under the Senate bill. That system has between 5,000 and 6,000 subscribers and carries 6.75 distant signals as computed under the NCTA-MPAA formula, said Richard Brown, CATA's general counsel. Although CATA has not completed calculations, Mr. Brown said it appears that about half of CATA's middle level operators would fare better under the new proposal and the other half would do worse. The problem, he added, is that early evidence suggests they will make out much better or much worse resulting in extremes within the industry.

CATA also faulted the NCTA-MPAA copyright plan on principle. Kyle Moore, CATA's president, labeled the plan "nothing more nor less than the infamous consensus agreement of 1972 revisited." He questioned the "morality" of parties involved in an agreement reached "during two weeks of secret meetings" and the "legalities" of a private agreement reached by parties in conflict, "This is the most flagrant example of misuse of the power of delegated authority we have yet witnessed in the copyright struggle," Mr. Moore said.

CATA has taken a no copyright position since its inception during the summer of 1973—a birth that largely the result of the copyright debate within the cable industry.

Being left out of the NCTA-MPAA agreement has prodded CATA to hire Charles Gupsner, a former Republican congressman from California as a part-time lobbyist in the copyright issue. Mr. Gupsner presently represents the Western Electronics Manufacturers Association.

Teleprompter gets spots for pay cable on some TV stations, but some refuse them

Teleprompter has embarked on a broadcast advertising campaign in several markets for its basic pay cable service and the Home Box Office package, but the effort is meeting with mixed reactions from stations. Presently, Teleprompter's spots are being broadcast by stations in six markets, but three stations in those areas have refused to carry the promo-

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Operational and financial data were provided by Andy Goldman, Teleprompter's director of advertising, who said TV advertising can "help extremely well" with the total media mix of radio, newspapers, and direct-mail advertising. It is unfair, said Mr. Goldman, that cable be blocked from using television as an advertising medium.

Teleprompter is considering TV advertising in other markets, he said, depending on whether it is seen as a "profitable media mix" in those areas.

Teleprompter's television ad campaign was initiated in El Paso, Tex., as a test market with spots promoting only basic cable service. Later, spots for the HBO pay service were added. Two of the three network affiliates in El Paso refused to air the spots.

John Phelan, vice president and sales manager at KTSM-TV El Paso (one of the two stations that refused to air the spots), said his station has a policy against selling commercial time to direct competitors. It would be like selling time for another broadcast station in the market, he said.

Fred Witt, general sales manager of KVIA-TV El Paso (which at the time the Teleprompter spots were carried was KELP-TV), said his station's position was that the spots were no different than airing trailers for movie theaters.

Teleprompter's TV sales campaign consists of two 30-second and four 10-second spots for basic cable service and two 30-second spots for the HBO pay package, which changes every month as new programs are scheduled. Generally the campaign is scheduled to run for a two-week period. The spots were produced in cooperation with HBO in New York and are being placed through a Los Angeles ad firm headed by Ralph Kent Cooke, son of the chairman of Teleprompter.

The advertising effort is ranging from $3,000 to $6,000 in each of the six markets. Aside from El Paso, the spots are being broadcast in Duluth, Minn. (KBR-TV); Eugene, Ore. (KEZI-TV); Huntsville, Ala. (WHNT-TV and WAAJ-TV); Florence, Ala. (WFCN-TV) and West Palm Beach, Fla. (WPEC-TV). Other stations in Duluth and Eugene had refused to air the Teleprompter spots.

No clear division of philosophies seems to emerge between those broadcasters that chose to air the spots and those that refused. In some cases the spots have been granted as tradeoffs, said Mr. Goldman. For example, Teleprompter might have provided a remote van to cover an event for the local station and in turn be given credit for advertising time. In one case, the broadcast station that elected to air the Teleprompter spots is itself involved in both the broadcast and cable TV business.

One TV sales manager put his philosophy this way: "As one man I can't stop cable erosion of broadcasting across the country... I might as well take their money.''

Operator, pay lessee in breach-of-contract fight

American Television and Communications and Optical Systems Corp. are battling in the Superior Court in California for San Diego county over leased channel arrangements the two companies have there. Optical's subsidiary Channel 10 provides pay cable service to approximately 2,000 ATC subscribers in the area.

In early March ATC filed a complaint alleging that Optical had breached its agreement by failing to install suitable equipment to provide satisfactory television service on two channels Optical leased from ATC's systems in San Diego.

Optical has since made a counterclaim against ATC and two of its subsidiaries alleging various infractions including fraud, breach of contract, negligent misrepresentation and breach of covenant in fair dealing.

ATC is seeking compensatory damages of about $103,000 plus undefined punitive damages. Optical is seeking damages aggregating about $2.75 million.

No case against Shapp

The FBI has reportedly dropped its investigation into the 1971 sale of a Williamsport, Pa., cable system by Pennsylvania Governor and former presidential candidate Milton Shapp.

At issue were possible improprieties under the Hobbs Act, which concerns public officials and money received while in office (Broadcasting, Feb. 9).

The Philadelphia Bulletin, which first broke the story, has reported that FBI agents claim they couldn't come up with necessary evidence to bring a court case against any of the principals involved.

Pleasant totals for NCTA

The National Cable Television Association's convention in Dallas April 4-7 attracted 4,308 attendees—nearly 1,000 more than last year. NCTA exceeded its $413,000 convention budget revenues by at least 10% and, for the first time in three years, the number of operators and related personnel exceeded the number of exhibitors.

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Cable Briefs

Regional marketing. Home Box Office, New York, is expanding its pay cable marketing operations to include five regional offices. Southeastern sales office at West Palm Beach (Albert E. Jones, sales manager) opened last month to add to Northeastern office in New York (Les Read, manager) and Western office in San Francisco (Don Anderson, manager). New additions are South Central office scheduled to open in Dallas next month (William G. Hooks, manager) and Midwestern office at Springfield, Ill., to be operational by late May (Curtis G. Melcher, manager).

American pay. American Cable Television, Phoenix-based multiple system operator, has entered pay cable field. Stand-alone "Super Channel" service is being offered to several American CATV systems and multipoint distribution services operations in Arizona. American Cable has also filed for earth station license at Tempe, Ariz. Spokesman explained stand-alone pay service may be complemented or supplanted by outside pay cable programer in future.

Loan closing. Becker Communications Associates has announced closing of $1.7 million senior secured loan, due 1986, to Classic Cablesystems Corp., which has completed its first CATV acquisition—Sullivan Cable of New York, serving several upstate communities. Jerry Greene, formerly finance vice president with Teleprompter (Broadcasting, Oct. 20, 1975) is president of Classic.

Vikoa goes with HBO. Vikoa has joined Home Box Office pay cable network with planned startups in Rochester, Pa. (June 1), New Castle and Uniontown, both Pa., and Zanesville, Ohio (during subsequent months). Vikoa serves approximately 100,000 subscribers; HBO interconnects 143 affiliated cable systems.

Request repeated. FCC Cable Bureau Chief David Kinley has written second letter urging Department of Commerce's Economic Development Administration to review policy that would classify cable systems serving more than 3,500 subscribers as "broadcasting firms" and therefore ineligible for "business development assistance" (Broadcasting, Feb. 2). Policy would provide "no firm guidance" for economic support of minority cable operators in nonrural areas, wrote Mr. Kinley, contrary to Cabinet Committee on Cable Television's recommendations for minority participation.

Cable division. Twentieth Century-Fox Film Corp. has set up new 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 for international theaters.

Ban fought. FCC ban on crossownership of cable systems and television stations is being challenged in two court suits. KWSO Television, licensee of KWSO-TV Lawton, Okla., and Lawton Cablevision Inc., owner of system in that community, in one appeal, and North Platte Television Inc., licensee of KNOP-TV North Platte, Neb., and North Platte Multi-Vue-TV System, owner of cable television system there, in another, are appealing commissioners' decision (BROADCASTING, June 18, 1973) to block deal.

Commission dismissed petitions for reconsideration of that rule last month (Broadcasting March 8).
Media

Raymond J. Timothy, VP-general, KNBC-TV Los Angeles, named to same post with WNBC-TV in New York, succeeding Arthur A. Watson, named executive VP of NBC Television Stations Division (see "In Brief"). Thomas Straszewski, station manager of KNBC, succeeds Mr. Timothy in West Coast position.


Kenneth P. Mosher, assistant treasurer, Storer Broadcasting, Miami Beach, named VP.

Edmund LoVerde, financial planning manager, CBS Radio, New York, appointed assistant controller, financial analysis.

Deane D. Osborne, executive VP/chief operating officer, Cummings Communications, Rockford, Ill., named radio group manager, Rust Craft Broadcasting, Pittsburgh.

Thomas J. Bringola, assistant business manager, wcvb-TV Boston, named controller of license, Boston Broadcasters. Paul A. La Camera, urban affairs director, wcvb-TV, named director of community services.

Dean Lindsay, station manager/general sales manager, KSJ(AM) Salt Lake City, named VP/general manager.

Coy W. Baker, commercial manager, KUDY(AM) Spokane, Wash., named station and general sales manager, KSPO(AM) there.

Richard L. French, general sales manager, WIBQ(AM) Memphis, named general manager.

Michael Plumstead, general sales manager, WRCP-AM-FM Philadelphia, named general manager, co-owned WWOL-AM-FM Buffalo, N.Y.

Oby Lyles, general manager, WSSC(AM) Hartsdale, S.C., and radio VP for South Carolina Broadcasters Association, Columbia, assumes office of SCBA president, succeeding A.P. Skinner, who is retiring for reasons of health.

Charles Gerber, general sales manager, WMAG-TV Chicago, named station manager, WKYC-TV Cleveland. Both are NBC-owned stations.

Stan Barrett, station manager, WFMN(FM), Indianapolis, named general manager, WXLW(AM) there.

Phil Grous, administrative assistant to director of corporate sales, Crawford Broadcasting, Dallas, named general manager of Crawford’s WYCA(AM) Hammond, Ind.

Melinda Stanley, editors director, KMOK-TV St. Louis, named press/information director, KNXT(TV) Los Angeles. Both are CBS-owned stations.

Patricia A. Lawrence, assistant creative services director, KDGY-TV Pittsburgh, named creative services director.

Gene Mateline, production associate, ABC News documentary unit, New York named ABC awards manager.

Broadcast Advertising

Patrick J. Bologna, financial planning/analysis director, and Edward F. Flanagan, creative director, Doyle Dane Bernbach, New York, named VP’s. Majie V. Veide, art supervisor, Justin M. Crasto and Jim de Barros, TV production supervisors and Dennis A. Schmidt, copy supervisor, also named VP’s.

Philip C. Seth, account supervisor, D’Arcy-MacManus & Masius, Bloomfield Hills, Mich., named VP.

Norman Herwood, copy director, and Irwin Fischer, account executive, Albert Frank-Guenther Law, New York, named VP’s.

Andy Rogin, manager, Detroit office of CBS Television Stations National Sales, named Midwest sales director, Chicago, succeeded by Edward Gargano, TV stations national sales account executive, New York office.

George Feldman, VP, creative services, Television Advertising Representatives, New York, appointed VP, research planning, The Katz Agency there. Jack Mulderrig, VP, general manager, Avco Television Sales there, named sales manager, Gold sales team, Katz Television Continental there.

James M. Dehn Jr., broadcast media buyer, William Esty Co., New York, named national sales coordinator, Park Broadcasting there, succeeding Bruce Cynar, promoted to national sales manager, Park's WTVR-TV Richmond, Va. (Broadcasting, April 12).

Alan A. Goldin, media research manager, Ogilvy & Mather, New York, named director of new media research department, BBDO there.

Mary Ann Doss, media/market research manager, and Kathleen Ray, broadcast production manager, Colle & McVoy advertising, Minneapolis, named VP’s.

Ron Wert, director of TV services, Trendex Inc., New York, named director of research and marketing, Television Advertising Representatives there.

Marianne Caponnetto, media research analyst, McCann-Erickson, New York, named to same position, Foote, Cone & Belding there.

Loren E. Comito, manager, Chicago office, Sussman, Stern & Robinson, named account supervisor, Nison Advertising there.

Lowell Thompson, art director, and Steve Turner, copywriter, J. Walter Thompson, Chicago, named creative group heads.

Marie L. Gutjahr, in various posts with N.W. Ayer advertising, New York, named senior copywriter, Doubleday Advertising there.

Raymond Cook, media research assistant, Ketchum, MacLeod & Grove, Pittsburgh, named media research analyst. Lorraine Schorr, assistant broadcast negotiator, named media broadcast negotiator.

Richard L. Sirvatka, broadcast network supervisor, Campbell-Ewald, Detroit, named account executive, Blair Television there.

Jim Schoenberger, account executive, Byer & Bowman Advertising, Columbus, Ohio, named account executive/public relations manager, Trends & Associates there.

Carole Mailoux, advertising/promotion manager, WNAQ-TV Boston, named advertising director, WPVI-TV Philadelphia.


Mike Burns, station manager, WIFE-FM Indianapolis, named sales manager, WXLW(AM) there.

John Ademy, salesman, WMGB(FM) Greensboro, N.C., named sales manager.

Paul H. Quig, advertising executive, New Community Observer, Brewer, Me., named sales manager, WPBC(FM) Bangor, Me., scheduled to go on air in June.

