New game, new gamblers in TV programing
The disruptive prospect of longer network news

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

(subject to survey limitations.) *Or another appropriate title.
WE'RE ALL DRESSED-UP FOR OUR NEW SHOW.

Catch Withit and be absorbed in the world that nature intended. This half-hour series, presented in color and live action, is at once entertaining and educational.

You'll tour the world from Switzerland to San Francisco. Along the way you'll learn about dolphins, a dairy, people — make friends with seals, even see the destructive fury of a forest fire.

Withit is laughing, living and learning with nature. And you'll love every exciting minute.

A weekly series of 26 programs for everyone presented by the Latham Foundation, achieving respect for all living things.
Be the first in your market to have the last laugh.

Starring Emmy Award Winners Tony Randall and Jack Klugman.

Already Sold to 51 Markets... Including 20 out of the top 25.

Available Fall 1976. 114 Half-Hours in Color From Paramount Television
Four Emmy Nominations.

1. Outstanding Host or Hostess in a Talk, Service or Variety Series.
   Daytime programming.
   Dinah Shore.

2. Outstanding Talk, Service or Variety Series.
   Daytime programming.
   Henry Jaffe and Carolyn Raskin, executive producers. Fred Tatashore, producer.

3. Outstanding Individual Director for a Variety Program.
   Daytime programming, for a single episode.
   Glen Swanson, "Dinah Salutes Tony Orlando and Dawn on Their 5th Anniversary."

4. Outstanding Individual Achievement.
   Daytime programming, for a single episode of a series or for a special program.
   Rene Lagler, art director, and Richard Harvey, set director, for Christmas show.

What a woman! What a show!
OLD ORDER CHANGES  □ ABC-TV, say some in the business, is going to elbow CBS-TV out of first place in the ratings next fall. CBS, of course, thinks differently, but there's no question it's a horserace. PAGE 21.

NEW AT NBC  □ That network reaches over to CBS Records for Irwin Segelstein and makes him its program executive vice president. PAGE 22.

FIRST UP  □ CBS-TV's affiliates meet this week in Los Angeles. On their minds: the new schedule and 45 minutes of news. PAGE 23.

AHEAD AT THE FCC  □ The commission agenda for the next three months is loaded, but not with any spectacular items. PAGE 23.

NO MORE, PLEASE  □ The FCC is deluged with AM and FM applications. So it declares a "closed" season for six months on any more filings. PAGE 23.

PIQUE AT PASTORE  □ House members are unhappy at Pastore pronouncement on voluntary continuance of sports TV blackout. PAGE 24.

PRODUCERS' FRUSTRATION  □ That was the testimony last week in Los Angeles during the suit over the family-viewing concept. PAGE 26.

HANS OFF  □ FCC declines to judge the reimbursement deal as it renews WNCN(FM) New York and approves sale of it to GAF. Message of the commission appears to be that such arrangements are the broadcasters' business. PAGE 28.

AFFILIATES ARE RESTLESS  □ Many of ABC-TV's stations plan "united front" against idea of 45-minute news. CBS affiliates will get a chance to speak up this week. If news is to be expanded, prime-time access provision must be dealt with. PAGE 28. Comments abound concerning Barbara Walters's million-dollar-a-year job. PAGE 30.

UNDERCOVER  □ Senate report reveals that CIA still uses 25 journalists and media employees but no names are given. PAGE 32.

FILLING IN THE GAPS  □ White House aide Paul MacAvoy outlines the information needed before plans to deregulate cable can be proposed. PAGE 33.

CABLE PREMIERE  □ MGM is offering "Gone with the Wind" to pay-cable operations in June, months before NBC plans telecast. PAGE 35.

'SHARED MONOPOLY'  □ That's what the Federal Trade Commission is trying to prove in its case against the four largest ready-to-eat cereal makers. PAGE 40.

EASING THE SQUEEZE  □ The FCC relaxes its policy to allow another two minutes of political advertising per hour. PAGE 40.

NEW LINE-UP IN HOUSE  □ In wake of Macdonald retirement, Democratic caucus officially confirms Van Deerlin as chairman of the Communications Subcommittee. Russo becomes a member, succeeding Murphy who is elected chairman of Consumer Protection Subcommittee. PAGE 42.

POLITICS AND APPOINTMENTS  □ Magnuson releases study of the selection of commissioners for regulatory agencies. For the most part, report finds choices are those who have labored long in "party vineyards" and those who performed unsatisfactorily in other, more important posts. PAGE 43.

REVAMPS AT ASPEN  □ Institute names hornet to assume Cater post. Robinson will play a dual role there after leaving FCC. PAGE 44.

FUMBLE  □ Appeals court affirms FCC's renewal of KOB-TV Albuquerque, but says citizen group that opposed grant made a tactical error in not properly raising programming point in earlier proceedings at commission. PAGE 48.

IT'S AWRT TIME  □ A record turnout of more than 800 is expected this week in Philadelphia for the association's annual convention. PAGE 48.

SPECTRUM UTILIZATION  □ A Rand report for the FCC tentatively fingers UHF as a likely place to pluck frequencies for use by services other than TV. However, it recommends further analysis. And some at commission have questions about the findings. PAGE 50.

THE GOLD STANDARD  □ Dan Gold has an uncanny knack of taking on any kind of an assignment and coming up with a winner. PAGE 73.
The latest Nielsen* Report, February-March, 1976, indicates that a greater average number of persons watch WTEV, than either of the other two stations in the area. For example:

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

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

*Audience estimates subject to limitations published by Nielsen.

Representative: THE MEEKER COMPANY, INC.

WTEV 6

Providence, R.I. • New Bedford-Fall River, Mass. • New London, Conn.
Vance L. Eckersley, Manager

WTEV Providence, R.I./New Bedford-Fall River, Mass.
**Fallout**

Spot TV sources estimate that at least $30-35 million annually in spot revenues will be lost to stations if ABC-TV expands its network news by 15 minutes (see page 28). Station reps are convinced that if one network takes expansionary step, two others can’t be far behind, enlarging siphoning of advertising to well over $100 million.

As corollary, program syndicators also are upset about what some called “incursionary tactics” of networks. If 15-minute news segment is added, syndicators say benefits they gained from FCC’s prime-time access rule will be significantly diminished.

**Rah for the old P&L**

Broadcasting business may provide one answer to question of where financially hard-pressed colleges and universities can find revenue they need. Grinnell College of Iowa, which received FCC approval last week for $12.9-million purchase of WLWD(TV) Dayton, Ohio, is not first educational institution to own commercial station. But it is believed to be first to buy one, and its action appears to have struck chord in others, that is, Grinnell, are facing soaring costs with stock portfolios that aren’t yielding returns they once did. Representatives of three colleges have talked to Grinnell officials about their new venture.

**Price of copyright**

National Cable Television Association has begun system-by-system comparison between probable costs of copyright compromise it reached with Motion Picture Association of America (BROADCASTING, April 19) and of royalty schedules in copyright bill that Senate has passed. For all cable systems in Arkansas (which happens to be home state of Senate bill’s sponsor, Democrat John McClellan) annual payments would be $51,170 under Senate bill, $48,292 under NCTA-MPAA proposal, NCTA calculates.

NCTA is preparing studies of other states in effort to dispel fears raised by Community Antenna Television Association which says NCTA-MPAA compromise, to which CATA wasn’t party, threatens to impose excessive copyright burden (BROADCASTING, April 26).

**Down the road**

Special committee of members of National Association of Broadcasters board, set up after last January’s board meeting to explore sundry complaints about NAB’s alleged unresponsiveness to suggestions from directors who object to status quo, will report to executive committee at May 11 meeting in Washington. List of its recommendations is expected to be that NAB needs future planning.

Don Jones (KFI[ZAM] Fond du Lac, Wis.), radio board member and committee chairman, said main question facing NAB is: “What do we need to do to be effective in the 1980’s?” He predicts major reform movement within association to result from committee’s suggestions, which he says will be “constructive” and will reflect harmonious consultations with other members of NAB board.

**Hooks’s future**

Friends of FCC Commissioner Benjamin L. Hooks are urging him to consider possibility of taking over direction of National Association for the Advancement of Colored People to succeed retiring leader, Roy Wilkins. Prestigious NAACP job is attractive to Mr. Hooks, but rubs is that it pays about $2,000 a year less than $39,900 he now makes as FCC member. Mr. Hooks’s own eye is on FCC chairmanship if Democrat is elected President. Chairmanship pays only $2,100 more than commissionship, but is better springboard for higher political office or lucrative private assignment.

Colleagues say Mr. Hooks is getting more aggressive in supporting minority causes at FCC to point that some say he is turning antir broadcasting.

**Unseen host?**

MTM Enterprises, Los Angeles, highly successful in network production, is reported to be ready to test syndication market for five-a-week, hour-long, talk-variety series starring Lorenzo Music, who plays off-camera doorman on MTM’s Rhoda series. MTM expected to sound out key station groups at CBS-TV affiliate meeting in Los Angeles this week.

**Air power**

There’s trouble ahead in AM radio as result of new allocations plan adopted by International Telecommunication Union. Plan involves reduced separations—9 kHz as against present worldwide standard of 10 kHz—and use of superpower of up to two megawatts, as against 50 kw limit in force in U.S. Implementation is scheduled for Nov. 23, 1978, and with number of AM stations outside Western Hemisphere expected to double, widespread interference with stations on U.S. East and West Coasts is considered likely.

**EEO at NAB**

Affirmative-action plan for employment of minorities is to be announced soon by National Association of Broadcasters—which came under fire for lack of one at its recent convention (BROADCASTING, April 12). Plan will set no quotas but will call for yearly “audit” by NAB secretary-treasurer to appraise minority representation on payroll. Blacks now constitute about 15% of NAB staff, but none is executive.

Plan calls for creation of minority internships on NAB legal and government-relations staffs and for increased recruiting at black schools. NAB currently has opening for legislative counsel in government-relations department, is interviewing primarily black men and women.

**New class**

Broadcasters will have substantial educational work to do in next Congress. As of last week record 10% of incumbents had announced they would not run for re-election. Political experts say at least another 10% who want to return will be defeated at polls. On Commerce Committees there could be major changes in Senate, with Chairman John Pastore retiring and prospective Chairman Vance Hartke (D-Ind.) facing serious competition in November election. In House new Chairman Lionel Van Deerlin (D-Calif.) is believed to be shoo-in for re-election.

**Old and new**

National AM Stereophonic Radio Committee which was formed to recommend standards for new service is getting down to work. Steering committee will meet next week to rough out schedule. Field testing will begin next fall. Final report is expected to be ready for next year’s annual convention of National Association of Broadcasters (March 27-30, 1977). Represented on committee are NAB, Electronic Industries Association and Institute of Electrical and Electronic Engineers.