Programing

Herbert Jellinek, VP-production and financial administration, West Coast, ABC Entertainment, named VP-production operations and administration, ABC Television, Los Angeles.

Marty Katz, director of film production/administration, West Coast, ABC Television, named to new post of director of film production operations/administration, Los Angeles.

Philip Mayer, program development director, NBC Television Stations Division, Burbank,
Carl Kugel, executive assistant, prime-time television, 20th Century-Fox, Beverly Hills, Calif., named development director, movies for TV.

Patricia Caro, associate business manager, and Lawrence Gottlieb, treasurer, Worldvision Enterprises, New York, appointed assistant VP's. Mrs. Caro becomes assistant VP; business affairs, responsible for management of New York office and direct supervision of accounting procedures, coordinating with VP, treasurer and controller. Mr. Gottlieb becomes assistant VP-treasurer.

David W. Tabet, senior VP, NBC-TV, signed to new three-year contract. On May 1, Mr. Tabet will have been with NBC 20 years.

Franklin Barton, program development VP, CBS-TV, Hollywood, named producer, Universal Television, Universal City, Calif.

Edward Dean McCarthy, consultant to ABC Owned Television Stations and previously VP for program development, Allied Artists Television Corp., New York, named VP of Telcom Associates Inc., program buying and consultancy firm there.

Jerry Liotta, independent director of commercial and industrial films, named director, Independent Artists, division of Columbia Pictures Industries, New York.

Dan Gingle, executive producer, special projects, KNXT (TV) Los Angeles, named to newly created position of executive producer of local programs.

Gary Rockey, program manager, noncommercial WTIC (TV) Chattanooga, named to same position, KSAT-TV San Antonio, Tex.

Tom Straw, air personality, KDAM St. Louis, named program director.

Stuart Pollock, producer/director, noncommercial WVIZ (TV) Cleveland, Matthew Mixon, production manager, KTVT (TV) St. Louis, and George Christensen, producer/director, WBAL-TV Baltimore, named producers/directors, KDKA-TV Pittsburgh.


Mike James, sportscaster, WHAS-TV Louisville, Ky., named to same post, WYCT-TV Cleveland.

Rob Robin, news reporter/weekends sportscaster, WBAL-TV Baltimore, and Paul Cameron, intern news reporter, WXTF (TV) Jacksonville, Fla., named WXTF sportscasters.

Ron Nicodemus, cultural affairs producer/director, Nebraska Educational Television Network, Lincoln, named to same position, Connecticut Public Television, Hartford.

Cable


Management changes at Vikto Inc., Acton Mass.: Mark N. Goldenberg, system coordinator, Video Link of Allegheny county, Dormont, Pa., named manager; Wilbert Vaughn, manager, Mountain City (Tenn.) system, named manager, Better TV of Zanesville (Ohio); Ernest Bliss, manager, Plainfield (N.J.) TV Cable, named manager, Lawrence Cablevision, Newcastle, Pa., and William Berman, president, Teleaction, telephone interconnect firm, Acton, assumes additional duties as president, Acton Entertainment Corp. there, Vikto subsidiary formed to market Home Box Office pay cable package.

Stephen A. Merritt, general manager, American Cable Television’s Casa Grande and Elroy, both Arizona, systems, named to newly created position of general manager, Tele Features, supplier of “Superchannel” service to apartment complexes and cable television systems, Phoenix.

Equipment & Engineering


Thomas Creighton, marketing director of broadcast electronics, CSI Electronics, Silver Spring, Md., named marketing director, responsible for CSI sales.

Dorothy Green, broadcast engineer, WLCY-TV Tampa-St. Petersburg, Fla., named electronic technician, WCUA-TV Philadelphia.

Allied Fields


Lawrence W. Secrest, administrative assistant to FCC Chairman Richard E. Wiley named deputy general counsel. First reference to Mr. Secrest was dropped from story on major changes in FCC staff (BROADCASTING: April 19).


Robert Pierpoint, CBS News White House correspondent, named recipient of honorary doctorate in journalism from his alma mater, University of Redlands (Calif.), to be conferred May 23 when he delivers commencement address there.

Deaths

F.C. Sowell, 71, retired executive VP/general manager, WLAC-FM-Nashville, died April 13 in St. Thomas hospital, Nashville, after suffering stroke. Mr. Sowell was one-time chairman of National Association of Broadcasters radio board. He is survived by wife, Kathryn; daughter, Mrs. David A. Steinbrink of Western Springs, Ill., and two granddaughters.

Dick Dunning, 70, retired president/general manager, KHQ-AM-FM-Spokane, Wash., died after heart attack April 17 at his home there. He joined KHQ in 1946 as sales manager. Survivors include his wife, Lorraine, and two children.

Maudie Prickett (Cooper), 62, character actress, died April 14 in Pasadena, Calif., after extended illness. She portrayed secretary in Jack Benny’s TV series and appeared in about 300 films and TV productions.

Douglas L. Craddock, 71, co-owner, WORBAAM-Wanchese, N.C., died in Eden, N.C., April 8. He was former owner/operator of WLOAM there. He is survived by his daughter, Jeanine Clark.

Jacques Liebenguth, 51, media/sales executive, William B. Tanner, Memphis, died there March 27 after brief illness. He is survived by his wife, one daughter and three sons.

Leonard (Bud) Wldom, 58, former chief of radio production, Armed Forces Radio and TV Services, died April 18 in Whittier, Calif. He had been radio personality and producer for both ABC and CBS and was one of original “Our Gang” members. He is survived by two daughters.

Dorothy Ferguson, 59, wife of Robert D. Ferguson, executive VP/general manager, WXYZ-AM-FM-Wheeling, W.Va., died of cancer April 20 at Ohio Valley Medical center.

William C. Melemthm Jr., 55, FCC license instructor, Don Martin School of Communications, Hollywood, died there April 13 after brief illness.
These are the top songs in air-play popularity in two categories on U.S. radio, as reported by Broadcasting to 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 (g) indicates an upward movement of 10 or more chart positions over the previous Playlist week.

<table>
<thead>
<tr>
<th>Over-all-rank</th>
<th>Last This week</th>
<th>Title (fngle)</th>
<th>Artist-label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>Disco Lady</td>
<td>(3:50)</td>
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<tr>
<td>2</td>
<td></td>
<td>Right Back</td>
<td>Where We Started From (3:16)</td>
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<tr>
<td>3</td>
<td></td>
<td>Bohemian Rhapsody</td>
<td>(5:55)</td>
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<tr>
<td>4</td>
<td></td>
<td>Boogie Fever</td>
<td>(3:25)</td>
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<tr>
<td>5</td>
<td></td>
<td>Lonely Night</td>
<td>Angel Face (3:17)</td>
</tr>
<tr>
<td>6</td>
<td></td>
<td>December</td>
<td>1963 (3:21)</td>
</tr>
<tr>
<td>7</td>
<td></td>
<td>Let Your Love Flow</td>
<td>(3:16)</td>
</tr>
<tr>
<td>8</td>
<td></td>
<td>Show Me The Way</td>
<td>(3:25)</td>
</tr>
<tr>
<td>9</td>
<td></td>
<td>Welcome Back</td>
<td>Kotter (2:48)</td>
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<tr>
<td>10</td>
<td></td>
<td>Only 18</td>
<td>(2:44)</td>
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<tr>
<td>11</td>
<td></td>
<td>Dream Weaver</td>
<td>(3:15)</td>
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<tr>
<td>12</td>
<td></td>
<td>Fooled Around</td>
<td>and Fell in Love (2:58)</td>
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<tr>
<td>13</td>
<td></td>
<td>Billy Love</td>
<td>Songs (5:54)</td>
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<tr>
<td>14</td>
<td></td>
<td>Trying To Get</td>
<td>That Feeling Again (3:45)</td>
</tr>
<tr>
<td>15</td>
<td></td>
<td>Manifold</td>
<td>- Arist (2:37)</td>
</tr>
<tr>
<td>16</td>
<td></td>
<td>Dream On</td>
<td>(3:25)</td>
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<tr>
<td>17</td>
<td></td>
<td>Aerosmith</td>
<td>- Columbia</td>
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<tr>
<td>18</td>
<td></td>
<td>Rhiannon</td>
<td>(3:45)</td>
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<tr>
<td>19</td>
<td></td>
<td>Shannon</td>
<td>(3:50)</td>
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<tr>
<td>20</td>
<td></td>
<td>Get Up and</td>
<td>Googie (4:05)</td>
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<tr>
<td>21</td>
<td></td>
<td>Silver</td>
<td>Convention-Midland Int'l</td>
</tr>
<tr>
<td>22</td>
<td></td>
<td>Tara Smile</td>
<td>(3:01)</td>
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<tr>
<td>23</td>
<td></td>
<td>Theme From</td>
<td>&quot;Happy Days&quot; (2:40)</td>
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<tr>
<td>24</td>
<td></td>
<td>Theme From</td>
<td>&quot;S.W.A.T.&quot; (4:07)</td>
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<tr>
<td>25</td>
<td></td>
<td>Deep Purple</td>
<td>(2:47)</td>
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<tr>
<td>26</td>
<td></td>
<td>Sweet Lady</td>
<td>(3:18)</td>
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<tr>
<td>27</td>
<td></td>
<td>Commodores</td>
<td>Motown (2:47)</td>
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<tr>
<td>28</td>
<td></td>
<td>Love in the</td>
<td>Shadows (3:18)</td>
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<tr>
<td>29</td>
<td></td>
<td>Love Hurts</td>
<td>(3:03)</td>
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<tr>
<td>30</td>
<td></td>
<td>Love Machine</td>
<td>Part 1 (2:55)</td>
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<tr>
<td>31</td>
<td></td>
<td>Love Machine</td>
<td>Part 2 (3:04)</td>
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<tr>
<td>32</td>
<td></td>
<td>Love Machine</td>
<td>Part 3 (3:02)</td>
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<tr>
<td>33</td>
<td></td>
<td>Love Machine</td>
<td>Part 4 (3:01)</td>
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<tr>
<td>34</td>
<td></td>
<td>Love Machine</td>
<td>Part 5 (2:59)</td>
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<tr>
<td>35</td>
<td></td>
<td>Love Machine</td>
<td>Part 6 (2:58)</td>
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<td>36</td>
<td></td>
<td>Love Machine</td>
<td>Part 7 (2:57)</td>
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<tr>
<td>37</td>
<td></td>
<td>Love Machine</td>
<td>Part 8 (2:56)</td>
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<tr>
<td>38</td>
<td></td>
<td>Love Machine</td>
<td>Part 9 (2:55)</td>
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<tr>
<td>39</td>
<td></td>
<td>Love Machine</td>
<td>Part 10 (2:54)</td>
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<td>40</td>
<td></td>
<td>Love Machine</td>
<td>Part 11 (2:53)</td>
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<tr>
<td>41</td>
<td></td>
<td>Love Machine</td>
<td>Part 12 (2:52)</td>
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<tr>
<td>42</td>
<td></td>
<td>Love Machine</td>
<td>Part 13 (2:51)</td>
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<tr>
<td>43</td>
<td></td>
<td>Love Machine</td>
<td>Part 14 (2:50)</td>
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<tr>
<td>44</td>
<td></td>
<td>Love Machine</td>
<td>Part 15 (2:49)</td>
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<tr>
<td>45</td>
<td></td>
<td>Love Machine</td>
<td>Part 16 (2:48)</td>
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<tr>
<td>46</td>
<td></td>
<td>Love Machine</td>
<td>Part 17 (2:47)</td>
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<tr>
<td>47</td>
<td></td>
<td>Love Machine</td>
<td>Part 18 (2:46)</td>
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<tr>
<td>48</td>
<td></td>
<td>Love Machine</td>
<td>Part 19 (2:45)</td>
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<tr>
<td>49</td>
<td></td>
<td>Love Machine</td>
<td>Part 20 (2:44)</td>
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<tr>
<td>50</td>
<td></td>
<td>Love Machine</td>
<td>Part 21 (2:43)</td>
</tr>
</tbody>
</table>

Country
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 relitigate suits after President Ford moved into White House, and it did (Cases 74-3599 et al.). Network appeals contesting Judge Kelleher should not have permitted relitigation 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 prejudice (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.P. Sisk (D-Calif.) for further study. There 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 cabaret, resolution providing for broadcast coverage of Senate, pending in Senate Rules Committee 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 Commission and advanced plan involving Canadian subsidiaries, but reaction from CRTC was cool (Broadcasting, March 22) and indications are that government will proceed with proposed law on tax deduction ("Closed Circuit," April 12).

Children's TV. FCC's policy statement on children's television programing, adopted in 1974, (Broadcasting, July 22) 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, Mr. James Oberstar (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 in Senate's term, agency in House's). Both exist 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 that author of Senate bill says agency's "active participation should be discouraged" in renewal proceedings. Agency would have no regulatory powers; its function is to represent consumer interest in agency and court proceedings. Promised veto by President apparently has stalled conference to resolve differences between two bills.

Copyright legislation. Senate has approved unanimously its version (S. 22) of copyright revision (Broadcasting, Feb. 23). It provides for a compulsory license for public broadcasters and cable television. House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice is expected to complete markup on its copyright bill, H.R. 2223, week of April 26 (Broadcasting, April 19).

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.). However, court has yet to designate circuit in which they will be argued. Number of parties had petitioned commission to reconsider its order, but commission denied them.

Crossownership (television-cable television). FCC has amended its rules so that divestiture is required for CATV system 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 as are two of system owners involved (see story, this issue).

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.) continues to promote his bill, S. 2, on Senate floor, it is not on this year's agenda of Communications Subcommittee. Nor is other bill, S. 1178 by Senator Roman Hruska (R-Neb.). Proxmire bill has twin in House, H.R. 2189 by Robert Drinan (D-Mass.) and Mr. Hruska's is duplicated in H.R. 4928 by Charles Thome (R-Neb.). There is no sign of movement on two House bills.

Family viewing suit. Writers Guild of America, West and Twin clamor have filed suit in U.S. Court for Central District of California (Los Angeles) aimed at blocking implementation of "family viewing concept" adopted by networks and National Association of Broadcasters (Broadcasting, Nov. 3, 1975). FCC is defendant along with networks and NAB in both suits, which are based on antitrust and First Amendment grounds. Twin Productions, besides seeking injunction, wants $10 million damages. Trial has begun in Writers Guild case (Broadcasting, April 19; also see story, this issue).

FCC fees. Sixteen parties have appealed (Cases 75-1053 et al.) FCC's order modifying fee schedule (Broadcasting, Jan. 20, 1976). Oral arguments have been held (Broadcasting, Jan. 26). More than 70 appeals have been filed by broadcasters and others from commission's refusal to refund fees paid under previous schedule which was held by Supreme Court to be illegal (Cases 75-1087 et al.). Briefs have been 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 have been filed (see story, this issue).

Indecency. FCC's declaratory ruling on indecent broadcasts (Broadcasting, Feb. 17, 1975) is being appealed to U.S. Court of Appeals in Washington (Case 75-1391) by object of ruling, Pacifica Foundation's WBAI-FM New York. Oral arguments have been held (Broadcasting, April 5). Ruling involves airing of George Carlin's album cut. Commission is considering proposed legislation to include television and cable in federal statute banning obscenity on radio (Broadcasting, Sept. 15, 1975). Commission-
vision also lined WXP(FM) Philadelphia $2,000 for obscene and indecent broadcast, has begun hearing on license ground of licensee abdication of responsibility.

KRLA(AM). FCC has affirmed earlier decision awarding Pasadena, Calif., frequency to Western Broadcasting Corp. (Bob Hope and others) following remand of that decision to court 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 near hearing on bills to revive 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, Robert Macdonald (D-Mass.). So far more than 150 representatives and 20 senators have sponsored or cosponsored renewal bills; nearly all provide for lengthening renewal period from three to four or five years and give renewal applicant preference over challenger for substantially living up to his license commitments. Senate will take no action until House makes first move.

Network exclusivity on cable. FCC order substituting 35- and 55-mile zones for signal contours as basis of protecting television stations has been appealed to U.S. Court of Appeals in Washington by CBS, NBC and ABC television affiliates associations, National Association of Broadcasters and number of individual broadcasters. Commission has denied petitions for reconsideration of order.

Pay cable: pay TV. FCC's modification of its pay cable and pay television rules (Broadcasting, March 24, 1975) is being opposed by broadcasters and cable operators in U.S. Court of Appeals in Washington. Briefs have been filed (Broadcasting, Nov. 10, 1975). Justice Department has filed on side of cable (Broadcasting, Feb. 9). Commission has to remove restrictions on the use of series-type programs by pay cable (Broadcasting, Dec. 15, 1975). Meanwhile, Senator Philip Hart (D-Mich.) and his Senate Antitrust Subcommittee are looking into charges that broadcasters are "throttling" pay cable (Broadcasting, Nov. 10). Meanwhile, cable systems. National 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).

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 net work-re runs 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 some-time in May. CPB asked subcommittee to appropriate money according to ceilings provided in first-ever long-range authorization bill passed by House (P.L. 94-558, 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 administrative definition of "signal" (Broadcasting, April 19). 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 a 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 conference failed to agree on compromise (Broadcasting, Dec. 22, 1975) and is likely to stay that way for some time ("Closed Circuit," April 19). 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. 9568) would make law permanent. Senate-passed bill (S. 2554), on other hand, would extend law experimentally another three years. Both bills would reduce 72-hour cutoff to 24 hours for postseason 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).

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 mile-registration standards are reduced. Comments have been filed.

WPX(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.

For the Record

As compiled by Broadcasting, April 12 through April 16 and based on filings, authorizations and other FCC actions.


New stations

AM starts
* WPTB Statesboro, Ga.—Authorized program operation on 850 kHz, 1 kw-U. Action April 1.
* WZAM Norfolk, Va.—Authorized program operation on 1110 kHz, 50 kw-D. Action April 1.

FM applications
* Zanesville, Ohio—Maumee Valley Broadcasting Assn. seeks 92.7 MHz, 1.5 kw, HAAT 402 ft. PO address: 7112 Angola Rd., Holland, Ohio 43528. Estimated construction cost $47,800, format: Classical music. Applicant: Local group, not otherwise type program. Also owns WPQOS(FM) Holland, Ohio. Ann. April 12.
* Prairie View, Tex.—Prairie View A&M University seeks 88.3 MHz, 50 kw, HAAT 402 Ft. PO address: c/o A. L. Thomas, director of the president's office. Docket 77445. Estimated construction cost $191,569; first-year operating cost $60,800. Format: Variety. Principal: Applicant is state-supported educational institution. Ann. April 12.

FM actions
* Port Sulphur, La.—River Bend Broadcasting Co. Broadcast Bureau dismissed application for 106.7 MHz, for failure to prosecute (BPH-9412). Action March 23.
Broadcast Bureau granted 98.3 mhz, 3 kw, HAAT 330 ft. Sale:
Burlison is teacher and parent, Mr. Evans is supervisor for
Broadcast Bureau has also applied for AM in Sonora
Broadcast Bureau granted 92.1 mhz, 3 kw, HAAT 28 ft. Sale:
Broadcast Bureau granted 92.1 mhz, 3 kw, HAAT 28 ft. Sale:
Estimated construction cost $57,255; revenue $30,000. Form:
Commercial FM, San Pedro, Calif. (BTC-7991-4). Action:
WJWL(AM)-D, Iowa City; and WLWI(TV), St. Paul, Minn.
WWMG(AM)-WBCF(AM) Williamsburg, Va. (AM:
WSSL(AM)-FM, Haven, with sale of WWMG(AM), it is
Sonora Broadcasting Company. Broadcast
WRLC Williamsport, Pa.—Authorized program operation
WVII(AM)-FM Jacksonville, Fla. (AM: 1200 kHz, 5
KBST(AM), Las Vegas, Nev. (AM: 750 kHz, 5 kw;
WLB(AM)-FM, Jacksonville, with sale of KBST(AM), it is
WMMG(AM)-WBCF(AM) Williamsburg, Va. (AM:
WSSL(AM)-FM, Haven, with sale of WMMG(AM), it is
Sonora Broadcasting Co. Broadcast
WLLM(AM)-SCEC(AM) Sanford, Fla. (AM: 930 kHz, 5
KSLQ(FM) St. Louis. Buyers are George Wilson, Nelson
WLAW(AM) Louisville, with sale of WLLM(AM), it is
KLST(FM) Las Vegas, with sale of WLLM(AM), it is
Richard Gersten is principal of
WACA(AM)-WJWX(A) Wellesley, Mass., with sale of
WWTT(AM)-WCHR(FM) Trenton, N.J.; RBP(AM)-WHISHER(AM),
WFLF(AM) Harrisburg and Elwood City, Pa.; WKS(AM) New
Broadcast Bureau granted transfer of control of corporations from Herbert Scott to Pottstown Broadcasting Co.
WBB(AM)-FM, Metairie, La.; WQQQ(AM)-FM, New Orleans,
New Bern, N.C.—Campbell Broadcasting, Broadcast
possession, assignment
Applications
FM starts
WAMC Freeland, Pa.—Authorized program operation
FM licenses
Broadcast Bureau granted following licenses covering
WLW(AM) Cincinnati (700 kHz, 50 kw-J)—Seeks
Levy. Seller: Avco is in electronic and chemical research, owns insurance
KICA(AM) Eastern City, both North Carolina
Broadcast Bureau granted 101.9 mhz, 100 kw, HAA 762 ft.
PO. address: Box 3837, Wilson, N.C. 27893. Estimated
estimated construction cost $133,410, first-year operating cost

Summary of broadcasting

FCC tabulations as of March 31, 1976

<table>
<thead>
<tr>
<th>Commercial AM</th>
<th>Commercial FM</th>
<th>Educational FM</th>
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<td>4,429</td>
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<td>103</td>
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</tbody>
</table>

*Special temporary authorization

**Includes off-air licenses
Facilities changes

TV application
- WTBY Dothan, Ala.-Seeks CP to change aural ERP from 18 kw to 18 kw, change location, and HD (HAAT 1875 ft.); Annex April 14.

AM applications
- KTMY Inglewood, Calif.-Seeks CP to add nighttime operation with 500 kw, DA-N; change hour of operation to unlimited; Annex April 15.

- WICH Norwich, Conn.-Seeks CP to increase nighttime power to 5 kw; Annex April 15.

- WSAR Fall River, Mass.-Seeks CP to change from DA-1; change type trans.; Annex April 14.

- WRBX Chapel Hill, N.C.-Seeks CP to increase power to 10 kw; Annex April 15.

- KFWG Fargo, N.D.-Seeks CP to increase power to 10 kw, install DA; change type trans.; Annex April 15.

- WTAW College Station, Tex.-Seeks CP to add nighttime power with 500 kw, DA-N; change hours of operation to unlimited; Annex April 15.

- KALE Richland, Wash.-Seeks CP to increase daytime power to 5 kw; Annex April 15.

AM actions
- WHYT Noblesville, Ind.-Broadcast Bureau granted CP to increase daytime power to 500 kw, direct antenna; make changes in ant. system (BP-200599); Action April 7.

- KADO Texarkana, Tex.-Broadcast Bureau granted CP to increase daytime power to 2.5 kw, change type trans.; remote control permitted (BP-200633); Action April 7.

- WTZE Tazewell, Va.-Broadcast Bureau granted CP to increase daytime power to 2.5 kw, change type trans. (BP-200409); Action April 7.

FM applications
- KMEO Butler, Mo.-Seeks frequency change to 92.1 mhz; Annex April 12.

- WBYO Hendersonville, Tenn.-Seeks CP to change location; install new antenna; change height; change TPO; ERP 29.9 kw; HAAT 611 ft.; Annex April 12.

- KIKO-FM Globe, Ariz.-Broadcast Bureau granted modification of CP to change trans. location to atop Pinal Peak, 8 miles south of Globe, change trans. and ant.; ERP 15 kw (H&V); ant. height 3340 ft. (BMHP-14771); Action April 9.

- KROG Sonora, Calif.-Broadcast Bureau granted CP to install new trans. (10 kw); studio height 560 ft. (BP-9836); Action April 9.

- WCBU Peoria, Ill.-Broadcast Bureau granted modification of CP to install new ant.; ERP 11.5 kw (H&V) (BPED-2732B); Action April 12.

- Fort Wayne, Ind.-Broadcast Bureau granted modification of CP for FM station to change trans. location to Harris Road, Ft. Wayne; change studio location to new position (500 Gist Road, Suite 104, Ft. Wayne; operate by remote control from proposed studio site; change trans. and ant.; make changes in ant. system; ERP 3 kw (H&V); ant. height 250 ft. (BMHP-14692); Action April 6.

- KCHA-FM Chambers City, Iowa.-Broadcast Bureau granted frequency change to 93.5 mhz (Doc. 19401); Action April 9.

- KPRA-FM Franklin, La.-Broadcast Bureau granted frequency change to 105.5 mhz; ant. changes (Doc. 20365); Action April 9.

- KDBH Natchitoches, La.-Broadcast Bureau granted CP to change trans. location to St. Maurice Lane, Natchitoches; ant. height 140 ft.; remote control permitted (BP-98533); Action April 9.

- WPBC Bangor, Me.-Broadcast Bureau granted modification of CP to change trans. location to Blackcap Mountain, 2.5 miles southeast of East End.; change stage location to 27 State St., Bangor; change trans. and ant.; make changes in ant. system; ERP 15 kw (H&V); ant. height 7770 ft. (H&V); remote control permitted (BMHP-14786); Action April 9.

- WCRB Waltham, Mass.-Broadcast Bureau granted CP to change ERP to 15 kw (H&V) (BPBH-98535); Action April 9.

- WLEN Adrian, Mich.-Broadcast Bureau granted CP to install new trans.; install new antenna; change ERP in ant. system; ERP 3 kw (H&V); ant. height 300 ft. (BPBH-9789); Action April 9.

- WQSM Fayetteville, N.C.-Broadcast Bureau granted CP to install new trans.; install new antenna; make changes in ant. system; ERP 99 kw (H&V); ant. height 480 ft. (BPBH-9540); Action April 9.

- KPLX Fort Worth-Broadcast Bureau granted CP to increase ERP to 100 kw (H&V); ant. height 1680 ft. (H&V); remote control permitted (BMHP-14756); Action April 7.