**Help wanted**

Randy Woods, associate director of Office of Communications at White House under Margita White, assistant press secretary and director for communications, is leaving to become vice president-public relations for Republic Steel, at Cleveland headquarters. He will nearly double his present $36,000 salary. Mrs. White is looking for replacement.
Business Briefly

General Foods □ One of television’s top advertisers is seeking availabilities for third quarter on behalf of various products. Buys are expected in top-100 markets, with flights starting June 28 for 13 weeks. Benton & Bowles, New York, is zeroing in on women, 25-54, through buys in daytime and fringe periods and slots appealing to children.

Coca-Cola □ New commercial theme, “Coke for better times,” will debut this week on network television on ABC, CBS and NBC. Spots have Bicentennial executions, including July 4 parade and picnic. Coca-Cola will drop “It’s the real thing” motif it has used heavily for past seven years. TV continues as strong medium for Coca-Cola throughout 1976, though substantial magazine spending will supplement network and spot TV.

McCann-Erickson, New York, wants to reach women, 18-49, and teen-agers.

Midas-International □ Midas Muffler, in preparation for heavy auto driving season, is putting in gear heavy spot-TV blitz. Schedule shows run in more than 100 markets from four to 19 weeks, depending on market, starting in mid-May.

Wells, Rich, Greene, New York, is targeting men, 18-49, via commercials in fringe, prime-time and prime-access periods and within sports programs.

Kimberly-Clark □ Kleenex facial tissues by Kimberly-Clark are subject of sizable TV campaign in several flights. One begins May 24 lasting four weeks. Another flight starts July 19, also four weeks. Daytime, fringe and prime-time 30’s are targeted to women, 18-49. Leo Burnett, Chicago, is agency.

Union Carbide □ Glad brand products will be featured in up to 40 major markets in two-week TV campaign beginning May 31. Daytime and prime-time 30’s are geared to women, 18-49. Leo Burnett, Chicago, is agency.

Western Auto Supply □ Kansas City, Mo.-based retail chain will take off on 10-week campaign in long list of markets, starting in late June. Barickman Advertising, Kansas City, is targeting commercials toward men and women, 18-54.

Orkin Exterminating □ Spot-TV campaign for termite and pest control products is scheduled to start on May 31, running 10 weeks in about 140 markets. Kinro Advertising, Atlanta, is directing commercials toward men and women, 25-54.

Glidden Paints □ Spot-TV effort is being readied to run in 62 major markets, starting July 12 and continuing through Oct. 3. Commercials will be carried in some markets for seven weeks and in others for 11 weeks. Meldrum & Fewsmith, Cleveland, is seeking to reach men and women, 25-49, via spots in early and late news, prime access and late fringe periods.

ITT Continental Baking Co. □ Company will promote Hostess snack cakes and Wonder bread, through Ted Bates, as major sponsor of new strip-barter talk-variety series called Good Day’Series, presently under title of Good Morning, is now running five mornings per week on wcva-tv Boston, where it’s produced. Two national minutes would be set aside by distributor Syndicast Services. Continental Baking takes four minutes per week, leaving six still to be sold; four minutes return to stations for local sale. Series has just been placed on market, with target date as fourth quarter of 1976 and designed to reach women, 25-49.

Dodge Advertising Associations □ Record 54.3 million has been allotted for spring and early summer campaign in print and broadcast media in more than 75 markets, with start dates staggered over next few weeks. Depending on market, promotion will last four, six, eight or 12 weeks, and is aimed at creating local awareness of dealerships and people who sell and service Dodge vehicles. Musical commercials stress “The Brotherhood of Dodge,” adapted from Broadway hit, “How To Succeed in Business Without Really Trying;” BBDO, Detroit, is seeking periods to reach total men and men, 18-49.

Norwich Pharmacal □ Several products will be featured on spot TV during third quarter, with flights scheduled to begin in late June and last for 13 weeks. Benton & Bowles, New York, will attempt to reach women, 18-34 and 25-54, through commercials in daytime and fringe periods in more than 100 markets.

Anheuser-Busch □ Budweiser beer (through D’Arcy-MacManus & Masius) goes into third year of partial sponsorship of The CBS Radio Mystery Theater; barter series running seven hours per week on 217 stations throughout U.S. Other network sponsors on board for series’ third year are Buick division of General Motors (McCann-Erickson), True Value hardware (Home Products Marketing Associates), Allstate Insurance (Leo Burnett), Menley & James (Contact and Signoff, through Ogilvy & Mather (inc.), Ludens (R.K. Manoff), Goodyear (Wert Advertising), Carrier Corp. (N.W. Ayer), Singer Co. (Grey Advertising) and Allied Van Lines (Creamer, Colarossi & Basford). Sponsors cover five network minutes on each hour. Stations get show free and are accorded five minutes to sell to local advertisers counting adjacencies. Key stations include wor(AM) New York, knx(AM) Los Angeles, wbbm(AM) Chicago.

IN CHATTANOOGA, TENNESSEE
WDEF-TV (M-F 4:30-6:00 PM)

MERV GRIFFIN SHOW

METRO RATING 20 SHARE 43

ITT CONTINENTAL BAKING CO.

METROMEDIA PRODUCERS CORPORATION
485 LEXINGTON AVE., NEW YORK, N.Y., 10017
TEL. (212) 682-9100 CABLE METROPEAST

Source: NSI, Feb. 1976

Broadcasting May 3 1976 8
“Match Game PM” has New York’s biggest 7:30 audience of 18-34 and 18-49 women...

More young women than any other prime access series...

In fact, more young women than any other series of any kind at 7:30...

I’d like to thank all our New York women. One at a time.

Goodson-Todman’s “Match Game PM”
Distributed by Jim Victory Television Inc.

Source: New York NSI, 4 weeks ending March 31, 1976. Audience estimates are subject to qualifications of the rating service.
### BAR reports television-network sales as of April 11

**ABC** $249,018,700 (31.5%) □ CBS $275,437,900 (34.7%) □ NBC $287,137,300 (33.8%)

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended April 11</th>
<th>Total dollars week ended April 11</th>
<th>1975 total minutes</th>
<th>1975 total dollars year to date</th>
<th>1975 total dollars year to date % change from 1975</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>139</td>
<td>$692,100</td>
<td>1,854</td>
<td>$10,358,600</td>
<td>$9,220,700 +12.3</td>
</tr>
<tr>
<td>Sign-on 10 a.m.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>10 a.m.-6 p.m.</td>
<td>1,020</td>
<td>14,484</td>
<td>174,154,600</td>
<td>151,384,300 +15.0</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>Sign-on-6 p.m.</td>
<td>312</td>
<td>4,627</td>
<td>97,845,200</td>
<td>73,221,600 +33.6</td>
</tr>
<tr>
<td>Monday-Saturday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>100</td>
<td>1,472</td>
<td>43,223,800</td>
<td>37,083,900 +16.6</td>
</tr>
<tr>
<td>Sunday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>19</td>
<td>797,100</td>
<td>14,097,100</td>
<td>6,378,700 +121.0</td>
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<tr>
<td>Monday-Sunday</td>
<td>7:30 p.m.-11 p.m.</td>
<td>416</td>
<td>3,056,600</td>
<td>5,973</td>
<td>367,124,000 + 6.3</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>11 p.m.-Sign-off</td>
<td>212</td>
<td>4,008,200</td>
<td>2,871</td>
<td>43,912,000 +23.1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>2,218</strong></td>
<td><strong>557,441,800</strong></td>
<td><strong>31,601</strong></td>
<td><strong>$267,513,800 +15.0</strong></td>
</tr>
</tbody>
</table>

Source: Broadcast Advertisers Reports

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**Live radio belongs on TV. Put yourself in this picture and find out why...**

*IGM*

**MARC VII is here, ready to go to work in your LIVE STUDIO. Not automatic, but a manual assist technique that eliminates cartridge handling, unifies program control, reduces error, stops control-room confusion, and improves profits. Call or write today and we'll show you the better way.

A division of NTI • 4041 Home Road
Bellingham, Washington 98225 • (206) 733-4567

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**Sunshine Biscuits** □ Spot-radio campaign is being mounted to run in 35 major markets, primarily in eastern part of country, starting on May 19 and continuing for three weeks. SSC&B, New York, is focusing on women, 18-49, via 60-second spots within 10 a.m.-3 p.m. period.

**Morton-Norwich** □ NP-27 foot spray begins 13-week TV effort placed selectively in sports programs as 30's. Men, 18-49, are target audience. Benton & Bowles, New York, is agency.

**C.F. Mueller** □ Spot-radio push pointing out use of macaroni for summer salads is set to begin in late May in 35 markets and will continue for four weeks. Needham, Harper & Steers, New York, is setting sights on women, 18-49, and seeks 60-second commercials within 6 to 10 a.m. and 10 a.m. to 3 p.m. periods.

**Swift & Co.** □ Longfellows frankfurters

will be accentuated in spot-TV flight to be carried in limited number of major markets for nine weeks starting May 10. Wm. Esty Co., New York, is buying fringe, prime-time and children's programs to reach heads of households, 25-49, and children, 6-11.

**Seven Eleven Stores** □ Summer advertising for ice available at stores is scheduled to begin May 31 for three weeks. News, weekend, sports and prime-time 30's will aim to reach men, 18-49. In-house division, The Stanford Agency, Dallas, handles creative.

**Lego Systems** □ Lego, toy maker with Denmark headquarters, is switching U.S. agencies. $2.5 million account, mostly in TV, goes to SSC&B, New York, replacing D'Arcy-MacManus & Masius, New York. Company has opened office and distribution complex in Enfield, Conn., and plans to launch manufacturing facility in U.S. Products will be heavily advertised on TV for Christmas season.

**Pepsi-Cola** □ Soft-drink company (through BBDO), national sponsor of *Don Kirshner's Rock Concert*, is expected to return for fourth season next September when Mr Kirshner's company moves distribution rights from Viacom Enterprises to Syndicast Services, New York. Other national sponsors with series in negotiation for fourth year are: S.C. Johnson Co. (Folse, Cone & Belding), Bristol-Myers (direct), Lever Brothers (J. Walter Thompson), Bic ball-point pens (Wells, Rich, Greene), Toyota cars (Dancer-Fitzgerald-Sample), Nokell (SSC&B), Warner-Lambert (J. Walter Thompson) and BASF tapes (Young & Rubicam), First major move by Syndicast is signing of NBC-owned stations in New York (WNEW-TV) and Los Angeles (KNBC-TV) to carry *Rock Concert* beginning next September in 1-2:30 a.m. time period following NBC's *Saturday Night*, displacing independent WNEW-TV New York and KCOP-TV Los Angeles, which were carrying show at 11:30 p.m. time slot, putting it in competition with *Saturday Night*. Show contains six-and-a-half national sponsor minutes, with stations accorded 11½ minutes for local advertisers.
KGFE / KUTE
The Combination in the
Los Angeles Area
The Black Community
Oriented Station KGFE
The Rhythm and Blues
Album Station KUTE

Now Sold By
HR
Minutemen
Emery finds the broad reach of broadcast hits its special audience

John C. Emery invented the air freight forwarding business back in 1946. In the process he created a worldwide organization that by the end of last year had handled more than 41 million air shipments and produced revenues of more than $1.5 billion.