- KFTP Houston-Broadcast Bureau granted modification of CP to change trans.; make change in trans.; ERP 94 kw (H&V); ant. height 440 ft. (H&V); remote control permitted (BMHP-14760); Action April 7.

- WIFC Wausau, Wis.-Broadcast Bureau granted CP to change trans. and ant.; ERP 98 kw (H&V); ant. height 1080 ft. (H&V); remote control permitted (BMHP-14760); Action April 7.

FM starts
- Following stations were authorized program operating authority for changed facilities on date shown: KPLE Temple, Tex. (BPBH-95455); April 1; WLAK Chicago (BPBH-9386); April 1; WTQI Hammond, La. (BPBH-9869); April 1; WWDW Philadelphia (BPBH-9786); April 1; WJWY South Bend, Ind. (BPBH-9718); March 31.

In context

Procedural ruling
- WHBB(AM) Selma, Ala., renewal proceeding: Sale of Broadcasting Co. (Doc. 20722)-Joseph Stimrer set certain procedural dates and scheduled hearing for August 24 (in lieu of June 1) in Selma.

Initial decision
- Soddy-Daisy, Tenn., FM proceeding: Ra-Ad of Soddy, C. Alfred Dick, Community North Broadcasters and Teter-Taylor Enterprises, competing for (Doc. 20223)-A Joseph Stimrer granted application of Community North Broadcasters. Judge Stimrer noted he had approved agreement submitted by Community and competing applicant Teter-Taylor Enterprises, and dismissed further Teeter-Taylor application. However, he added, question of Teter-Taylor's reimbursement by Community of expenses incurred in prosecution of its application would be held in abeyance pending further proceedings. By orders issued September 3 and October 1, respectively, Judge Stimrer granted requests of Ra-Ad and Dick, and dismissed their applications. Annex April 14.
Other actions

- KMO(FM) Sinton, Tex.—Broadcast Bureau granted request to identify as Sinton-Tall, Tex. Action April 7.
- KDFL(AM) Sumner, Wash.—Broadcast Bureau granted renewal of license subject to condition that assignee be consummated within 60 days and commission be notified of such consummation within 1 day thereafter; granted assignment of license to Puget Sound Broadcasting Corporation (see ownership change actions) (BAL-8405). Action April 7.
- Federal appeals court upheld 1975 ruling by FCC that exempted bond fines from net worth test, including cases of WOGS-TV, Greeneville, S.C., without certificate of compliance until March 31, 1973, or until it receives franchise, whichever is sooner. Action April 6.
- Brookhaven Cable TV, Bellport, N.Y.—Broadcast Bureau granted petition for partial reconsideration of grant of certificate of compliance to extend that it issued under system conditions of WNBH-TV New Britain, Conn. (CAC-05102). Action April 9.
- Powhatan Point Cable Co., Colearstown, Ohio, and Tele-Media Co. of Addy, Maynard, Ohio—CABV Bureau granted certificate of compliance to carry following stations: WTRF-TV Wheeling, W.Va.; WSTV-TV Steubenville, Ohio; KDKA-TV, WTAE-TV, WQED, WPFG, all Pittsburgh; WOUC-TV Campbellfield, Ohio (CAC-06034); Warner will carry WJAN Canton, Ohio (CAC-05836, CAC-06019). Action April 9.

Cable

- Multivision Northeast, (unincorporated portions of Habersham county), Ga.—CABV Bureau granted Multivision’s request for special relief to continue its programming operations including carriage of WOGS-TV, Greeneville, S.C., without certificate of compliance until March 31, 1973, or until it receives franchise, whichever is sooner. Action April 6.

Allocations

- Petitions
  - Kitchen Productions, Ridgecrest, Calif.—Seeks assignment of FM ch. 285A or 244A to Ridgecrest or Yermo, Calif. (RM-2677). Ann. April 12.
  - KNBA Inc., Vallejo, Calif.—Seeks assignment of FM ch. 241 to Vallejo; substitute ch. 290 for 241 at Vallejo; substitute ch. 280 for 228A at Roseville, Calif.; substitute ch. 256 for 229 at Chico, Calif.; substitute ch. 269A for ch. 249A at Oroville, Calif. (RM-2678). Ann. April 12.
  - Iowa State Educational Radio and Television Facility Board, Des Moines, Iowa—Requests following TV assignments (all in Iowa): ch. 57 in lieu of present ch. 58 at Burlington; ch. 58 to FonMadison; ch. 64 to Keokuk; ch. 12 to Kossuth, Ia. (CAC-05177). April 9.
  - Texas Lakes Cablevision, 207 Whithurst St., Irving, Tex. 75056 for Mabank, Tex. (CAC-06040): WFAA-TV, KDFW-TV, KERA-TV, KTVX-TV, Dallas; KXAS-TV, KTVT, Ft. Worth; KWTX, KXDT, KXII, Temple, Tex.; KSLA-TV, KBFB-TV, Shreveport, La.; KJVL-TV Texarkana, Tex.
  - Texas Educational Television Authority, Austin, Texas—Ann. April 10.
  - Add-on to petition of WTVX, Cambridge, Ohio for additional channel assignment for Beachwood, Ohio (CAC-05987); Warner Council said service would interfere with channel assignment for Beachwood, Ohio (CAC-05987); Warner Council said service would interfere with channel assignment for Beachwood, Ohio (CAC-05987); Warner Council said service would interfere with channel assignment for Beachwood, Ohio (CAC-05987); Warner Council said service would interfere with channel assignment for Beachwood, Ohio (CAC-05987). April 10.
  - Request for reassignment of WTVX, Cambridge, Ohio for additional channel assignment for Beachwood, Ohio (CAC-05987); Warner Council said service would interfere with channel assignment for Beachwood, Ohio (CAC-05987); Warner Council said service would interfere with channel assignment for Beachwood, Ohio (CAC-05987); Warner Council said service would interfere with channel assignment for Beachwood, Ohio (CAC-05987); Warner Council said service would interfere with channel assignment for Beachwood, Ohio (CAC-05987). April 10.
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Rulemaking

- Petitions
  - Commission instituted rulemaking proceeding proposing amendment of definition of legally qualified candidate for public office with respect to broadcast of political announcements (Doc. 20779). Action April 14.

Translators

- North Lake Translator Group, Trinity Center & Coffee Creek, Calif.—Seeks ch. 3, rebroadcasting KCR-TV Redding, Calif., and ch. 4, rebroadcasting KHSL-TV Chico, Calif.
- Colstrip TV Club, Colstrip, Mont.—Seeks ch. 10, rebroadcasting KYUS-TV Miles City, Mont.
- Boyd A. Freeman, Del Rio, Tenn.—Seeks ch. 8, rebroadcasting WLOS-TV Asheville, N.C.

Action

- Elk0, Nev.—Commission granted request by Washoe Emporium for emergency special temporary authority to commence immediate construction and operation of a small 100 watt VHF television broadcast translator station on ch. 10, Washoe, licensee of television station KTVM Reno and KEKO Elko, proposed to rebroadcast programs of KTVM on translator. Last December 23, Washoe informed commission that transmitter and associated equipment of KEKO had been destroyed by fire, leaving Elk0 totally without television service from its only local television station. Washoe said since it has made no final decision as to whether KEKO would be restored it believed proposed translator would be the most feasible proposal for restoration of television service to Elk0. Action April 14.

Applications

- W. G. Love, 60 W. Jackson St., Chicago, Ill.—Requests extension of license to March 26, '76, subject to FCC regulations for one year (CAC-06019): WTMJ, WTMX, WFTV, WGN, KDOO, WMWT, WGNX, WGHX, WGNV, WGNW, WGNW+.

Certificates of Authorization

- Multivision Northwest, (unincorporated portions of Kitsap county), Wash.—CABV Bureau granted Multivision’s request for special relief to continue its programming operations including carriage of WOGS-TV, Flagstaff, Ariz., without certificate of compliance until March 31, 1973, or until it receives franchise, whichever is sooner. Action April 6.
- Multivision Northwest, (unincorporated portions of Kitsap county), Wash.—CABV Bureau granted Multivision’s request for special relief to continue its programming operations including carriage of WOGS-TV, Flagstaff, Ariz., without certificate of compliance until March 31, 1973, or until it receives franchise, whichever is sooner. Action April 6.
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Other actions


In contest

- Coffey County Community TV Co., Griddley, Kan.—Review Board ordered Coffey County to cease operation of its cable television system effective at 12:01 A.M., May 26, in summary decision released December 12, 1975, FCC Administrative Law Judge Thomas B. Fitzpatrick concluded that Coffey County should be ordered to cease and desist from its violations of Section 76.11. He rejected Coffey County’s contention that commission lacked authority to require certificaiton for a system as small and informal as Griddley system. Judge held he lacked authority to reconsider jurisdictional issue in view of commission’s rejection of his contention in its summary decision in case for hearing. Review Board said it could not accept Coffey County’s basic argument—that its cable television system was beyond commission’s jurisdiction because it did not affect television broadcasting adversely (Doc. 20502). Action April 9.
Gospel radio station in growing Southwest market needs aggressive sales oriented manager. Own opportunities offered. Guaranteed salary plus bonus. Reply Box A-64, BROADCASTING.

Top-rated, medium market Midwest beautiful music FM seeks sales manager who can sell and lead sales force. Send complete resume, earning expectations and goals to Box Q-220, 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 and sales track record to Box R-136, BROADCASTING.

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

North Carolina's dominant stereo station needs sales manager capable of earning $30,000 plus. Detail experience and earnings confidentially in first letter. Equal Employment Opportunity Employer. Box R-204, BROADCASTING.

Sales Manager. Sell and motivate salespeople. Exclusive, small market, mid-America, midst of good trade territory. Good deal for you. Box R-220, BROADCASTING.

Station Manager. Responsible director business, personality sales stations, interested in sales success, knowledge FCC rules, compatible in Midwest small market. Box R-221, BROADCASTING.


Station Manager needed immediately for new FM. Must be sales oriented. Here's your opportunity to move into management. Call Joe Stavas 402-564-2866.

HELP WANTED SALES

Excellent opportunity for experienced salesperson with a proven sales record for station located in suburban New York City area. Liberal salary and incentive. Reply Box R-207, BROADCASTING.

Aggressive, experienced, key salesperson for NY State AM. Good market. Excellent opportunity. Good draw. Reply Box R-212, BROADCASTING.

Wanted: Radio sales person to canvass greater South Jersey area. Aggressive self-starter with plenty of room for advancement. Send complete resume c/o Box R-216, BROADCASTING.

Sales Success is assured to a self-disciplined sales person with personal initiative and enthusiasm. Good Rocky Mountain market. Draw and commission. Box R-228, BROADCASTING.

$110,000 account list available to the sales person that shows they are ready to grow. Tell us why we should hire you and your salary needs to start. Station is located in an excellent midwest city and is owned by Commercial Good Properties, Inc. EOE. Box R-244, BROADCASTING.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

HELP WANTED SALES CONTINUED

Experienced salesperson needed immediately for KATI, Casper, Wyoming. Dynamic fast growing community where the good life abounds. Larry Wakefield, Box 2006, 82600.

New Mexico. Good opportunity for solid sales person in one of the state's best radio markets. Great station local market. Call Ray Stephens or Jack Chapman, KGAK, Gallup. 505-863-4444.

Professional salesperson-annoncer. Minimum 2 years experience. Willing to pay top salary, commiss., KGLN, Box 70, Glenwood Springs, CO 81601.

Northwest newest 100,000 watt stereo needs aggressive selling sales manager. Salary, fringes plus commission. Resume to KNBO, PO Box 5200, Tacoma, WA 98405.


Account executive/spots director. Opening June 1st for local on street salesperson. Established account list. Must have experience in sales and play by school both big ten and basketball. Send resume, salary requirements, and air check to General Manager, WITY, Box 142, Danville, IL.


Detroit bright and beautiful AM/FM station needs aggressive man or woman to add to its retail sales team. Being a self-starter and possessing a street fighter instinct is necessary. Send resume to Ed Christensen, VP/GM, WNCI Radio, Box 1310, Dearborn, MI 48121, EOE.

Five figure earnings. 5,000 watts, and Arizona, too! Minimum 3-year successful sales record. Area market, good account list, draw or salary to start. Growth opportunity limited only by your ability and aggressiveness, Southeastern Arizona. 602-384-4244; 602-384-2970.

Experienced salesperson wanted for aggressive upscale New York AM-FM station. Send resume to: PO Box 288, Horseheads, NY 14845.

Broadcast audio equipment marketing, and sales. Must have solid technical background. New manufacturing company. Salary competitive. Send resume to Eric Small, Suite 315, 680 Beach St, San Francisco, CA 94109.

HELP WANTED ANNOUNCERS

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

Experienced lively D.J. wanted for AM drive slot at Massachusetts public station. Must have production ability. Good salary, flexible benefits and excellent future 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.

Tired of the city? New England medium market needs PM drive MOR personality. Experience a must. Write Box R-210, BROADCASTING.

HELP WANTED MANAGEMENT

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 audition tape to WOTT, PO Box 1170, Little Rock, AR 72203. KAAY an Equal Opportunity Male/Female Employer.

KAVR, America's fastest growing radio station needs a versatile programmer/announcer. Capable all phases programming, news, production and board willing to learn more. Altitude counts equally with ability and experience. Good money for the right person. Outstanding opportunity to join a winner. Send tape, resume to Paul Coates, KAVR, Russellville, AR 72601.

Full-time opening for one qualified for combination news gathering/label personality position. Std. ticketing equipment. Send tape and resume to: P.D., WALE, PO Box 208, Fall River, MA 02722, EOE.

New Jersey Shore contemporary station has openings for announcers, newswriters, sales executives. New station going on air summer 1975. Send resume, tape, salary to Joe Knox, WJZ-J, Box 100, Ship Bottom, NJ 08010. EOE.

June graduates now that you have a degree and some noncommercial experience you need to break in with some credibility. That's where we come in. Give us one year of hard work on air in sales and we'll help you move. Our record: Six placements in Top-50 markets in three years. If you think you're good enough call me, Met Browning at WBCM, Tell City, IN 47651, EEO.

Florida suncoast, professional contemporary personality needed. Send aircheck, production samples, resume, salary requirements to WKXY, Box 2500, Sarasota 33578.

WLKU AM/FM in Providence, one of the nation's leading beautiful music stations seeks tapes and resumes from mature & experienced staff announcers. Must have a medium to heavy voice with a pleasant, relaxed, interested one-to-one communication ability. Send tape & resume to Tony Rizzini, PD, WLKU, 1155 No. Main St. Providence, RI 02904. No calls, EOE.

Announcer/Music Director for contemporary station in Tourist/College oriented Williamsburg, Virginia. Send resume, tape and salary requirements to WMQB, c/o Dan Donovan, PO Box 180, Williamsburg, VA 23185.

Expanding group needs contemporary jocks. Tight format experience a must. Airsales combos possible. Send tape, resume, salary requirements and resumes to WMUS FM/AM, POB 5260, Muskegon, MI 49444. No calls.

Small market needs rock oriented jock, experience a must. Send tape and resume to WOTT Waterlown.

Combination morning announcer & music director. Sophisticated intelligent orientation with good music sense and production ability. AM CBS affiliate. Position open immediately. Send tape and resume to Box 10910, Aspen, CO 81611.

Mellow personality, male or female needed for major market opening. Send tape and resume to: Bill Moyes, Frank N. Magid Associates, One Research Center, Marion, IA 52302.

HELP WANTED TECHNICAL

Chief Engineer. Top Ten major market AM/FM. Strong on maintenance, have thorough knowledge of FCC rules and regulations. Box G-33, BROADCASTING.

Broadcasting Apr 26 1976 56
HELP WANTED TECHNICAL
CONTINUED

Chief Engineer for AM directional/FM stereo near major midwest market. Experience in transmitter and studio maintenance, complete knowledge of FCC rules. Send resume including salary requirements to Box R-59, BROADCASTING.


WDEW in Westfield at radio station WARE in Ware, Massachusetts, have an excellent opening for a chief engineer. Good salary and benefits. Maintenance. Excellent working conditions. New equipment. An Equal Opportunity Employer. Box R-186, BROADCASTING.

Chief Engineer. WBSHM. Chief Engineer to head technical operation of new, noncommercial, FM public radio station being built on southeastern urban university campus. Reports directly to the General Manager and is responsible for executing and overseeing the planning, design, construction, installation, operation, maintenance, repair and future systems expansion of the station's technical operation. Will advise on the selection and purchase of technical radio equipment. Will supervise all station technical personnel and their work. Will be responsible for technical broadcast data in compliance with standards and procedures of the FCC. Includes design and supervisory radio engineering experience required as well as possession of a Radio Telephone Operator's License, First Class from the FCC, and knowledge of FCC regulations and responsibilities. Send resumes, comments, etc. to: Dr. Florence M. Monroe, Director of Radio, General Manager, WBSHM, University of Alabama in Birmingham, University Station, Birmingham, AL 35294. Affirmative Action/Equal Opportunity Employer.

Broadcast engineer with first class license. Need experience in AM & FM transmitters and studio equipment. Must have a strong technical background and some experience with ability to take charge. Apply WBLGIWKO, PO Box 1300, Lexington, KY 40501. Phone: 606-233-1515.

Chief Engineer wanted for major market AM/FM. Must have automation experience. Send resume to: Bill Moyes, Frank N. Magid Associates, One Research Center, Marion, IA 52302.

HELP WANTED NEWS

News Director. Medium market. Some TV for affiliates in other markets. Morning shift. Group news staff of 55. Resume and references first letter, Box R-139, BROADCASTING.

Eastern market major MOR seeks experienced newswoman with mature, consummate delivery and good news-gathering/writing abilities. EOE, M/F. Box R-175, BROADCASTING.

News Director/Anchor, Looking for creative air presentation background and management of a small market news department. Equal Opportunity Employer. Give experience and personal requirements in first reply to Box R-219, BROADCASTING.

Experienced News Director for MOR/Contemporary formatted leading station in Central Florida. Send complete resume, references and tape to WDBO, PO Box 158, Orlando, FL 32802.

News personality wanted by leading station in market. Experienced only. Send tape and complete resume to Jim Linton, News Director, WDBO Radio, Orlando, FL 32802.

Sports Director/Account Executive. Opening June 1st for local sports director. High school and big ten football and basketball. Must have experience in play by play, feature, prep shows, etc. Send resume, salary requirements and air check to General Manager, WITY, Box 142, Danville, IL.

1978 Headline Award winner needs experienced news professional who can maintain high journalistic standards in time sensitive stories. For ambitious, experienced, highly motivated Action Employer. Tapes, resumes to Mark Fryburg, News Director, WROV, PO Box 4005, Roanoke, VA 24015.

HELP WANTED NEWS
CONTINUED

Strong news personality wanted for major market station. Send tape and resume to: Bill Moyes, Frank N. Magid Associates, One Research Center, Marion, IA 52302.

HELP WANTED PROGRAMPING, PRODUCTION, OTHERS

Sports Director needed at Medium Market station, Northern Illinois. Must be ready to settle down. 5 years play by play experience. Good pay, fringe benefits. Box R-203, BROADCASTING.

Program Director, WBHM. New noncommercial, FM public radio station being built in southeastern urban University campus. Programming emphases: Public affairs, music and other fine arts. Program Director reports directly to 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 operation sheets, scripts, continuations and announcements; conducting program exchange with other local, national or regional broadcast agencies; reviewing program content for compliance with station and FCC policies; supervising all program and production personnel and their work. Immediate availability and supervisory experience in programming and public relations required. 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. Affirmative Action/Equal Opportunity Employer.

Experienced production pro needed. Some air work in top growth area of Mississippi. Good equipment, Top 40, Daytime. Resumes and tapes to: Glen James, WD, WKOR, 201 Lambert, Starkville, MS 39759.

Creative production genius, needed for top 20 market, 50 kw AM. Good pipes. Pros only. Send tape and resume to: Mr. Thomas, WVCR, 14850. Traveling auditor. Park Broadcasting seeks a traveling auditor to implement formal audit program at broadcast stations. CPA and/or broadcast experience desirable. Travel about 2/3. Send resume to: WM, Thomas, PO Box 550, Ithaca, NY 14850.

SITUATIONS WANTED MANAGEMENT

Mgr./sales mgr. 14 years experience. Sales Program director, Billboardadio. Nationally covered. Remotes. 703-371-3840 or Box R-18, BROADCASTING.

Sales oriented GM looking for medium sized market station management. Currently GM major group fulltime 5000 watt AM midwest top 75 market. Strong, documented sales background. Program Director with proven programming engineering expertise. RAB, CRMC. First ticket. University graduate 33, married, family. Box R-222, BROADCASTING.

Soon-to-be college graduate with degree in Business Management/Communications. Great opportunities in programming or operations. 23 years old. Several years diversified experience; paid for my own education while working in radio. Write for resume. Dave Ritter, PO Box 577, Misenheimer, NC 28109.

SITUATIONS WANTED SALES

Attention EOE's. Young black professional available. 13 years experience in program, sales and station management. Now in nonbroadcast executive sales. Will consider sales or management position with group or major broadcaster. Box R-152, BROADCASTING.

Street salesman 25 years, 16 in radio & TV national, regional, local etc; radio administration, programming, engineering, sales. New products, sales reports. No problems, no egoisms just a honest, hardworking family man. Knowledgeable, veritable, compatible. Write Box R-217, BROADCASTING.

SITUATIONS WANTED ANNONCERS

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

D.J./programmer w/1st. phone and 5 1/2 yrs. experience county and MOR. I can do it for you, let's talk. Box R-120, BROADCASTING.

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

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

Three years experience, air shift, sports, news, sales; degrees, 3rd. seeking medium market combo including PBP. Box R-150, BROADCASTING.

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

Highly marketable with proven success, rock or progressive, endorsed third, fill in ok for immediate opening. Box R-191, BROADCASTING.

Guaranteed to brighten up every day with a friendly and personal touch. Experience, currently employed. Excellent references, know how to keep the entertainment flowing. 215-322-0188 (daytime please). Box R-192, BROADCASTING.

Exceptional radio personality seeking security, 3 yr. experience. Extraordinary production PBP. Presently employed. Box R-193, BROADCASTING.

Top 40 and rock personality with 1st phone, wishes to move up in the business. Have had some production and sport experience. Can do transmitter inspections. Not a clock watcher. Single man willing to relocate. Immediate response please from station offering growth and opportunity. Box R-196, BROADCASTING.

Disc jockey-announcer. Family man stable wants full time position with small or medium market. Working now part time on a radio station in New Jersey. Run own board, Third class license, awards in copywriting. Will send tape & resume. Box R-200, BROADCASTING.

Dependable and creative D.J. Third endorsed. light board, good commercials and news. Available now! Will relocate. Box R-202, BROADCASTING.

Ambitious pro looking for medium or major market with advancement guaranteed. Married. Box R-205, BROADCASTING.

Broadcast school grad looking for first job. 3rd phone endorsed. Northeast preferred. Box R-218, BROADCASTING.

Two years experience, Music Director, production, news, Top 40 & MOR DJ. Responsible, married, 22. Highest station recommendations. AI Haber 517-783-9512, 517-673-2136. Box R-290, BROADCASTING.

1st phone announcer/engineer. 1 year experience with all air shifts. General maintenance, solid production. Responsible, non-floater. Tape available. Box R-231, BROADCASTING.

Two years experience, Music Director, production, news, Top 40 & MOR DJ. Responsible, married, 22. Highest station recommendations. AI Haber 517-783-9512, 517-673-2136. Box R-290, BROADCASTING.

1st phone announcer/engineer. 1 year experience with all air shifts. General maintenance, solid production. Responsible, non-floater. Tape available. Box R-231, BROADCASTING.

Dependable, top 40 rock nite man. Presently employed. 2 yrs experience. 3rd endorsed. Florida, Northeast preferred. Top 150 markets only. Box R-232, BROADCASTING.

Broadcasting Apr 26 1976

57
SITUATIONS WANTED ANNOUNCERS CONTINUED

Somewhere there has to be a station that is willing to program an exciting new dimensional sound! My series of programs would feature reviews of movies, plays and TV shows. The twice daily shows, which would be 5 to 6 minutes in length, would spotlight in depth interviews with the biggest names in Hollywood. The shows would not deal in gossip. Box R-239, BROADCASTING.

Movin' up, experienced in all aspects of radio broadcasting and announcing. Well rounded MOR jock. Looking for position in competitive market. Morning show personality/assistant operations director, 20 day notice required. Box R-241, BROADCASTING.

Female, 3rd phone with training. Network sound and reading ability. Announce and/or news position. 1-226-751-3642 Bemidji, MN.

Originality is better! Personality, 12 years, wit that doesn't come from a jokebook. Adult contemporary or non-yellow Top 40; consider any area. Now located in Northwest. 907-344-1215.

You need announcer, I'm your man. Top 40/Rock or contemporary announcer with 3 yrs. experience. 3rd, endorser, hard worker. Tight board. Will work any shift. Call Paul Hunner, 504-672-8829.

Broadcast grad, 3rd phone endorsed, reporting back to the Coast. Richard Munyak, 3283 N. Newave Avenue, Chego, 60634. Tel. 312-865-7984.

Tired of being manager, PD, music director. Give me nights and I am happy and damn good. 10 years experience. Need 3rd phone, personally. Karl 1-505-334-6343.

Air talent for hire. Boardshift, production, non-screamer, with 3rd, Prefer NE or SE. Tape, resume and photo available. 215-256-6330.


Music/talk show host, 2 years news, 2 years撕, host club, 2 years public relations. Married. 29. Jeff Pace, 513-274-1570.

Multi-talented sports director of 26,000 watt station, listerner, interview show host, 10 seasons college university basketball, football, baseball, soccer, pro volleyball PSP. Journalist major, 3rd endorsed. seeks position with TV/FM. Lou Riggs, 945 7th St., Santa Monica, CA 213-395-9787.

Salt Lake City area only, 1 year experience. In automation, 3rd phone, female, 208-376-4266, 6728 Fairview, No. 7, Baisd, ID 83704.

First phone, good voice. Sixteen years experience all formats. Available now, anywheere. 413-694-4871.