Emery is a name synonymous with air freight. Often, customers ask about our aircraft. But Emery, as an indirect carrier or forwarder, does not own or operate aircraft—we use all the world's airlines, from giant international carriers to small air taxi operators, all dedicated to keeping freight moving swiftly and predictably, under the Emery blue label.

Surprisingly, Emery grew to its present position without the use of television and radio advertising. For years, Emery was the largest advertiser in the air freight field, initially in trade magazines and later in such publications as Newsweek, Business Week and Forbes. The switch to broader-spectrum publications as opposed to transportation trade books evolved with Emery's growth and the company's belief that its market was far wider than what would ordinarily be reached by appealing exclusively to traffic department executives.

We had sold a billion dollars worth of air freight service on our own terms and without the benefits of electronic advertising.

But then change came. By 1973, we recognized that competition was getting keener. Also, the market was stagnant, reflecting somewhat the poor world economy.

Our new agency, Della Femina, Travisano & Partners, recommended that we look into the electronic media as a means of making the impact on our broad-based business.

Whatever we were doing, we sure were doing it right in 1974. Our revenues zoomed from $195 million in 1973 to $237 million. But at the same time, there came the recession followed quickly by hard new competition and a worldwide cutback on air flights as aviation-fuel costs doubled. It was no easy job to keep freight moving when flights to so many areas were nonexistent and to do battle for every shipment in a stagnant economy.

Part of the answer was television and radio advertising. With slightly more than 200 salesmen to cover the world, it is hardly possible or even economical to call on the 100,000 decision makers who settle on Emery each year. There is no doubt the accounts that have the potential to spend a half-million dollars annually on air freight services are going to hear directly from Emery sales and marketing people. In fact, it's more than likely that John C. Emery Jr., president of Emery, will turn up to represent his company's interests at a would-be client's offices. We're a marketing-oriented company.

So early in 1974 we made the jump. We chose spot TV and radio, concentrating on the late evening news and special sports events where we believe our type of audience is concentrated. We also used local radio during morning drive time. In 1974 we worked in our larger markets—New York, Boston, Chicago and Los Angeles. The results were most fulfilling. When an Emery representative called a traffic manager cold, there was immediate recognition of our company and what we do. Shipments increased in these markets despite a general decline in air freight shipments nationally. By year's end and $1 million later in electronic media, our shipments, along with our revenues, had actually increased.

In the fall of 1973 we produced and test-marketed our first television commercial. During this time, the U.S. economy was booming, and humorous spots were selected to reflect the somewhat relaxed state of our business. One of the side benefits we wanted to derive from our first attempt at television was to demonstrate to our employees that the company was firmly supporting their consistent efforts to service the air freight customer.

In the process we junked our humorous commercials in favor of more serious, hard-hitting ones. It was just not the time to be entertaining. Business was a serious thing. It still is. We're not trying to enter-
The freshest, brightest, most entertaining show in a long time begins this fall. Ninety minutes a week hosted by Peter Marshall. Peter is stepping beyond his “Hollywood Squares” role that has made him one of TV’s best-liked personalities. He’ll be doing the singing and dancing and all-around performing that have brought him raves in Las Vegas and night clubs across the country.

With big-name guest stars and top-rate production values, "The Peter Marshall Show" shapes up as a winner. It's first-run and it's available via barter.

No wonder major stations in major markets are rushing to sign up for "The Peter Marshall Show" and scheduling it in prime and choice fringe periods like these:

**In New York City on WNEW-TV**
8:30 pm Saturday

**In Los Angeles on KABC-TV**
11:30 pm Sunday

**In Chicago on WGN-TV**
7:00 pm Saturday

Already cleared in nine of the top ten markets. And in more than 50% of the country. To check on its availability for your station, call or write George Back.
May 3—FCC’s deadline for comments on proposals to ensure adequacy of New Jersey VHFs 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 Hiller, 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 4-6—Video Expo Chicago ‘76, second annual video users show. Included in agenda is one-day seminar on “ENG for the Broadcast Professional.” Presented by the International Industrial Television Association in conjunction with Bell & Howell. Holiday Inn—O’Hare/Kennedy, Chicago.


May 5-9—Annual Women in Radio and Television 25th annual national convention. Helen Thomas, chief of UP’s White House bureau, will be keynote speaker. Merriott hotel, Philadelphia.

May 6—Idearama, sponsored by Radio Advertising Bureau for salespeople. Holiday Inn No. 1, Bloomington, Minn.

May 7-8—Conference on “Communications Policy in the Public Interest,” sponsored by City of Boulder, Colo., Boulder Public Library and Community Free School of Boulder. Purpose is to inform/invoke citizens in the media. Principal speakers include FCC Commissioners James H. Queso, Representative Timothy Wirth (D-Colo.), Charles B. Howe, state representative, and James Richards, Office of Communications for United Church of Christ. Panelists will include representatives of various government and state agencies, broadcast organizations, citizen groups, trade press, universities and research and motivation companies. Boulder Public Library and Boulder City Council chambers. Contact: Tom Cross, project director. PO. Box 791, Boulder 80302; (303) 441-3009.

May 7-9—Northeast regional meeting of the National Association of Farm Directors. Holiday Inn, Quincy, Ill.

Also in May

May 10—FCC’s deadline for comments on commission’s review of rules regulating network radio broadcasting (Docket 20721). Replies due June 7. FCC, Washington.

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


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

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


May 12-16—Pennsylvania Association of Broadcasters annual convention. Britamia Beach hotel, Paradise Island, Nassau.

May 13—FCC’s deadline for comments on proposed rule amendment to modify certain standards for cable TV systems (Docket 20765). Replies are due May 24. FCC, Washington.


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

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

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

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


May 18—Idearama, sponsored by Radio Advertising Bureau for salespeople. Holiday Inn, Airport, Buffalo, N.Y.


May 19—National Radio Broadcasters Association sales seminars. Speakers include Paul Putney, deputy chief for law, FCC Broadcast Bureau; Bob Wollam, management consultant and training specialist, Kalamazoo, Mich. O’Hare Hilton hotel, Chicago.

May 20—Advertising Research Foundation second mid-year conference. Hyatt Regency O’Hare, O’Hare International airport, Chicago.


May 21—FCC's new deadline for comments on AM clear channel proceedings to allow 1-A class stations to operate with greater than 50 kw (Docket 20642). Replies are now due June 25, FCC, Washington.

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


May 25-28—Seminar on television and film lighting to be presented by E. Carlton Winckler, Imero Fiorentino Associates, Bradley University, Peoria, Ill. Information: Joel Hartman, Bradley University, Center for Learning Resources, 1501 West Bradley Avenue, Peoria 61625: (309) 678-7611, ext. 209.


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

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


June 3-5—Associated Press Broadcasters sixth annual convention. William Sheehan, ABC News president, will be keynote speaker; FCC Chairman Richard Wiley; Jack Thayer, NBC Radio president; Vincent Wasilewski, National Association of Broadcasters president; attorney F. Lee Bailey and Senator Hubert Humphrey (D-Minn.) will be featured speakers. 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 Association spring meeting. Atricaine motel, Devils Lake.


June 6-9—Mutual Advertising Agency Network annual meeting. Drake hotel, Chicago.

June 6-10—North Carolina Association of Broadcasters spring meeting. Southampton Princess, Bermuda.

June 6-25—Eighty annual Institute for Religious Communications. Loyola University, New Orleans. Contact: Dr. James L. Tungate, IRC, Loyola University, Box 201, New Orleans 70118. (504) 866-5471.

June 7—FCC's deadline for comments on its inquiry to gather information on cable TV subscriber rate regulation process (Docket 20767). Replies are due July 7, FCC, Washington.

June 8—Idearama, sponsored by Radio Advertising Bureau for salespeople. Holiday Inn, Jackson, Tenn.


June 8-10—Armed Forces Communications and Electronics Association 40th annual convention. Sheraton Park hotel, Washington.


June 10-12—Florida Cable Television Association annual convention. Don-C-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 11 luncheon, Holiday Inn of Northern Black Hills, Spearfish.


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.


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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.

■ June 14-18—Cable television seminar for stu-
dents, sponsored by Televion Corp. and with Jerrold
Electronics Corp. as co-host. Sheraton Motor Inn, In-
dianapolis. Information: Raleigh Steig, Televion Corp.
Indianapolis 46219, (312) 357-8781; or Toni Barnett,
Jerrold Electronics Corp., Horsham, Pa. 19044, (215)
674-4800, ext. 315.

June 15—Idearama, sponsored by Radio Advertis-
ing Bureau for salespeople Holiday Inn, Paducah, Ky
June 15—Idearama, sponsored by Radio Advertis-
ing Bureau for salespeople. Holiday Inn-Charleston
House No. 2, Charleston, W. Va.
June 15—Idearama, sponsored by Radio Advertis-
ing Bureau for salespeople Holiday Inn N.E., Lincoln,
Neb.
June 15—Idearama, sponsored by Radio Advertis-
ing Bureau for salespeople. Holiday Inn Airport, Sioux
Falls, S.D.

■ June 15—Deadline for entries. Women in Com-
munications Inc.'s 1976 Clarion Awards competition
for outstanding communication in areas of human
rights, resources and the community. Radio and tele-
vision are two of the seven categories to be judged. In-
formation and entry forms: Clarion Awards, WCL,
6305-A Shioj Creek Boulevard, Austin, Tex. 78758.

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

June 16-19—Virginia Association of Broadcasters
spring convention Marion's hotel, Virginia Beach,
Convention chairman: Larry Saunders. WVAR(AM-
WKEZ(FM) Norfolk, Va.
June 17—Idearama, sponsored by Radio Advertis-
ing Bureau for salespeople. Sheraton Motor Inn, In-
dianapolis.
June 17—Idearama, sponsored by Radio Advertis-
ing Bureau for salespeople Holiday Inn West End,
Richmond, Va.
June 17—Idearama, sponsored by Radio Advertis-
ing Bureau for salespeople Sheraton Royal Inn, Kan-
sas City, Mo.
June 17—Idearama, sponsored by Radio Advertis-
ing Bureau for salespeople. Sheraton Inn, Des Moines,
Iowa.

June 18-19—Alabama AP Broadcasters Associa-
tion annual meeting and awards presentation Road-
way Inn, Birmingham.
June 19—Annual election meeting of Missouri
Public Radio Association. KSFP(AM) Branson, Mo.
June 20-22—New Jersey Broadcasters Association
40th annual convention. Great Gorge hotel, MacAlle.
June 20-23—NBC's 50th anniversary meeting of TV
June 22—Idearama, sponsored by Radio Advertis-
ing Bureau for salespeople Holiday Inn North, Sacra-
mento, Calif.
June 22—Idearama, sponsored by Radio Advertis-
ing Bureau for salespeople Holiday Inn Airport, San
Antonio, Tex.

■ June 23-25—Maryland-District of Columbia-
Delaware Broadcasters Association convention Sheraton-Fontainebleau hotel, Ocean City Md.
June 24—Idearama, sponsored by Radio Advertis-
ing Bureau for salespeople Holiday Inn Airport, Los
Angeles.
June 24—Idearama, sponsored by Radio Advertis-
ing Bureau for salespeople Holiday Inn, Beaumont,
Tex.
June 24-26—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 25-26—Tennessee AP Broadcasters Associa-
tion annual convention. River Terrace hotel, Gatlinburg.
June 26-29—Georgia Association of Broadcasters
annual convention. Lanier Lake Islands.
Case for high power

EDITOR: A dictionary definition of a "myth" is a belief whose truth or reality is accepted uncritically. Over the years, myths have abounded concerning operation by clear channel stations with power above 50 kw. Robert Greenlee, in a letter printed in the April 5 issue of Broadcasting, repeats several of these myths.

Despite modern technological advances in other areas of telecommunications, there are still over 26 million American residents who do not receive a single adequate AM groundwave service at night. Additional millions travel in this radio desert which encompasses over half of the land area of the continental U.S. Clear-channel stations operating with higher power represent the only way to improve nighttime standard broadcast service to the millions who travel and reside in these "white" or "unserved" areas.

The FCC in 1961 purported to solve the problem by breaking down eleven clear-channel frequencies for use by class II-A stations. This approach, forecast by the Clear Channel Broadcasting Service in 1961, has failed to even make an appreciable dent in solving the problem. There is no way to provide groundwave service to the "white areas" and only class II-A stations operating with power above 50 kw can improve groundwave service to these underserved areas. Fifteen years after the 1961 "solution," class II-A stations operate on 10 clear channels and provide no groundwave service at all and offer a first nighttime groundwave service to less than 2% of the total "white" area population. Contrary to Mr. Greenlee's assertion, further breakdown or duplication of clear channels would have similar dismal results and indeed would eliminate much of the groundwave service presently provided by clear-channel stations to millions of Americans and forever bar any hope of improving service where needed.

Higher power for clear-channel stations is also essential for national defense needs and to overcome the effects of increased foreign interference. Clear channel stations meet a vital need in AM broadcasting by rendering the only AM nighttime service (and the only choice of AM service) to listeners located in their skywave coverage areas. --Joseph A. Kjar (KSLAM Salt Lake City), president, Clear Channel Broadcasting Service.

The losers

EDITOR: Lead article in "Closed Circuit" (April 5) indicates U is beating V's in San Diego and indicating this gives cable great talking point. Ignored in your item is the amount of viewing to outside stations which none of the local stations are losing! The FCC in its earlier days pooh poohed cable with the idea that outside stations would never get more than 6-10% of the viewing. When it is now up to 33.3% of total viewing at a given period, like access time, the loss to each station on an average basis is half again as much as it is now getting. --David Baltimore, president, WBRE-TV Scranton-Wilkes-Barre, Pa.

In black and white

EDITOR: In the April 19 issue, Broadcasting reported recent staff assignments in an article entitled "Mr. Wiley rearranges his chess board at the FCC." None of the black Americans were pictured. I would appreciate it, as would many of your readers, if Broadcasting would provide us the opportunity to see who the black Americans were. --Derrick A. Humphries, attorney, Common Carrier Bureau, FCC, Washington.

(Broadcasting's article included pictures of the three senior officials given new assignments in Mr. Wiley's shuffle: Werner K. Harenberger, named general counsel; James R. Hobson, named chief of the Cable Television Bureau, and Roscoe E. Long, named chief of the new Policy and Rules Division. It did not run pictures of five individuals involved in a second tier of appointments that week: Lawrence Secrest, named deputy general counsel; J. Clay Smith, named associate general counsel; Jerold L. Jacobs, named deputy chief of the Cable Bureau, Albert J. Baxter, named assistant chief of the Cable Bureau, and Clarence V. McKee, named legal assistant to Commissioner Benjamin Hooks. The pictorial record is completed herewith.)
At WCCO-TV, your spots run as ordered.

We know. You spend a day and a half working out your media plan to meet a specific gross rating point goal. You make your buy. And pray.

Because if your spots don’t run as ordered — when and where you planned — the whole strategy is shot. You have to go back to set up make-goods. Re-negotiate. It can mean hours, or even days, re-doing a job you thought was already done.

But you can avoid all this hassle in Minneapolis-St. Paul. Simply buy WCCO-TV.

Good news: WCCO-TV has a "Media Buyer's Protection Plan"

You’ll like it. It’s simple. And it works.

1. WCCO-TV runs your spots as ordered.
2. WCCO-TV does not play games with its rate card. It’s the same for everybody, local or national.
3. WCCO-TV guarantees 90-day rate protection.
4. WCCO-TV guarantees 10-minute product protection. (Note: we do not say we “intend, desire or endeavor” 10-minute separation. We guarantee it.)

Test us.
The WCCO-TV sales staff (and Peters Griffin Woodward) stand ready to make life easier for you.

Our only problem is, our story sounds too good to be true.
Three Marks of Distinction.

This year, two of the prized bronze Peabody medallions have been awarded to members of one radio broadcast group.

CBS Owned radio stations WCBS New York and KMOX St. Louis have both been singled out for uncommon achievement.

WCBS put together a series of free, week-long seminars for parents, “A Life to Share,” to explore critical areas of child development, with leading authorities as the guides. Portions of the seminars were broadcast. The Peabody citation calls it “one of the great radio public service efforts of the year.”

KMOX awakened listeners, in its 16-part “Sleeping Watchdogs” series, to the dangerous laxness of regulatory boards supposed to protect the public but apparently more concerned with protecting the professionals they regulate. The Peabody citation hails this “outstanding series of innovative, investigative reports.”

All told, seven Peabodys this year have gone to local radio stations across the country.

We are deeply proud that two of the seven came here. They give our logo new luster.
Top of the Week

Will the upside go down in television?

Or, will the upstart third network unseat the perennial first in the affections of the nation's viewers next fall, and in the pocketbooks of the nation's advertisers just a twinkling later? A growing number of broadcast executives think so; even most conservative say it's a horserace; that's prospect facing CBS as it meets affiliates this week.

In less than a year, the three eternal verities of television programing—that CBS would be first, NBC second and ABC third—have been called into question.

Lee Rich, the president of Lorimar Productions (The Waltons and The Blue Knight, both on CBS-TV), told the International Radio and Television Society last Thursday (April 28) that ABC-TV will finish first in the prime-time schedule ratings in 1976-77.

Richard Low, senior vice president and director of broadcast programing and purchasing for Young & Rubicum, the third-ranking advertising agency in broadcast billings, predicts that ABC will be number one in the fourth quarter of 1976.

Robert Levinson, vice president and director of network programs for BBDO, the fourth-ranked broadcast agency, also says ABC will be first in the fourth.

That does not mean, however, that the agency world has yet reached a consensus on ABC's unseating CBS. But even those who aren't sure it will be first are certain it won't be third.

Dick McHugh, senior vice president and corporate director of network relations and programing for Needham, Harper & Steers, gives CBS a "slight edge" over ABC, but says it will be "very close." So also say Joel Segal, senior vice president in charge of the network TV-radio division of Ted Bates, and Jack Otter, a former NBC sales chief now vice president and director of network programing for SCS&B.

Two others, at least, hold it "too close to call" between ABC and CBS: Stephen Leff, senior vice president of McCann-Erickson, and Louis Dorkin, senior vice president and director of network programing for Dancer-Fitzgerald-Sample.

How right or wrong they are only time will tell. What's certain now is that it's a new ball game in television programing, and has been ever since Fred Silverman left the programing vice presidency of CBS to head ABC Entertainment. That was just after CBS Television's triumphant 1975 convention with its affiliates in Los Angeles' Century Plaza hotel. This year, beginning tomorrow (Tuesday), CBS-TV and its affiliates will be back at the same hotel (see story page 23), but with a new president, a new vice president for programing, a new West Coast programing chief and a new concern—how to hold off the ABC advance.

At NBC-TV, which has until June to face its affiliates in New York, there also is a new programing ball game, thanks also to the changes Mr. Silverman has wrought in the television picture. Last week, NBC hired Irwin Segelstein, another old CBS programing hand, away from CBS Records to become executive vice president for programing for the television network. Paul Klein, who was brought back to the network earlier in the year as a schedule doctor, was named vice president for programs (see story page 22).

As far as Mr. Silverman is concerned, the action has only begun. Last week, in his 38th floor office in the ABC building in New York, he radiated confidence. "When in the history of ABC," he asked with a smile, "have agency guys ever predicted that our fall schedule would be first?" ABC, he believes, now has the momentum.

Beginning with the seven days ended Jan. 18, ABC won 11 second-season weeks in a row, and for the entire season (Sept. 8, 1975-April 18, 1976) it was the only network to show a ratings improvement over the previous year, jumping a full 15% while CBS was declining by 6%.
and NBC by 11%.

It was that performance that precipitated the present round of programming changes that will be in evidence during the CBS meeting this week. Robert Wussler is in for Robert Wood as president of the TV network. B. Donald (Bud) Grant is in for Lee Currier as head of programming. Bill Self is in for Perry Lafferty as the West Coast station vice president. Theirs will be the next principal necks on the line in the prime-time battle royal that kicks off next September, which most industry observers expect to be waged mainly between CBS and ABC. “ABC is doing better than it’s previously done, and CBS is trying to reestablish its former position as the dominant network,” said Bud Eaton, senior vice president and broadcast directing officer of Ogilvy & Mather, explains CBS's executive-suite shake-ups.

“CBS is not where it was two or three years ago,” said Y&R’s Dick Low. “ABC is mounting a major challenge to CBS for the leadership position.” Will CBS panic and fall into yet another yanking-low-rated programs if ABC starts out ahead? “There’ll be some motivation for that,” Mr. Low said, because Board Chairman William Paley “doesn’t like to be in the number-two position for one day, let alone an entire season. And his new president, Bob Wussler, is very aggressive.”

In answer to that same question about quick hooks for losing shows, CBS’s new programming vice president Bud Grant said, “If the series is a clear-cut total failure, and if our creative judgment tells us that the show is not being done well, then we’ll know we’ll have guessed wrong if we never have confidence in a show, even if it doesn’t break strongly, we’ll stay with it.”

But Lee Rich says that’s just rhetoric. “The networks are so caught up in this terrible, terrible ratings race that they’re going to be canceling shows so fast your head will whirl,” Mr. Rich told the IRTS luncheon. “If a show doesn’t make it in the first four or five weeks, it’ll be gone from the schedule. I’m being asked to get my pilots ready, not for second-season, but for October and November.”