First phone, 25, single, BA Broadcasting. Four years small market experience. Good board, DJ/news, production, copywriting. Prefer progressive, rock or con-temporary but considering all offers livable salary. Call or write Anthony Mortimore, 905-746-4266, Box 733, Shafter, CA 93263.

Salt Lake City area only, 5 years experience, 1st phone, Top 40, automation. 208-376-4266, 209-B E. 44th St., Boise, ID 83704.

SITUATIONS WANTED TECHNICAL

Broadcasting technician 1st phone (Black) veteran. Some radio and TV experience. Single will relocate. 703-370-9846 P/M.

Vacationing engineer, July, August. Proofs, mainte-nance, short-term relief board, copy, production. 20 years experience. For PGB & Wallace, CA 95254.


SITUATIONS WANTED NEWS

Hard working newscaster, M.A., seeks work. Will relocate. Currently doing news at metro noncomm merc FM station Box R-181, BROADCASTING.

PPB, pro, college, H.S. experience, all sports, radio & TV. Current position, ready to relocate? Versatility! Box R-186, BROADCASTING.

Ten years radio, News degree, U. of Illinois. First phone, pro delivery. Literate DC-Harrisburg area, Box R-172, BROADCASTING.

Professional, experienced newswoman with excel-lent news judgment. Strong in writing, delivery, inter-pretation. Looking for larger market, good city for family. Box R-189, BROADCASTING.

Sports Director, news editor, Chicago area AM-FM. Five years experience. Outstanding play-play. Broadcast journalism degree. Big 10 school. Box R-195, BROADCASTING.

News Director, 6-man R-TV combination. seeks reporter/editor/producer/anchor in medium major market. 7 years experience, MA, B.J., MBC intern. 27. Good network, writing, judgment, Box R-211, BROADCASTING.

News Director, extensive programming experience will back hard work, ability awards for permanent. Earned, and reasonable recompense News Director, major or medium. Program Director/medium or small. 1st ticket. Female. No acid, please. Box R-213, BROADCASTING.

Sportscentering, PPB and news are my specialties. Can also hold board shift. Currently working outside of radio, but eager to return to my chosen profession. One year experience. Dedicated individual with vast knowl-edge of sports who can be an asset to your station. Midwest preferred, but all offers considered. Box R-233, BROADCASTING.

Responsible, thinking journalist, B.A., M.S., broadcast journalism, third endorsed, one year experience, seeks small to medium market. Rich Peacock, 330 Lonesome Avenue, Cambridge, MA 02140, 617-547-2788.


Mature, well educated sports and news anchor. ANNOUNCERS WANTED NEWS for 5 years experience. Twelve years general sales. Seeking opportunity. Mel Schwab, 146 East 35th Street, NY 10016.

Sportscenter, College and high school play-by-play production and music announcing experience. Will relocate. Box R-236, BROADCASTING.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Experienced country programer w/excellent track record. Let me put it all together. Box R-121, BROADCASTING.

6 years, PD now. Prefer medium northeast contingency. Consider all. Box R-133, BROADCASTING.

Program Director with Major Market Top 40 background, looking to program medium to major market. If you need more than a music director, write me. I can plan your station's success. Box R-157, BROADCASTING.

Audio producer seeking employment opportunity in Midwest. Accomplished writer/producer with seven years experience including Pepper Tanne, lots of agency work, twice Billboard competition winner, and current work is in third year of syndication. Looking for permanent radio production position. Write Box R-197, BROADCASTING.

Program Director, operations manager of successful adult contemporary seeks better market. Crea-tive, well known, pro; first phone, pro; looks employer from third to first rated. If you need hard work, creativity and initiative. I'm yours! Box R-208, BROADCASTING.

SITUATIONS WANTED PROGRMING, PRODUCTION, OTHERS CONTINUED

Heavy programming and news background. Want Mar-ter-Medium market operations manager or news director challenge. 1st phone. 20 years experience. A real talent takes professional. Box R-235, BROADCASTING.

Programming solver, not a problem maker! Ex-perience in all phases of the business and all fields of music. I may be young at 24, but I am energetic, creative and good. Will relocate. Box R-243, BROADCASTING.

Young communicator who knows good programming seeks slot as PD in medium market or production slot in major market. Creative, innovative programming that can build numbers, dynamic production, excellent with public affairs, etc. Chief Engineer. Prefer MOR/Top 40. Reply to: Bill Morley, 223 Spinks Canyon Road, Duarte, CA 91010. 210-469-8231.

Does your Top 40 small to medium market station have that run down sound? No matter what your programmer does, Gelit won't help. Can't Write me. Dean Mionske, 580 SW 27 Ave., No. 12, FL Lauderdale. FL 33312.

TELEVISION

HELP WANTED SALES

Sales Management-TV, Station in top 100 Southeastem market seeks sales manager who can motivate, sell and plan promotions. Salary plus in-centive for producing growth. Resume and financial requirements to Box R-228, BROADCASTING.

TV Sales A.E. The person we need may now be a broadcast A.E., agency buyer or national rep. who has the desire to sell for a top station VP and is interested in a sensi-tiona midwestern environment. The open list delivered $2,000 last year and was underworked. Send resume to: Box R-249, BROADCASTING.

HELP WANTED TECHNICAL

Wanted TV Engineer first phone for transmitter. Mountain installer quarters and transportation furnished. Ideal location for amateur operation. Two meter repeater installed in building. Call 1-307-864-3655 evenings, Saturdays or Sundays, or Box R-137, BROADCASTING.

Chief Engineer, Small market. Top facilities. Box R-201, BROADCASTING.

Chief Engineer, independent station looking for ag-gressive chief, strong in planning, production, opera-tions, and union labor relations. Opportunity to help build station into nationally prominent facility. Box R-247, BROADCASTING.


Video tape technician mostly operational with minor routine maintenance, salary commensurate with ex-perience. First class license required. An Equal Oppor-tunity Employer. Call or write T. Arthur Bone, WPRI TV, East Providence, RI 02914. Phone 401-438-7200.

Audio Mixer (Technician) For Stall position. Send resume to Don Faso, VP Engineering, Video City, 12100 N.E. 16th Avenue, North Miami, FL 33161.


HELP WANTED NEWS

Newscast producer M/W 5400 weekly range. Station with first rate reputation wants experienced 6-11 p.m producer who can really put it all together. Box R-156, BROADCASTING.

Broadcasting Apr 26 1976 58
Help Wanted News

Top Ten Market station looking for talented Talkshow host. On-air experience required. An Equal Opportunity Employer. Send resume to Box R-158, BROADCASTING.

Anchor, experienced, communicator with credibility, for top 30 network affiliate in Northeast. Equal Opportunity Employer. Resume, pix, no tape, to Box R-237, BROADCASTING.

News anchor person, must be able to deliver, edit, and write news. Top Twenty Market. Your chance to move up. Box R-246, BROADCASTING.

News Director, Top Twenty Market. Your chance to move up. Must be able to write and produce. Some on the air. Equal Opportunity Employer. Resume, pix, no tape, to Box R-235, BROADCASTING.

TV Talent/Reporter for nightly community affairs program. Will co-anchor, develop and produce. College grad, 2 years as TV talent with substantial on-air, film and TV experience. Excellent verbal and writing skills. Immediate opening. Send resume and tape to: Richard V. Brown, WJCT, 2037 Main Street, Jacksonville, FL 32206. An Equal Opportunity/Affirmative Action Employer.

Executive Producer for community affairs program. Must have college degree, extensive experience as TV producer, director and talent. College grad with working knowledge of film, tape and studio production. Strong verbal and writing skills. Send tape and resume to: Richard V. Brown, WJCT, 2037 Main Street, Jacksonville, FL 32206. An Equal Opportunity/Affirmative Action Employer.

Weather person needed for expanding news operation. Must have background in weather and other facets of television news. Demonstrated air ability a must. Application deadline May 13. Send complete resume, current videotape & salary requirements to: Kirk Winkler, News Manager, WOJ AM FM TV, Ames, IA 50011, EOE.

Sports caster, to handle weekends plus news reporting and producing. Experience with 16mm desirable. Contact Jim Morgan, News Director, WOKW-TV, 825-4th Avenue, Huntington, WV 25701.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Promotion Director for medium market VHF network television station. Person hired will have solid background in advertising, television and research. Creative and organizational abilities a must for this highly successful group-owned midwestern station. Excellent starting salary and fringe benefits. An Equal Opportunity Employer. Send resume, salary requirements, and 3 months of work (no tapes) to Box R-248, BROADCASTING.

Talent/Production Host/Associate Producer. Looking for co-host of 120 minute live Sunday morning show. Must be able to handle interviews and features on wide range of subjects, and demos. Will produce special issue segments on women's topics, community services, local cultural events, educational subjects, economy, and ethnic activities. Contact WCVB-TV, Personnel, 655 Newbury St, Boston, MA 02115. An Equal Opportunity Employer. M/F.

We are seeking a dynamic person with background in both program and promotion management. Individual should have understanding of program strategy, advertising principles and use of research for decision making. Outstanding opportunity in one of the fastest growing markets in the country. Send resume to: Mr. Gert Schmidt, WTVL, PO Box 1212, Jacksonville, FL 32201.

Situations Wanted Management

Promotion Director seeks major market position. Heavy experience on-air, thoroughly familiar with all other phases of audience and sales promotion. Print portfolio/video cassette demo reel available. Box R-148, BROADCASTING.

General Manager, Sales Manager, programming, etc. Thoroughly experienced and successful in all phases, including station-ownership, group administration. Special expertise in: management, sales management, sales (local, regional, national); programming, film-buying, production, news; promotion; community involvement. Outstanding credentials! Proven TV and/or radio television experience, 29 years. Age 48. Degreeed. Aggressive, innovative, quality competitor. Accustomed to formida- ble challenges and much responsibility. Specialist in programming and sales! Can increase, substantially, your profits and prestige. Box R-188, BROADCASTING.

Radio account rep looking for action in television sales. Over two years experience in radio and TV sales. B.S. Communications Management. Excellent salesman, management potential. Box R-240, BROADCASTING.

Competent, black telecommunications grad seeks position in TV sales. Hard worker with a professional attitude. Single, will relocate. For resume and information call Howard Roye 918-492-2141, Box 911 ORVL, Tulsa, OK 74112. After May 2 265-887-5932, Box 2062, Auburn, AL 36830.

SITUATIONS WANTED TECHNICAL

Producer, Engineer. TV, Radio. Film. Extensive background, production and technical. 1st phone. Box R-242, BROADCASTING.

Experienced first phone. 1 year experience in studio and transmission. Knowledge of switch and relocate anywhere, start as soon as possible. David Wright, 25900 Winton, St. Clair Shores, MI 48081, 313-778-0515.

Experienced FCC First, Spring MSEE, PE(ET), veteran, 26, single. Desires full position in consulting. TV, AM, DA, FM, stereo, STL, remote control, design, construction, operation, maintenance. Will consider teaching or engineering position. George Molinar, 306 Carroll, Notre Dame, IN 46556.

SITUATIONS WANTED NEWS

News Director: I've proved I can be number one against popular competitors. Mature, richly experienced. Call 205-837-0452 or write Box R-128, BROADCASTING.

Versatile reporter at good medium market station with excellent journalism education and experience seeks position in Top 20. Box R-164, BROADCASTING.

Aggressive reporter with anchor experience seeks challenging position. Worked Mid 50's market. Box R-174, BROADCASTING.

Latino female with ten years varied on camera television experience seeks entry level position as reporter/anchor. Contact Box R-190, BROADCASTING.

I'm a producer-director who wants to get out of the control room and into the news room. I have previous experience in radio news, so I'm no novice. Would prefer TV, but will consider radio. Box R-194, BROADCASTING.

Washington reporter, network exp. Challenging political/investigative news position sought. Box R-198, BROADCASTING.

Hardworking SOF cameraman/editor, seeking career position, experienced in news film & commercials, BS desired. Will relocate, all offers considered. Films & resume, Box R-209, BROADCASTING.

News Director. 5-man TV combination, seeks reporter/producer/anchor in medium, major market. 7 years experience, M.A., B.J. NBC intern 27. Good air, writing, judgment. Box R-211, BROADCASTING.

Reporter with 2 yrs assignment, production & film experience. Excellent references. Seeks N.D. to learn and grow with 24 hour man, Box R-214, BROADCASTING.

CABLE

HELP WANTED TECHNICAL

Experienced Chief Technician. Looking for future with growing company? Must have 2 years truck experience. 1 year VTR cassette and/or TV experience including troubles/hooting to component level. First class license preferred. Good benefits in rural area. Send resume and salary history to PO Box 2399, Napa, CA 94558.

BUY—SELL—TRADE

WANTED TO BUY EQUIPMENT

Want to buy Dropout Compensator for RCA 321/275. Will also consider DDC other than RCA. Contact Charles Harper, WTVO-TV, Box 5590, Lexington, KY 40505. 606-200-6262.

Shibaden FP-1200U or FP-1212. TTU-30 remote control. STL microwave, processing amp, chroma-key. UHF demod. 607-748-4400.

FOR SALE EQUIPMENT

One Telescoprator Model 600 (including) symbal gen. & 4501 scan converter, complete and operational. Best offer. Box R-118, BROADCASTING.