Mr. Silverman, however, is ready with almost ironclad assurances that “if the series is an absolute bomb on every level” he’ll give it every chance to find its audience on ABC.

Despite his optimism about ABC’s schedule, however, he’s hedging his bets with a raft of what he calls “sensational” developments projects. Without prompting, he rattled them off: ABC Circle Films, The Young and the Restless, Wonder Woman, Lorimar’s 60-minute family comedy, Eight Is Enough, MGM Television’s How the West Was Won, a variety hour starring Paul Lynde, any of four sitcom possibilities from John Rich Productions, a gang comedy (like M*A*S*H) from James Brooks and David Davis, a young-doctors melodrama from Martin Starger Productions, Columbia Pictures Television’s Feather and Father (which was bumped from the fall schedule to make way for Universal’s Rich Man, Poor Man), and sitcoms from Danny Ar-
into firing Clive Davis as president of the CBS records division in 1973, Mr. Segelstein again raised the issue two years later, when he made Fred Silverman an offer he couldn’t refuse, “I was approached by CBS, which asked me if I was interested” in the position of vice president for programs, Mr. Segelstein revealed at the news conference. “I said no. I chose to stay in the record division because there were some things I wanted to accomplish.”

Mr. Howard said that Mr. Segelstein displayed “over-all executive and managerial skills” in his records-division post. “His impressive leadership of CBS records,” concluded Mr. Howard, helped the division to “set sales and income records in 1975.”

CBS is first in the barrel for affiliate parleys in ’76

Wussler, Daly, Grant and others in new executive line-up will make maiden bows; ABC initiative toward 45-minute news, inroads on ratings supremacy key issues

Some 450 executives of CBS-TV affiliated stations meet in Los Angeles this week for a two-day annual conference that will give most of them their first look at new fall programs. The meeting is the biggest of new CBS-TV officers in recent memory.

Robert Wussler, who succeeded Robert D. Wood as CBS-TV president three weeks ago (Broadcasting, April 19), will head a roster of new executives that also includes Robert Daly as executive vice president; B. Donald (Bud) Grant as vice president, programs; Barry Frank, vice president, sports, and William Self, vice president, programs, West Coast.

The meetings will be held Tuesday and Wednesday (May 4-5), and one of the chief topics, though not on the agenda, is expected to center on speculation that an ABC move to expand its evening newscasts to 45 minutes may be imminent (also see page 28). CBS officials told the affiliates a year ago that CBS would not initiate any such move without their support but would have to match any expansion of the competing news initiated by another network.

The subject is also expected to be discussed by the CBS-TV affiliates board at a private pre-convention meeting today. It will join concern over ABC’s rating advances as a principal convention topic.

Arthur R. Taylor, president of CBS Inc., will address the luncheon on Tuesday. CBS News Correspondent Walter Cronkite will address the one on Wednesday.

Charles B. Brakefield of WREG-TV Memphis, chairman of the CBS-TV Affiliates Advisory Board, will open the business sessions Tuesday morning, and John A. Schneider, president of the CBS-Broad
cast Group, will introduce CBS-TV President Wussler.

After a report on CBS-TV’s 1975-76 rating performance by Arnold Becker, director of network research, B. Donald (Bud) Grant, programs vice president, will introduce the 1976-77 schedule, with Oscar Katz, vice president, programs, New York, outlining plans for specials and with Mr. Ogiens, daytime programs vice president, and Jerry Golod, children’s programs vice president, presenting details in their respective areas.

Plans for the fall promotion and publicity campaign will be presented Tuesday afternoon by John E. Cowden, vice president, programs, CBS-TV; Louis Dorfman, advertising and design vice president, CBS/Broadcast Group, and Barrie Richardson, press information vice president, CBS-TV. A closed meeting of the affiliates will wind up the Tuesday sessions.

Reports are to be presented Wednesday by Frank M. Smith Jr., CBS-TV sales/vice president; Richard S. Salant, president of CBS News; Mr. Frank, the new sports vice president, and Tom Swafford, CBS-TV vice president, program practices.

In the concluding session, with CBS-TV President Wussler as moderator, affiliates questioned will be fielded by a panel composed of Eleanor S. Applewhaithe, general attorney, CBS Inc.; Robert Daly, CBS-TV executive vice president; Jay Eliasberg, vice president, network research, CBS/Broadcast Group; Bill Leonard, Washington vice president, CBS Inc.; Carl Ward, assistant to the president; relations, and Messrs. Cowden, Frank, Grant, Salant, Smith and Swafford.

New series in the CBS-TV fall schedule will be screened as part of the business sessions, which will be held at CBS Studio Center.

AM, FM popularity overwhelms FCC; six-month freeze put on applications

A flood of AM and FM applications has caused the FCC to declare a “closed” season on the filing of any more. The commission says the shutdown will remain in effect for six months, beginning June 30, to give the staff an opportunity to cut into the backlog.

The FCC noted that, in its June 1975 order relaxing rules on AM applications to permit continued growth in that band, it said that pent-up demand might lead to just such a glut, and that it might have to declare “open” and “closed” seasons. With an increase of more than 600% in AM applications, the backlog has doubled, and the time and “closed” season has arrived, the commission said last week. The backlog stands at 257.

What’s more, the Broadcast Facilities Division, which handles AM applications, is also responsible for FM applications. And proposals for new or FM stations or major changes in existing outlets have being grow at an even faster rate than those for AM facilities; the backlog during the first half of 1976 reached 467 applications.

The only exceptions to the June 30-Dec. 31 hiatus:

- Proposals essential to continuing an existing service which cannot be accommodated on a “minor change” or Special Temporary Authorization basis.
- Mutually exclusive proposals filed in response to a cut-off notice.
- Applications to replace deleted facilities.
- Applications mutually exclusive with renewal applications.

Upcoming at the FCC: a leaner calendar than it’s used to

EEO considerations, both broadcast and cable, are on May-July agenda

The FCC has issued its calendar for the next three months. With a number of major items already behind it, the commission’s May-July calendar is comparatively lean.

But there are some big issues, including an order embodying broadcast equal employment opportunity rules (June 9), the initiation of a cable EEO rulemaking (June 30), a proposed bill to bar obscenity on broadcast stations and cable television systems (June 2), and consideration of policy governing changes in radio formats (July 28).

Another key one involves the proposal to drop 83 short-spaced VHF channels into the top-100 markets. That will be considered on July 30.

The calendar of events of interest to broadcasters and cable operators follows:

May
- May 4. En banc open meeting with rating services.
- May 12. Cable television franchise fees.
- May 18. Alien ownership of cable television.
- May 19. Rulemaking of broadcast primes for commonly owned station in the same city.
- May 28. Network reruns and program logs.
- June 1. Monthly en banc meeting.
- June 2. Obscenity legislation.
- June 5. Cable TV subscriber rate regulation and recomposition of cable TV telemarketing rate.
- June 10. Revision of Part 74-Broadcast Rules and regulation of PCC reports.
- June 16. Broadcast ownership reporting.
- June 17. Petition-to-deny day.
- June 22. Future of spectrum management.
- June 23. Regional concentration of control in broadcasting.
- June 30. Cable television EEO.
- July 1. Cable television specialty stations.
- July 6. Definition of cable television system.
- July 9. Equipment approval program and nonduplication viewability standards.
- July 15-16. FCC budget review.
- July 30. VHF drop-ins.

Broadcasting May 3, 1976 23
House blows whistle on Pastore blackout pronouncement

Charge is made that senator apparently chose to make 'private deal' with NFL for voluntary continuance of now expired TV law

The sports antiblackout bill was the subject of a shouting duel back and forth across Capitol Hill last week. But by week's end it was not clear whether the bill, stalled in House-Senate conference for four months, is alive or dead.

As far as Senate Communications Subcommittee Chairman John Pastore (D-R.I.) was concerned, the bill is dead this year. He told that to the Senate last Wednesday, saying House and Senate conferees "have reached an impasse," but that he had been assured by National Football League Commissioner Pete Rozelle that the NFL would live up to the spirit of the law for the next two seasons.

The sports antiblackout bill required the four major professional sports leagues—football, baseball, basketball and hockey—to make their games available for home broadcast if they were sold out three days in advance. It was a temporary law that expired Dec. 31, 1975.

Mr. Pastore's pronouncement was greeted with "great regret and considerable surprise" by three in the House, who charged that Mr. Pastore had chosen, "apparently unilaterally," to make a private deal with the NFL. "It seems to us to be inappropriate, and insulting to the House, for you to pursue private meetings with the NFL during which you apparently suggested that the spirit of the law be continued," they wrote in a letter to Mr. Pastore Wednesday evening. All three—the new chairman of the Communications Subcommittee, Lionel Van Deerlin (D-Calif.), the old chairman, Torbert Macdonald (D-Mass.), and the ranking Republican on the subcommittee, Lou Frey (R-Fla.)—urged Mr. Pastore to hold Commissioner Rozelle's offer "in abeyance" and to "re-dedicate yourself to efforts to secure a permanent resolution."

Both houses passed bills last year to renew the antiblackout law, but a subsequent conference to resolve the differences between the two broke down before Christmas (Broadcasting, Dec. 22, 1975). Although staff members from both sides met early last month ("Closed Circuit," April 19), the conferees have not gotten together since.

The House's letter had an impact on Mr. Pastore, but it didn't change his mind. "I can't be bludgeoned into acceding to a compromise which I think was far beyond our original intention," he said Thursday. He said the NFL's promise was "an accommodation," for which "they should

House Communications Subcommittee will begin hearings on cable television regulation May 17. That word came from new subcommittee chairman, Lionel Van Deerlin (D-Calif.), who met Friday with staff to lay out agenda for rest of year. Mr. Van Deerlin also met with Representative Robert Kastenmeier (D-Wis.) to talk about cable TV section of copyright bill currently being marked up by latter's Judiciary subcommittee (see page 54). Mr. Van Deerlin came away from meeting feeling certain copyright bill will not be referred to his subcommittee. Referral has been urged by some who want to stall cable section to death. Kastenmeier subcommittee is giving serious consideration to copyright proposal by National Cable TV Association and Motion Picture Association of America; there's nothing in that to make Mr. Van Deerlin want to bring bill to his subcommittee. Copyright markup before Judiciary subcommittee will reach cable section Friday (May 7).

Author of bill that MPAA-NCTA compromise—motion picture association's president, Jack Valenti—was closeted with officials of National Association of Broadcasters Friday afternoon, presumably in attempt to persuade them not to block any cable copyright agreement this year. Mr. Valenti, who could not be reached late Friday, is believed to have argued that broadcasters will be better off with compromise proposal, which incorporates at least some of points they've urged, as well as establishing general copyright payment principle—than with the bill at all.

FCC granted $2.8 million transfer of KRON-FM San Francisco from Chronicle Broadcasting Co. to subsidiary of Bonneville International Corp., broadcast arm of Mormon Church, and turned down petition to deny sale by Community Coalition for Media Change. Commission said CCMC only claimed church's tenets and doctrines prevent equal opportunity for blacks and women, did not allege specific acts.

ABC Inc. scored major revenue gains in first quarter of 1976, with net climbing 38% on revenues up 25% over 1975. Results: revenues $313,691,000, income $9,731,000 (55 cents per share) in first quarter 1976, against $250,893,000 and $7,049,000 (41 cents) in 1975. Also on upswing:

Washington Post Co., parent of Post-Newsweek Stations Inc., which despite newspaper strike realized first quarter net up 191.9% from $1,306,000 (27 cents) to $3,812,000 (84 cents), on operating revenues up 13.1%, from $70,668,000 to $79,960,000. Results include $1.8 million gain from $3.6 million sale of WCKY(AM) Cincinnati to Truth Publishing Co. (Broadcasting, Jan. 19).

Capital Cities Communications, up 35.9% to $6,848,000 on revenues up 16.7% to $46,207,000.

John Blair & Co., New York sales representative, station owner and printing firm, which reported net up 589% over 1975 first quarter—from $100,000 (four cents) to $689,000 (29 cents), on revenues up 24% from $19,458,000 to $24,163,000.

Cosmos Broadcasting, Columbia, S.C., subsidiary of Liberty Corp., reported 54.1% increase in net, from $512,000 to $789,000, on revenues up 18.7%.

Bill sponsored in California legislature by State Senator Arien Gregorio (D-Menlo Park) would put two-cents-per-carton tax on cigarettes to provide between $5-$6 million annually for smoking prevention efforts. At least 90% of funds raised would go to mass media antismoking advertising.

CBS comments on Federal Trade Commission's proposed food advertising trade regulation rule (Broadcasting, Nov. 11, 1974) take issue on four grounds: that rule "assumes that the consumer is a human computer," able to assimilate statistics that would be required "in fleeting form in product commercials"; "defies arbitrary definitions to such terms as 'nutritious' and 'good for you';" declares product ad would be ruled deceptive because amount of riboflavin was not disclosed, and has government agency designating content and language to be used in ads, even though advertising might be truthful. Network's 115-page filing aims to show that "no social, public or legal interest will be served" by proposed rule.

In Brief
Lowell Thomas, 84, iron man of network radio for 46 years, will retire from nightly series on CBS Radio Network May 14, to devote time to other interests including new and current TV series, skiing and Capital Cities Communications, broadcasting and publishing group in which he is largest stockholder. He started evening newscasts Sept. 29, 1930, on both CBS and NBC first year, then on NBC alone for 15, then CBS alone past 30. Actually, he says, his first broadcast was on KDKA(AM) Pittsburgh 51 years ago "when Walter Cronkite was 9 years old, Harry Reasoner age 2 and most of the others now on radio and TV hadn't been born."

NCTA legal staff is back up to three with appointment of Frederick W. Finn, staff attorney with FCC Cable TV Bureau, as assistant general counsel. He joins Stuart Feldstein, VP and general counsel, and John Kenny, who transferred to legal from congressional relations staff following resignations of Chuck Walsh and Sam Cooper, who entered private practice. Also announced: appointment of J. Richard Munro, group vice president, Time, Inc., as chairman of NCTA's industry-wide equal employment opportunity committee, new unit pledged by Chairman Burt Harris after Dallas convention (Broadcasting, April 12).

License renewal applications of WSAW(AM) and WPAI(AM) Cheektowaga, both New York and both owned by Gordon Brown, have been designated for hearing. FCC acted on complaints filed by citizen groups, specified issues to determine effort stations made to ascertain community problems and to program to meet them, and whether nonentertainment programs were responsive to needs. Commission also will examine WSAW's EEO performance.

Federal Trade Commission is looking into question of whether General Tire & Rubber Co., owner of 16 AM, FM and TV stations, violated antitrust laws in connection with payoff to consultant in Morocco. FTC Commissioner Stephen Nye made disclosure two days before he left agency on Friday. At issue is whether payoff was aimed at hurting Goodyear Tire and Rubber Co. in its effort to establish business in Morocco. Allegation that General Tire was engaged in pattern of corrupt dealings abroad was made by Community Broadcasting of Boston, one of two applicants seeking RKO General's license for WNAQ-TV in Boston, in urging FCC to reopen record in hearing (Broadcasting, Dec. 15, 1975).

Former FCC Commissioner Nicholas Johnson's National Citizens Communications Lobby has sent questionnaire to all presidential candidates, incumbent senators and governors running for re-election, asking them for position on 10 broadcast issues. Sample: "Cable and pay TV should be encouraged as alternative, supplementary services for the audience rather than curtailed to protect broadcasters. FCC and community franchises should provide for rate regulation, public lease and access channels, and funding for community video centers. Yes or No."

FCC has affirmed staff ruling that showing of old Ronald Reagan movies on television raises equal-time issue, even though majority of commission seems to agree that decision makes no sense. Commissioners Glen O. Robinson and Benjamin L. Hooks dissented on that ground. And Chairman Richard E. Wiley, in concurring statement in which he was joined by Commissioner James H. Quello, said ruling "seems absurd" but added that law leaves FCC no discretion in matter. Meanwhile, President Ford has written Adrian Weiss Productions waiving his equal-time rights to two films featuring his rival for Republican presidential nomination, on which ruling was sought—"Cattle Queen of Montana" (1954) and "Tennessee's Partner" (1955).
Producers talk of frustrations of family hours

Testifying in suit against FCC, NAB and networks, they say there were never any guidelines as to what they can or can’t do

The producers had their turn on the witness stand last week in their suit against the TV networks, the National Association of Broadcasters and the FCC over family viewing.

Three producers—Larry Gelbart (M*A*S*H*), Allan Burns (Rhoda) and Norman Lear (All in the Family, Maude, etc.)—described their difficulties in trying to cope with the restrictions of the family viewing concept. Their problems were compounded, they said, by a lack of guidance from the networks.

A fourth producer, Danny Arnold (Barney Miller), said, however, that he had plenty of guidelines to contend with.

In May 1975, he testified, ABC Vice President Alfred Schneider visited his Hollywood office and told him that under family viewing, there would be no more “dams” and “hells” on Barney Miller, which is aired on Thursdays at 8:30 p.m. Furthermore, Mr. Arnold said Mr. Schneider told him, there would be no more homosexuals, no more prostitutes, no more adult themes. It was 100% more difficult to produce Barney Miller under family viewing than in the preceding season, Mr. Arnold said.

Despite those orders, Mr. Arnold said, he went ahead with a program about a homosexual and with another in which a prostitute was featured, being told every step of the way that the shows would not air. They did, eventually, he said, but the anxiety, frustration and fear that ABC would reject the shows made him feel he probably won’t try to buck the network again. “You can’t fight city hall and win every week,” he said.

Mr. Arnold also testified that family viewing problems also began for M*A*S*H* last May, when he was notified that four of 10 story outlines he had submitted to CBS had been rejected as unsuitable for family viewing. (The series was then broadcast Fridays at 8:30 p.m.; it’s now slated Tuesdays at 9.) Of the four rejected themes, one dealt with adultery, one with impotence, one with venereal disease and one was considered sacrilegious.

“I think self-censorship set in,” said Mr. Gelbart of his writers. “They began to question ideas we thought were good because of how they might be received by the network.”

Mr. Burns testified that when Rhoda was moved from its former post-family hours slot to 8 p.m. Mondays, he was told that as an established program, the series should have no family-viewing problems. But, he said, when he tried to mention birth-control pills on the show, he was immediately challenged by the network, although a similar reference had gone through the year before.

Like the other producers for CBS, Mr. Burns said he had never received specific guidelines from the network. But he said another CBS producer, Ed Weinberger (Phyllis), reported that he had been told by the network: “What we’re trying to do is not to offend the most up-to-date parent you can imagine, watching with his children.”

Mr. Lear called the effects of family viewing an “intolerable climate of pressure and anxiety for creative people.”

Mr. Lear said that before family viewing, CBS had no guidelines either, but then he could tell network people not to get upset about any particular script in the first draft, because truly offensive ideas probably would disappear before air time.

But since family viewing, he said, “we are told changes have to be made at once. And when you get a 38-page script with 30 pages clipped and each clip means they want something changed, you have a lot of anxious moments that add up into many man-hours of worry about things that probably don’t matter in the end anyway.”

Mr. Lear’s Tandem Productions is plaintiff in a separate suit against the networks and NAB, asking $10 million for an adverse effect family viewing is alleged to have on future syndication sales of his programs. Taking All in the Family out of the family hours “stigmatizes” it as unsuitable for family viewing and reduces its viability as syndicated product, he said.

Mr. Lear said that in April 1975 he was telephoned by Robert Wood, then president of CBS-TV, and told that unless he was willing to change the show, it probably would have to be moved out of family-viewing time. Mr. Lear said Mr. Wood told him that an analysis of the episodes of All in the Family for the preceding season showed two were entirely unacceptable for family viewing and that 20 or 21 others would have to be changed in theme or in language to be acceptable.

But, Mr. Lear said, when he met with Mr. Wood two months later to make “a last stab at preventing the move” of All in the Family to post-9 p.m., he was told that it was being shifted, but for “program reasons” to “shore up the Monday lineup.”

Jerry Parenchis, president of Tandem Productions, testified that he had talked to Mr. Wood in April 1975 prior to Mr. Wood’s talk to Mr. Lear and was also present at the July meeting. He said he was “dumbfounded” to hear that All in the Family was being moved solely to bolster Monday nights.

FCC declines judgment on reimbursement deal in renewing WNCN and approving sale to GAF

Commission won’t open that can of worms, hands it to broadcasters

Broadcasters are grownups and the financial reimbursements they are willing to make as part of an agreement to fend off a petition to deny is broadcasters’ business—the FCC will not interfere.

That at least is the message being read into the commission’s decision resolving the case in which two groups of listeners of WNCN(FM) New York initiated, and have now won, their fight to preserve the station’s classical format. The commission last week in an unanimous vote renewed the station’s license and approved its assignment to GAF Broadcasting, but without approving or disapproving the agreement settling the dispute. Under that agreement, WNCN, GAF and the WNCN Advisory Committee will pay the citizen groups some $90,000 for expenses incurred in prosecuting their petitions to deny. Most of the money will go to a public interest law firm, Citizens Communications Center, and to a private attorney, Kristin Booth Glenn, of New York.

Officials said the commission has never chosen to pass on such a financial agreement. The implication for the future, they say, is that the FCC will be on weaker ground in challenging the reasonableness of reimbursement agreements.

The commission’s decision was not the result of a lack of feeling on the matter, however. Commissioner James H. Quello called the reimbursement a “ripoff.” And Chairman Richard E. Wiley and other commissioners felt the reimbursement was inordinately high. But Mr. Quello was said to have felt the matter should be left to the discretion of the broadcasters, while Mr. Wiley and others were unwilling to probe the reasonableness of the groups’ expenses.