Ampex high speed 2" video tape duplicator/ADR. Ampex sno-mo recorder and computer editor/HS-100, HS-200 equipment almost new, expertly maintained. Make offer, Byron Motion Pictures, 65 K Street, N.E., Washington, D.C. Phone 202-783-2100.


RCA BTA-50F1 50 KW AM transmitter, 1060KHz, fully operational. Reasonable offers considered. 504-523-4753.

Plate transformer: Tubes, parts. Used 3 phase transformer 50/60 Hz, 230 V, Primary, 220 V, Secondary, 6000, 117V, 117V A. Other used parts for GE 20 KW TV transmitter, list on request. Copperpine Communications, Inc., 602-384-4244, Box 1117, Wilcox, AZ.


10 KW FM Transmitter (REL) $2500, or 1 KW FM Transmitter $1250. RCA 8 Bay Antenna, 5075, 185 ft, 1 1/8 in. Cable with end fittings, $450. Directional Coupler and station guardian, $100. All in good condition. in use now Available June. Call Larry before noon. KVMV, 512-787-5947.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one liners. 510. Catalog free! Fred Emmett Orin, 2786-B West Roberta, Fresno, CA 93711.

385 days of laughs, page a day. $5 per month. Box 183, Prospect Heights, IL 60070.

Comedy Capers zaps the public! Over 40 oneliners every 10 days. 3 months trial $15, Sample 2. Jack Posner, 220 Madison Ave., N.Y., 10016.

Stop! Don't buy those corny jokes. Try Foohey and Ferraro. All of our material is good. Each month you get 50 to 100 jokes from our fertile minds. Samples free. S1. Jim Foohey, 710 Rhone Blvd., Randall, NJ 08869.

MISCELLANEOUS

Prizes! Prizes! National brands for promotions, contests, programming. No barrier or trade, ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 156 E. Superior St., Chicago, IL 60611, call collect: 312-944-3700.

We're selling ourselves! Custom voice-overs, your copy, our talent. Try one! 800 00! Once Productions, Box 10203, Pittsburgh, PA 15232.

Chubby Casey, C.V. Strong formerly WLBE, needed immediately great opportunity. Anyone knowing whereabouts, write or call collect, Mike Wilde, 6014 N. Lois Avenue, Tampa, FL 33614. 813-386-3929.

TECHNICAL OPPORTUNITIES

MATV installations your city; part time. $200.00 day possible. Resume, Melvin Cohen. PO Box 809, Boynton Beach, FL 33435.

PROGRAMMING

Nationally known management consultant is now available to pump up ratings and billings for underdeveloped radio stations. Protect your investment. Bill Elliott & Associates. 305-967-8638.

INSTRUCTION


No: tuition, rent! Memorize, study—Command's "Test Answers" for FCC first class license—plus "Self-Study Qualifying Test"! Proven 99.9%. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967.)

1st Class FCC, 6 weeks, $5400 or money back guarantee. VA approved. Natl. Inst. Communications, 11486 Oxord 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 begin May 10, June 21 and August 2.

REL 61 N. Pineapple Ave, Sarasota, FL 35577. 813-955-9222.

REL 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-379-1441.


REL 312-351-4000. 235 East Grand Avenue, Chicago, IL 60611.

Get your first to get there first! Don Martin School of Communications! Since 1937, training broadcasters for Broadcasting! 1st phone training using latest methods and completely equipped transmitter studio. Call or write for details and start dates. Don Martin School, 7080 Hollywood Blvd., 5th Floor, Hollywood, CA 90028. Call 213-462-2981 or 213-637-5886.

1st Class FCC, 5 weeks, $5400 or money back guarantee. VA approved. Natl. Inst. Communications, 11486 Oxord St. N. Hollywood, CA 91606.

Job opportunities and announcer-dj-1st class FCC license training at Announcer Training studios, 152 W. 42nd St. 3rd floor, NYC. Licensed and V.A. benefits.


RADIO

Help Wanted Programming, Production, Others

Growing AFTRA Local is expanding its administrative staff. Familiarity with AFTRA contracts required. Person will assume overview of internal office and union procedures in membership, talent payments, etc., and will serve grievances and assist in negotiating broadcast contracts. Legal background not essential. Box R-199, BROADCASTING.

BROADCASTING'S CLASSIFIED . . .

If you need help, the right job . . . or for any needs related to Broadcasting:

Help Wanted Programming, Production, Others Continued

RADIO NEWS DIRECTOR

MOR PERSONALITY DEE-JAY

Both positions require two to three years experience. Resumes and air checks to Bob Holter, WITS, 535 S. Walnut St., Bloomington, Indiana, 47401.

Situations Wanted Management

Strong, experienced, radio GM with great record of achievement in major markets seeking position. Have managed top-flight stations in major markets. Reply in utmost confidence. Will answer all replies. Box R-69, BROADCASTING.

Situations Wanted Announcers

33 Year old air personality available immediately has 14 years experience in all phases of radio work. Has radio's influence people to respond that most announcers lack. This person really doesn't care very effective. A rare gem for any station in the top 50 markets who needs an air personality worth 20 to 25 thousand a year. Box R-215, BROADCASTING.

CHALLENGE WANTED

TOP RATED MAJOR MARKET DRIVE TIME TALK SHOW HOST LOOKING FOR A NEW CHALLENGE.

I am a young, ambitious and aggressive radio personality I have a winning and unique format. A talk show format on entertainment, rather than controversy. The current ARB shows us No.1 in men, No.3 in women 24-49. My formula for success is a combination of community involvement and creativity along with research and a lot of hard work. I feel I'm ready for a move to the Top 10. Let's talk. For info and references write: Box R-224, BROADCASTING.

DIFFERENT, CONTROVERSIAL

New York sports director who tells it like it is, I'll give you much more than scores. Telephone/talk, play-by-play, drive time sportscasts. Available now. Box R-226, BROADCASTING.

AVALIAE AVAILABLE

Number 1 p.m. drive in medium market. Interested in MOR or Country. Will consider programming medium market MOR. LETS TALK. NOW. Box R-227, BROADCASTING.

Situations Wanted News

Broadcast News Professional

Newswoman who knows how to get a story and follow up One with extensive administrative background to add depth to your organization? I'm equally comfortable on the street, in the newroom and on the air. Now directing substantial, respected news department, looking to move to major market or group-owned station. Box R-230, BROADCASTING.
BROADCAST SALES SPECIALIST
Automated Programming Systems

Here's an excellent career opportunity with our leading broadcast equipment manufacturing company—a division of a major Fortune 500 Corporation. If you can demonstrate a background in the field of radio station planning, you may be just the one we're looking for.

You will work as a key member of the Program & Promotion Management team, helping to design and implement automated programming systems for radio stations. Your responsibilities will include:

- Analyzing market conditions and customer needs
- Developing programming strategies
- Implementing new technologies

This is a challenging position that offers an excellent salary and benefits package, including comprehensive insurance coverage and a retirement plan.

If you're interested in this opportunity, please send your resume to:

Lawrence B. Carlstone, Professional Employment Supervisor
HARRIS COMMUNICATIONS AND INFORMATION HANDLING
Quincy, Illinois 62301

An Equal Opportunity Employer M/F

Help Wanted: Technical

Lead video switching company needs design and maintenance engineers. Experience in color video preferred.

Contact: Mr. Buzan Vital Industries, Inc.
3700 N.E. 53rd Avenue
Gainesville, Florida 32601
Phone: 904-378-1581

Help Wanted: Program, Production, Others

PROGRAM-PROMOTION MANAGER
WTLV TELEVISION 12
JACKSONVILLE, FLORIDA

is seeking a dynamic person with background in both Program and Promotion Management. Individual should have thorough understanding of program strategy and advertising principles, capable of using research for decision-making. Strong on-air promotion ability is essential.

Outstanding opportunity for an aggressive, up-n-d-coming broadcaster in an exciting, growing Florida market.

Send resume to:
M. Girr Schmidt, President
WTLV
PO Box 1212
Jacksonville, FL 32201

Tower Service

SWAGER TOWER CORPORATION
CABLES Prestressed for Tall Towers Sockets Attached

All work supervised by Certified Engineers.

Box 666, Fremont, Indiana 46736
219-495-5165.

Help Wanted: Technical Placement Service

RADIO-TELEVISION-CATV STATION OWNERS & MANAGERS

Will recruit your personnel at no charge to you. Call the "PERSONNEL HOTLINE"

305-967-6838

Help Wanted: Program, Production, Others

Graduate students of a two-year radio and tv announcing course seeking openings in radio, tv, production, news and sports. Experienced in non-commercial radio and tv production. Willing to relocate. For audio or vtr, resume and information, contact Kalamazoo Valley Community College, Media Production, Kalamazoo, Michigan 49009.

Miscellaneous

"MY DOCTOR SAYS?"

60 Radio Programs, 5 minutes each. All about Diet and Nutrition... total costs $91.00 Demo tape free. PO Box 89 Palm Desert Ca. 92260.

In-crease Sales

with a customized PRS audience survey... from $329.00

Audi-en-ce Research

INCREASE SALES with a customized PRS audience survey...

Address:

Name:

City:

State:

Zip:

Books for Broadcasters

403. AM-FM BROADCAST STATION PLANNING GUIDE by Harry A. Etkin. A comprehensive guide to planning, building, and operating a radio broadcast facility—AM, FM, or combined operation. Based on a lifetime of experience and intimate association in broadcasting. 81/2 x 11"., illus. $12.95

404. THE ANATOMY OF LOCAL RADIO-TV COPY by William A. Pack. Leading station executives have compiled this book (the one that sets the standard for radio-TV copy at the local level). Loaded with hundreds of ways to increase station billing with sales-proven copy. 104 pages. $5.95

405. BROADCAST STATION OPERATING GUIDE by Sol Robinson. This comprehensive reference encompasses every level of broadcasting. The secret to success in broadcasting, as in any other business, is knowing what to do and how to do it. This book tells it like it is. 356 pages. $12.95

406. THE BUSINESS OF RADIO BROADCASTING by Edd Roult. How to operate a station as a profitable business and serve the public interest as well. This is the first text to deal with broadcasting at its beginning to end. Clearly explains proven techniques to follow, and cautions to observe. 400 pages, illustrated. $12.95

411. COMMERCIAL FCC LICENSE HANDBOOK by Harvey F. Swearer. A unique study guide and reference manual, combining theory and application with up-to-date questions and answers for 1st, 2nd, and 3rd Class Radiotelephone license exams plus broadcast and radar endorsements. Complete detailed answers to questions on virtually any subject you may be asked when you take your exam, plus sample questions on each element (with answers in the back of the book). Also for practical reference in your profession. 444 pages, 150 illustrations. $9.75

419. HOW TO BECOME A RADIO DISC JOCKEY by Hal Fisher. Essentially a course in showmanship, this book teaches all the techniques needed to become a successful broadcast announcer (or disc jockey). 256 pages, illustrated. $7.95

421. HOW TO SELL RADIO ADVERTISING by S. Willing. The right formula for sales depends on the individual and the prospective advertiser. Therein lies the secret as S. Willing illustrates it by theory and by practice. You'll hear all sorts of objections (including a few you haven't heard!) and how they've been successfully countered. From the dialog between salesmen and prospect you'll learn the approaches and the clinchers, how to use available sales tools to the best advantage and how to deal with competition. You'll learn ways to sidestep objections, how to recognize the "opportunity moment", and how to convert a "No" to a "Yes". 330 pages. $12.95

BROADCASTING Book Division
1735 DeSales St., NW
Washington, D.C. 20036

Please send me book(s) numbered . Payment for the full amount is enclosed.

Name:

Address:

City:

State:

Zip: 61
FOR SALE
5 KW with Small FM
Good Business and Location.
Box R-105, BROADCASTING.

FOR SALE
Pennsylvania Small daytimer. Good faciltiy making money and can make more. Owner has other more pressing interest. Only financially qualified need apply. All replies strictly confidential. No Brokers.
Box R-182, BROADCASTING.

UPPER MIDWEST
Attractive daytimer with 8 a.m. sign-on in medium sized two station market. Excellent frequency, potential for fulltime. Facilities recently remodelled and renovated.
Stock purchase permits assumption of long term, low interest mortgage and tax credits. Priced at $495,000, which is less than 7x operating income. A minimum of $200,000 cash is required.
Reply to Owner, including evidence of financial qualifications. Write Box R-229, BROADCASTING.

AM Mid west $185,000
AM California $550,000
Cable TV System California 1800 subscribers
John Grandy
Western Business Brokers
773 Foothill Boulevard
San Luis Obispo, California 805-541-1900

Brokers & Consultants to the Communications Industry
THE KEITH W. HORTON COMPANY, INC.
200 William Street + Elmira, New York 14902
P.O. Box 948 + (607) 733-7138

M.W. Small FM 185K 29K
S.E. Metro Daytime 500K 240K
East Metro AM/FM 500K 140K
M.W. Small FM 115K 33K
West Small Daytime 77K 35K
Atlanta—Boston—Chicago—Dallas
New York—San Francisco

GOOD WATT DAYTIMER
NO DOWN PAYMENT
*Volume about $70,000 per yr.
*City area population about 50,000.
*Northeast tip of Tennessee.
*Pay $3,018 per month with prepayment privileges with no penalty.
*$114,000 corporate tax loss carry forward.
BUSINESS BROKER ASSOCIATES
812-984-7511

BROADCASTING'S CLASSIFIED...
offers an extensive variety of opportunities and services.
"I've found your classified ads section quite effective in rounding up new announcers possibilities. As program consultant for a group operation, I've decided to use advertising in BROADCASTING fairly regularly to keep our active file current. Keep up the good work."

If you need help, the right job... or for any needs related to Broadcasting:

YOU BELONG IN BROADCASTING!
1735 DeSales Street, N.W.
Washington, D.C. 20036

BROADCASTING'S CLASSIFIED RATES
Payable in advance. Check or money order only.
When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted. Management, Sales, Etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.
The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy.
Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.
No telephone copy accepted.
Reply to ads with a box number should be addressed to Box Number c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.
BROADCASTING does not forward tapes of any kind. PLEASE do not send them to us... they will be returned to you.

Name

Phone

City

State

Zip

Insert _______ time(s). Starting date _______ Box No. _______ 

Display _______ (number of inches).

Indicate desired category:

Copy:

RATES, CLASSIFIED LISTINGS:
- Help Wanted, 50c per word—$100.00 weekly minimum. (Billing charge to stations and firms: $1.00.)
- Situations Wanted, 40c per word—$5.00 weekly minimum.
- All other classifications, 60c per word—$10.00 weekly minimum.
- Add $2.00 for Box Number per issue.

Rates, classified display ads:
- Situations Wanted (Personal only) $250.00 per inch.
- All other $10.00 per inch.
- More than 4" billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.
Publisher reserves the right to alter Classified copy to conform with the provisions 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 or city (D.C. or state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space goes out permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COC, PD, GM, etc. count as one word. Hyphenated words count as two words.

1835 Savoy Drive,
Atlanta, Georgia 30341

CHAPMAN ASSOCIATES
Nationwide Service

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles
Washington
Contact: William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202-233-1553

MEDIA BROKERS
APPRAISERS
RICHARD A. SHAHEEN, INC.
435 North Michigan - Chicago 60611
312-467-0040

PAUL KAGAN
ASSOCIATES, INC.
100 MERRICK ROAD, ROCKVILLE CENTRE, N.Y. 11570 (516) 754-5516

appraisals

Broadcasting Apr 26 1976

62
### Stock Index

**Stock symbol** | **Exch.** | **Closing Wed. April 21** | **Closing Wed. April 14** | **Net change in week** | **% change in week** | **1976 Low** | **1976 High** | **PIE ratio** | **Approx. shares out (000)** | **Total market capitalization (000)**
--- | --- | --- | --- | --- | --- | --- | --- | --- | --- | ---

**Broadcasting**

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**Broadcasting with other major interests**

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**Teletypewriter**

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<td>1 1/4 + 1/2 + 4.16 + 13 + 9</td>
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<td>11 3/4</td>
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**Programming**

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<td>FILMSTARS</td>
<td>FLYW</td>
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<td>FOUR STAR</td>
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<tr>
<td>GUESS &amp; WESTERN</td>
<td>GW</td>
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<td>MGM</td>
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<td>TELEVISIONS INTL.</td>
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**Service**

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<td>DOYLE DANE BERNHACH</td>
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<td>FODDE CONE &amp; SLODING</td>
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<td>MARVIN JOSEPHSON</td>
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<td>MCC COMMUNICATIONS**</td>
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<td>M.V.IELAB</td>
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<tr>
<td>MPO VIDEOCOMMUNICATIONS**</td>
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<td>NIELS</td>
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<td>OGILVY &amp; MATHER</td>
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<td>J. WALTER THOMPSON</td>
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**Electronics/Manufacturing**

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<td>INTR. VIDEO CORP**</td>
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<td>MWM</td>
<td>WMM</td>
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<td>M. AMERICAN PHILIPS</td>
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<td>1 1/4 1</td>
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<td>ZENITH</td>
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**Less active stocks. Trading in the following issues is too infrequent for weekly reporting. This listing reflects the amount and date of the last known trade.**

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<td>RCA Electric</td>
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**Standard & Poor's Industrial Average**

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<tr>
<td>116.3</td>
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</tbody>
</table>

**A** American Stock Exchange
**M** Midwest Stock Exchange
**N** New York Stock Exchange
**O** Over-the-counter (bid price shown)
**P** Pacific Stock Exchange

Over-the-counter bid prices supplied by Homburger & Weeks, Hemphill-Noyes Inc., Washington, D.C.

Weekly highs are drawn from trading days reported by Broadcasting. Actual figures may vary slightly.
Arthur Hausman: the man at the controls in the Ampex resurgence

In 1936 when Arthur Hausman was growing up in El Paso, Tex., he became a licensed amateur radio operator at just 13 years of age. A newspaper reporter interviewed him at the time and wrote that young Arthur Hausman said he was “interested in television.” Today, 39 years older and the president of Ampex Corp., a major developer and manufacturer of television and magnetic products (Ampex invented the first VTR in 1956), Mr. Hausman cannot recall having made such a prophetic quote.

First and foremost, Mr. Hausman sees himself as the engineer. From his early teen-age interest in ham radio, Mr. Hausman was to go on to add an impressive list of degrees in engineering. He received a bachelor of science in electrical engineering at the University of Texas in Austin. At that time, during World War II, he taught at the university while taking courses as an undergraduate. And later, after serving as an officer in the Naval Reserve, he received a masters degree in engineering in science and applied physics from Harvard University. After becoming established in business, Mr. Hausman returned to study at the University of Maryland for post graduate work in electrical engineering.

After helping found Engineering Research Associates in St. Paul, which later became the Univac division of the Sperry Rand Corp., Mr. Hausman was an electronic scientist for the Department of Defense.

When Mr. Hausman joined Ampex in 1960, he served in an engineering capacity as vice president and director of research and advanced technology. “What did I want with business?” is the rhetorical question he asks as he looks back. Today, of course, it is business that consumes Mr. Hausman’s time.

As president and chief executive officer of Ampex, a company with worldwide business concerns and reported 1975 fiscal year revenues of $244.9 million, Mr. Hausman has little chance to sit down and “design things” which he enjoys so much. He does fulfill that need somewhat, however, by actively reviewing projects with researchers. (Ampex spends approximately $20 million a year on research and development.)

Mr. Hausman is philosophical about his change from engineer to business executive. “Technology usually has a major turn-over every 10 years,” he explains, and the “bulk of us (engineers) tends to become obsolete after a decade or two.”


After that time, Mr. Hausman says, engineers either drift into management in a technical capacity or into full business management. “I was fortunate,” he says. Ampex is not a one-man show, according to Mr. Hausman, who believes his most valuable contribution to Ampex is his ability to locate and analyze problems—an activity that takes a lot of his time. When Mr. Hausman took over as Ampex president in 1971, the company was reporting a $13 million net loss. At the end of fiscal year 1975, Ampex reported $10.3 million net earnings. What the annual reports call a “healing process” was in a good part due to Mr. Hausman’s ability to examine each area of business and determine where and how each could make the best contribution to the company. That analysis led him to reorganize Ampex beginning in 1971.

Mr. Hausman began to phase out or scale down areas that were not financially productive, such as the consumer audio tape transport business and geophysical exploration activity. Operations of Ampex Record Co. were discontinued. Computer peripheral business, such as the production of parts for computer manufacturers, was scaled down. Altogether, Mr. Hausman’s efforts as president were to lead the company from what the 1972 annual report described as a “crisis year” to three years of growth in earnings and a reduction in debt. Consolidated corporate debt was $253 million when Mr. Hausman took over. By the end of 1975 that debt had been reduced to $143 million. Net sales and operating revenues, $179 million in 1971, increased to $271 million in 1975. Sales in each area that was retained have shown increases. By the end of 1975, Ampex products were marketed in more than 110 foreign countries and accounted for 45% of the company’s volume.

Mr. Hausman sees the gradual movement of digital technology, from easily portable computers, into the broadcast equipment field. Evidence of that development is already apparent in the broadcast production and control areas and the move towards automation. Mr. Hausman singles out Ampex’s ESS-1, electronic still store unit (not yet introduced in the market) as a “marriage” of the two technologies.

Mr. Hausman’s time is not entirely devoted to Ampex, however. Since 1960 he has served as a consultant to the Department of Defense and was chairman of the Technical Advisory Committee on Computer Peripherals, Components and Reliability Test Equipment from the Department of Commerce. Mr. Hausman was in Brussels last month for a National Atlantic Treaty Organization (NATO) conference on the exchange of levels of technology to be exported to Communist countries. He is working with Scotland Yard on systems to organize its fingerprint files, a task already completed for the Canadian Royal Mounted Police. Mr. Hausman averages one or two days in Washington a month for meetings related to his work with the government.

What does Mr. Hausman do for relaxation? According to him, his business concerns are his relaxation. When he is in a meeting concerning NATO, Mr. Hausman says, the Ampex switch is turned off and that is as relaxing to him as golf is to others. By the way, Mr. Hausman does play golf, but he says his “language” during the game is better than his handicap.
Square one

The House subcommittee that is in final stages of drafting an omnibus copyright bill has suddenly been presented with novel and conflicting proposals on how to incorporate cable television into the legislation. The latest comes in a compromise reached by the National Cable Television Association and the Motion Picture Association of America (Broadcasting, April 19).

If the subcommittee were to give these new proposals the study they deserve, it would have to start over again on the whole concept of cable liability. That would just about queer all chances for adoption at this session of the other copyright revisions that have been in the works for years and years.

Yet the implications to cable, to broadcasting and, of largest consequence, to the public are significant enough to justify a whole new set of hearings on the copyright proposals that have now materialized. Indeed, as these proposals are submitted to review both for what they offer and for where they originate, they emerge as devices for cable regulation—or deregulation—and not as substantive elements of an over-all modernization of the copyright law.

There is, it seems to us, sound reason for the House Judiciary subcommittee that is at work on copyright to eliminate all cable-television references from its bill and get on with the larger mission. Without cable, there may be time for the House to pass copyright legislation and for accommodation to be reached between it and the bill that has already emerged from the Senate.

As for cable copyright, it ought to be considered along with the whole package of regulatory reform that the House Communications Subcommittee has marked for high priority in this session. That way copyright would be considered in its appropriate context.

All in the family

Whatever else may be said of him, FCC Chairman Richard E. Wiley must be recognized as the strongest administrator who ever headed the agency. He has the special gifts that are needed to get a civil-service bureaucracy up to speed: a mania for work and the constitution to indulge it, a flair for decisive action, a natural politician's ability to manipulate his colleagues while presenting an aw-shucks image to them and to the outside world.

The latest manifestation of Mr. Wiley's peculiar talents came in the sudden shuffle of senior staffers. As reported (Broadcasting, April 19), the new faces in strategic places belong to Wiley proteges. Never has a chairman had a more congenial staff in key assignments.

Mr. Wiley now is in a better-than-ever position to get things done at an agency that had already been functioning at high velocity, as measured by Washington standards. In the year remaining in his term of office he will no doubt make a record for cleaning up backlogs and generally breathing life into the FCC.

There is, however, even more that he could leave as a legacy of lasting value to the tax-paying public at no loss to all to public services.

Like most governmental agencies, the FCC harbors unnecessary people and functions. As a gung-ho chairman who admires productivity and efficiency, Mr. Wiley is especially well suited to perform the surgery the FCC needs.

For starters, Mr. Wiley might look at the five-member review board which was originally created in the belief it would relieve the commissioners of decisions unworthy of their time but which in practice has become only a way station for litigants en route to the commission. Eliminating the board would not only reduce the FCC's budget but also cut legal expense for those whom the FCC regulates.

That's just for starters.

Political gamesmanship

Broadcasters must at times yearn to go away every four years during elections.

When a presidential campaign heats up, the complaints from candidates about equity, fairness and balance proliferate. And, whether legally applicable or not, Section 315 and the fairness doctrine are hailed as weapons aimed directly at licensees.

Candidates have had abundant exposure over all radio and television networks in the past few months—in Sunday interview programs as well as in spot news coverage. That's not the complaint.

What they're looking for is prime time in which to solicit contributions. Ronald Reagan was able to buy a half hour on NBC-TV a few weeks ago without causing a rumpus. His only opponent is Gerald Ford, who is entitled to purchase equal time at the same rates, but doesn't need it.

The rub is with the Democratic candidates—and the woods are full of them. Last week the latest entrant, Senator Frank Church of Idaho, was sold a five-minute slot on CBS-TV at 10:55 p.m. for about $20,000. All other Democratic candidates can legally apply for equal exposure. If the half hour sought had been cleared for Mr. Church, CBS-TV would have been exposed to several hours to be cleared by it and its affiliates to accommodate those other candidates. Would that serve the public's interest?

Those politicians who anguish about buying prime time should think ahead. In their heart they must know the broadcasters are right. They should resolve now to fight to repeal Section 315 and its concomitant fairness doctrine before the 1980 elections.

We venture an impartial poll will show that the public would trust broadcasters to be fair over and above newspapers and certainly above politicians, as a group. The people have already labeled broadcasting "most believable" among media.
WSPA-TV Celebrates Twenty Years of Service to

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