On the other hand, Commissioner Benjamin L. Hooks favored the agreement, reimbursement and all. He was not unwilling, as were the other commissioners, to say that the lack of approval of the agreement actually constituted approval.

The commission rationale was grounded in its policy statement on citizen group-broadcaster agreements. It holds that the commission will not “proscribe or prohibit” any agreement that does not violate commission rules or policy.

The case originated several years ago when Starr Broadcasting, the owner of the stations, said the outlet was losing money on classical music and planned to switch to a rock format. That brought on petitions to deny, filed by the WNCN Listeners Guild and Classical Music Radio for Connecticut. Starr’s problems were further complicated when a Chicago group, Concert Radio Inc., filed a competing application for WNCN’s facilities and proposed a classical format.

Starr decided to sell the station. GAF agreed to purchase it for $2.2 million and operate it as a classical station. GAF entered into negotiations with Concert and the citizen groups, and reached the agreement on which the FCC passed last week.
In the Wisconsin News Photographers Association's 1975 competitions, WISN-TV News cameramen won 13 of the 26 awards. The rest of the stations in the state shared the balance.

WISN-TV's awards included 1st Place — Spot News, 1st Place — General News, 1st Place — Sports, Best of Show and TV Newsfilm Photographer of the Year. Wouldn't the best news in the state be the best place to put your important message?
There's a heap of persuasion between networks and longer news: if it weren't for the honor, the affiliates would rather walk

Whether it's inevitable remains to be seen, but many among ABC's stations are out to erect solid front against expansion; CBS affiliates will make their views known this week; FCC waiver of prime-time access provision is part of the key; idea may not go away even if it fails this fail.

The question of longer network evening newscasts, although as yet only hypothetical, seems likely to dominate much of this spring's annual meetings of television network affiliates, starting with the CBS-TV convention this week (also see page 21).

Among ABC-TV affiliates, jolted by reports that ABC News planned a 45-minute newscast in connection with its hiring of Barbara Walters (BROADCASTING, April 26), opponents said last week they were putting up "a united front" and hoped the idea of expansion would be scuttled before the ABC affiliates' convention three weeks from now (May 24-27).

ABC-TV sources, while still insisting they have reached no decision to propose a longer newscast, said they thought they would come to a decision—either for or against—in time to tell the affiliates about it at their convention. They insisted they didn't know what their final decision would be. Well-placed ABC News sources, however, said that although it would probably be hard to introduce 45-minute newscasts this fall, they hoped they wouldn't have to wait until September 1977.

What happens at the CBS and ABC conventions is considered likely to determine how lively the longer-newscast question will be when NBC-TV affiliates convene— a month later than usual this year—on June 20-23.

In the past, CBS-TV officials have repeatedly told affiliates they would not take the initiative to lengthen network newscasts unless a majority of affiliates wanted them to—a condition by no means met in the past and, in the judgment of affiliate leaders, not met now. But CBS-TV officials have also always said that if one of the other networks lengthened newscasts, CBS-TV would have to do so, too—and promptly.

NBC officials have taken much the same position and indicated again last week that they still do. One suggested that NBC affiliates' attitudes have become more of "a mixed bag" than they used to be, but he added that "we're not ready to propose anything yet."

Several sources speculated that before much headway toward a longer network newscast can be made, "a lot of it will have to be flown past the FCC," as one put it, because the commission's prime-time access rules.

If a network schedules news in the 7-7:30 p.m. NYT period, affiliates in the top-50 markets cannot carry it, under PTAR, unless they carry a full hour of local news immediately preceding it.

To accommodate a 45-minute feed at 6:45-7:30 p.m. NYT, then, these stations' local newscasts would have to start no later than 5:45 and run at least to 6:45—in the central time zone, 4:45-5:45. As a practical matter, many affiliates feel, there would be no more than two network feeds—at, say, 6-6:45 p.m. NYT and at 6:45-7:30 NYT—and barring some PTAR relief from the FCC, only the 6-6:45 or at latest 6:15-7 p.m. NYT feed would be practical.

That's all because of PTAR's Footnote 36, which wasn't designed, in itself, to force the hour news concept. Rather, it was designed to accommodate a reality of programming then in effect (in the days of PTAR I: the current rule was PTAR II). The FCC noted that a network affiliate carrying one hour of local news from 6 to 7 p.m. and then the network news at 7 could avoid any impact from the rule simply by sandwiching the network news at 6:30 between two half-hour segments of local news—a normal order of presentation followed by some affiliates, the footnote added. In such a situation, said the FCC, "it should be a matter for the affiliate's judgment whether to present a continuous one-hour local news program from 6 to 7 or to bracket the network news with local news shows. Accordingly, we would grant a waiver upon an appropriate request."

That waiver authority is now built into the rule officially, which means that it would take a waiver in the other direction to avoid it. Commission officials say they have not considered the matter, even informally.

Aside from FCC considerations, station sources repeatedly observed that it would be almost impossible for any network to pick a time in which it would be harder than now to take 15 minutes away from affiliates. Because business is booming.

A leading station rep estimated, for example, that 15 minutes of early fringe time represents about $2,300 in revenues for a large market station, $750 for one in a medium sized market and around $400 for one in a small market—on a weekly basis $11,500, $3,750 and $2,000. Network compensation, by comparison, was estimated at about 15% (or less) of these revenues. The station yielding 15 minutes to the network would, of course, save whatever its program costs for that quarter had been—provided it did not have to eat any outstanding program commitments.

Just what an extra quarter-hour of news time would represent in additional network revenues could not be accurately determined, although some affiliate estimates ranged up to more than $25 million a year. ABC-TV sources estimated in another context that each additional rating point for ABC Evening News would be worth $2.5 million to $3 million a year; if applicable to that newscast's current rating level, a little over 10, current revenues would be $25 million to $30 million.

What ABC sources would say is that ABC Evening News is currently turning a profit and helping to offset the expenses of the ABC News division as a whole, which is running at a loss. Undoubtedly the same is true of the other networks' evening newscasts and their news divisions. Other sources said the late ABC News projections, through 1978, did not anticipate a profitable year for the division during that period.

ABC News officials emphasized repeatedly that the idea of extending the half-hour ABC Evening News to 45 minutes originated months ago and was not, in tandem with the multimillion-dollar hiring of Barbara Walters. They also denied reports that Miss Walters was hired on recommendations by the consulting firm of Frank Magid Associates, Marion, Iowa. They said some Magid studies for ABC News reached similar conclusions. "The public ignores the three networks about equal in newsgathering ability, for instance—but denied that Magid recommended the hiring of a female co-anchor or of Miss Walters specifically."

The idea of adding 15 minutes rather than 30, they said, originated mostly with ABC's rank and file. They added 45-minute local newscasts and felt they could expand to 45 minutes and, with 45 minutes from the network, make a 90-minute package. Much the same rationale was cited by CBS-TV officials in discussing 45-minute possibilities in recent years. NBC-TV authorities have taken a similar tack, although some currently tend to think they might favor an expansion to one hour rather than to 45 minutes, if any expansion is proposed.

While some affiliates currently offering half-hour local newscasts say they could go to 45 minutes without trouble, others insist they don't have 45 minutes of news in their markets—much less, in some markets, the full hour that would be required if the network newscast ran past 7 p.m. NYT.

Aside from the prime-time-access problem, many stations figure they'd have to cut their 30-minute news to 15 minutes but say they don't want to do that, and in some cases cannot do it without violating explicit license-renewal promises to the FCC that they'll provide 30 minutes a day for the next three years.

Others, now doing 60 minutes of local
news, say they don’t want to cut back to 45 or expand to 75.

In a sharply worded protest to ABC Inc. President Elton H. Rule, Westinghouse Broadcasting’s Chairman and President Donald H. McGannon said a 45-minute network newscast would aggravate existing “inequities” in relationships between networks and their affiliates and “in most cases [would] result in a reduction in local news” (Broadcasting, April 26).

Among those found in a Broadcasting canvass to be most amenable—in some cases openly favorable—to a 45-minute network newscast, the chief concern was that they be allowed enough time to play off outstanding syndication commitments. This was true regardless of the network involved, and most of those sampled, especially in larger markets, said they would fight any network attempt to go to 45 minutes in September 1976 or January 1977, although several would go along in September 1977.

As one CBS-TV affiliate said, “I’ve always been an advocate of 45 minutes [of network], but only if we’re given enough transition time. We need at least a year and a half for planning. At least 90% of the stations in the top-50 markets have had to move ahead on their prime-access buying. We’ve made enormous investments. If CBS announced it was going to 45 minutes this fall and wouldn’t make 15 minutes optional, I’d cut my wrists and jump out the window.”

Another broadcaster, affiliated with NBC-TV, also noted that “between 5 and 8 p.m. [NYT] all of us generate a lot of total revenues. A reduction in that is not to be lightly considered.” But aside from the money, he said, he wouldn’t want to reduce his local news, which he said is 60 minutes and highly successful, and also would rather see the network go to 60 minutes instead of 45—if it’s going to expand at all—so that he would have a neat two-hour package.

But a lot of other questions also remain to be answered, he said, including scheduling, number of feeds and such qualitative considerations as the extent to which material in an expanded network newscast might duplicate national and international material currently being included in the longer local newscasts.

There inevitably was talk among affiliates of what trade-offs a network might offer in exchange for another 15 (or 30) minutes of news time. There was speculation that affiliates might be given positions in the network news for local sale, or whole segments for local sale with no cash compensation, or possibly some daytime period that is now programed by the network or—although nobody seemed to expect any network to do this voluntarily—that the stations might be given a block of prime time for local programing and sale, such as a two-hour block now filled by network movies or, another example, the 10:30-11 p.m. NYT half-hour several nights a week.

Leaders of the opposition among ABC-TV affiliates, however, were not talking about trade-offs or compromises or the
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The possibility of accepting longer newscasts a year or more from now. Affiliates who were thinking that way, one said, were forgetting the inroads on station time that the networks have already made and "the certainty" that "if they get 15 minutes more, they'll take 30."

These sources said returns from a survey of the entire ABC affiliate body were showing "a united front" and opposition "almost to a man," and that when the results were all in, Tom Goodgame of KTUL-TV Tulsa, Okla., chairman of the affiliates board, would turn them over to ABC-TV officials to let them know where the affiliates stood.

Some affiliates individually were talking about refusing to clear the ABC Evening News at all if it is expanded. That development, if it happened, would seem to create opportunities for the Independent Television News Association, which currently feeds its 10 members a half-hour a day (at 6:15 p.m. N.Y.T.).

If "a real movement" developed, according to Reece Schonfeld, ITNA secretary, the association would have to create an earlier feed (probably at 5:530) that is "not possible yet."

Mr. Schonfeld, asked whether he expected a sizable market to develop among disenchanted ABC affiliates, replied "I tend to doubt it." But he said ITNA still hopes to add three or four members when satellite earth stations are available in their markets (BROADCAST, Jan. 19) and will go to a full-hour feed in about three months.

While critics of longer network news were outspoken in their hopes of blocking expansion, network sources took a more conciliatory tone. William Sheehan, president of ABC News, conceded that "we have to work with the affiliates—if they're not with us, we're just shouting in a barrel." An ABC network source said he was confident that "when we determine what we want to do and present it to the affiliates board and the affiliate body, we'll have their support."

An official of another network, speaking under cover of anonymity, went further: "Ultimately," he said, "when the move is made, affiliates cannot refuse—the hour has passed when they can refuse to carry network news."

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The supersalaried superstar: Eyebrows are up everywhere over Walters's high price tag

Editorial comment runs heavy against her $1 million per annum; many worry about its effects on profession of journalism

A Washington Star editorial last week asked "why does news of a reporter changing jobs merit front-page stories in major newspapers and precious minutes of network time?"

Whatever the real reason may be, Barbara Walters's new job with ABC as co-anchor on the network evening news (BROADCAST, April 26) has drawn reaction from the media and even from Capitol Hill. But the talk appears not to have centered on her breakthrough as a female co-anchor, but rather on her salary: $1 million a year for the next five years.

Senate Communications Subcommittee Chairman John Pastore (D-R.I.) called the salary "ridiculous." During a Federal Trade Commission appropriations hearing, he said: "The networks come before my committee and shed crocodile tears and complain about their profits. Then they pay this little girl a million dollars. That's five times better than the President of the United States makes. It's ridiculous."

Fred Friendly, TV consultant to the Ford Foundation and former CBS News president, said: "People are not interested in getting news from people making a million dollars a year. I don't think people will accept news from millionaires."

Sander Vanocur, syndicated columnist for The Washington Post, disagreed with him: "Listen, Fred. I don't think you or I or anyone else knows what people will accept news from...No one in this society gets paid a million a year unless someone else thinks he is worth it...Walters has not done anything to television journalism that it had not already done to itself." But Mr. Vanocur said that her new post carries responsibility; claiming that the line between TV journalism and entertainment is already fuzzy enough; she should not contribute in any way to making it even fuzzier.

The damage is already done, however, in the view of Charles B. Seib, ombudsman and internal critic for The Washington Post: "We might as well face it. The line between the news business and show business has been erased forever. It was a mighty thin line at best, so not much has been lost." On the million-dollars-a-year salary, he wrote: "That's entertainment money—up there with the likes of Johnny Carson and Catfish Hunter and the rock
star of your choice." And as for all the questions about whether she'll succeed, he says: "Tune in on the thrilling new soap opera, 'Barbara Walters, Barbara Walters,' soon to be seen on your local ABC outlet."

The Chicago Sun Times also feared an apparent "preoccupation with celebrities rather than with good solid reporting. News is always more important than the people who present it." CBS's Eric Sevareid agreed. As he put it in an on-air commentary on the CBS Evening News, "The trouble now in TV news is that the reporter has been forced to cross the line and has joined those who are constantly reported about." He noted that "inevitably, this [television] is the most personal form of journalism. So the struggle has been to keep the packaging from dominating the contents of the package... and the intramural worry is that maybe the struggle has been lost."

Syndicated columnist Art Buchwald, in a column headlined by the Washington Post as "A Million-Dollar Baby Handling 5-and-10 Cent News?" describes a newsroom dialogue in which one protagonist remarks that "I think we're all missing the point... The big question is whether the news for the next year is worth a million dollars." Richard Salant, president of CBS News hopes that the Walters salary will have no impact on news budgets at his network "but it goes deeper than the question of budgets—we're talking about the scale of human values, about the role of the journalist in our society." Phil Kerby, an editorial writer for the Los Angeles Times had a promising note for Miss Walters: "Nowadays, however, news is mostly disaster, and as for the snippets offered on television, I'd rather get my disaster quotient from Barbara than anyone." Yet he noted that her new job and salary no doubt made "several picky people in the news business angry."

For an NBC News executive who asked not to be identified the whole Walters matter may provide a lesson for the future: "We have all learned a lot from this painful and embarrassing experience, and that is that we can't do business with journalists as we would with Redd Foxx. It is important to deal on a professional basis with journalists so that the inmates don't end up running the asylum."

Mr. Pastore's dim view of Miss Walters' salary:

"The networks come before my committee and shed crocodile tears and complain about their profits. Then they pay this little girl a million dollars. That's five times better than the President of the United States makes. It's ridiculous."

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The other woman on '60 Minutes' is Sylvia Chase

She and Charles Osgood will sub for Rather and Wallace in summer

Correspondent Mike Wallace partially let the cat out of the bag on the April 15 edition of CBS-TV's 60 Minutes: A woman will co-host the program in the summer months. In an on-air response to a letter from a self-proclaimed "radical feminist" who had asked why there weren't any women on the show, Mr. Wallace noted first that Shana Alexander, featured in the "Point-Counterpoint" segment of the show, is a woman, and that the letter-writer would have to "wait until summer" for another female to appear.

CBS announced last week that the other woman is Sylvia Chase, currently anchorwoman for Magazine, a 60 Minutes-style bimonthly daytime program. Joining her will be Charles Osgood, described by CBS News as a "feature maven." They will be substituting for Mr. Wallace and Dan Rather, who will be vacationing and covering the political conventions. Morley Safer will remain with the show in the summer.

60 Minutes will be pre-empted on at least five Sundays in the summer months for pre-convention and convention specials and for a July 4 Bicentennial special.

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Another mover: Moyers jumps to CBS News

Public television newsman switches to commercial network; he'll anchor monthly 'Reports'

Bill D. Moyers, for five years "public television's leading journalist" by WNET(TV) New York's own description, will join CBS News as anchorman and chief reporter for CBS Reports.

Mr. Moyers, press secretary to President Lyndon Johnson, succeeds Dan Rather, who left CBS Reports for a co-editorial assignment on 60 Minutes. Mr. Moyers' appointment is effective June 1 and his broadcasts begin in the fall.

In the last bidding round of Public Broadcasting Service's station program cooperative, only about 14 of the 160 licensees voted to renew Bill Moyers' Journal, his regular public affairs series. The producers were said to be asking $759,000 for six episodes, making it among the most expensive public affairs programs on public TV. Also under consideration for PBS next season was Front and Center, a proposed series with columnist George Will and Mr. Moyers—that plan is most likely to be dropped now. Mr. Moyers also appeared on public television's USA: People and Politics, a public affairs program set to run through the November elections.

While he was correspondent at WNET and editor-in-chief of the Journal, Mr. Moyers received three Emmy Awards from the National Academy of Television Arts and Sciences, the Ralph Lowell Award from the Corporation for Public Broadcasting and an American Bar Association Certificate of Merit.

In response to a laudatory farewell statement from WNET President John Jay Iselin, Mr. Moyers said, "I have had five of the most satisfying, creative and happy years of my professional life in public television and I feel about leaving here the way I felt when I left home at 18: It's necessary, but it hurts."

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ABC, CBS each take two OPC honors

Ross citation goes to WBBM-TV’s Kurtis

The broadcast media will pick up five of 15 awards for journalistic achievement given by the Overseas Press Club, New York, to American correspondents for reporting and interpreting news of international scope. Presentation of awards will be made today (May 3) at an annual awards dinner in the Biltmore hotel, New York.

The television spot news award will go to CBS News for the “Back from DaNang” report by correspondent Bruce Dunning, cameraman Mike Marriott and soundman Mai Van Duc. The television interpretation or documentary award will be given to the ABC News team of Howard K. Smith and Bill Seamans for Robin: Action Biography.

The radio spot news award will go to CBS News for coverage of the fall of Vietnam and Cambodia by correspondents Ed Bradley, Peter Collins, Bruce Dunning, Brian Ellis, Murray Fromson, Bill Plante, Bob Simon, Richard Threlkeld and stringers Eric Cavaliere and Mike Snitowsky.

The radio interpretation award will be given to ABC News, for “Scenes from a War,” and to CBS News, for “America in Vietnam.” The ABC team comprised Charles Arnot, Steve Bell, Lou Cioffi, John Grimes, Peter Jennings, Ted Koppel, Mike Stein and George Watson. The CBS team comprised Morton Dean, Mr. Fromson, Bill Plante, Mr. Threlkeld, Marvin Kalb, John Laurence, Ike Pappas, Robert Pierpoint and Jonathan Ward.

The Madeline Dane Ross citation will be given to Bill Kurtis, WBBM-TV Chicago, for his Vietnam Reports, “reflecting concern for humanity in international reporting.”

A WEEK OF ENGLISH TV PROGRAMS

SUPER NY TIME BUY

For one week starting September 6, 20 million viewers can watch, on WOR-TV New York, the cream of British television.

Commercial time is available to advertisers.

Thames Television will showcase, for the New York audience, programs that deliver 50% plus of all sets in use in metropolitan London. Supporting this unusual presentation will be an extensive promotional campaign in national circulation magazines, daily newspapers, on radio and TV.

Beginning Labor Day from 5:30 p.m. to signoff, the environment of English television will be presented in the British manner: with British programs, personalities and advertising format.

Thames Television’s international award-winning programs are broadcast by England’s Independent Television Network. Its most recent American successes include Jennie: Lady Randolph Churchill, (nominated for six Emmy Awards), Emmy Award winner The World at War and the new Destination: America series.

The unique appeal of this unusual program format will attract not only a substantial segment of the New York metropolitan audience, but also those viewers throughout the North East who view WOR-TV on more than 220 cable systems.

Time buying opportunities are available to advertisers during this week. A special rate card and more details can be obtained from Thames Television (NY) Inc., 1370 Avenue of the Americas, New York 10019, (212) 245-4680.

CIA admits help from 25 in U.S. media, but won’t give any names

Senate committee expresses fear credibility of American newsmen, organization is being threatened

The Central Intelligence Agency continues to use more than 25 American journalists and employees of U.S. media organizations, according to the report the Senate Intelligence Committee released last week.

No names of journalists or employers are given because the CIA refuses to give names to the Senate. So it is impossible to tell if any are broadcasters. But many of them are in executive positions at American news organizations according to unnamed Senate staff sources in an interview with the New York Times last week.

In February, CIA Director George Bush issued a statement saying the CIA would cut off “any paid or contractual relationship with any full-time or part-time news correspondent accredited by any U.S. news service, newspaper, periodical, radio or television network or station.” The CIA told the Senate committee there were about 50 journalists on its payroll at that time.

The key word in that statement is “accredited,” which the CIA told the Senate committee applies to individuals “formally authorized by contract or issuance of press credentials to represent themselves as correspondents.” That dictate apparently does not apply to many American freelancers or to executives who do not report.

Although the CIA would provide no names, the committee outlined four categories of journalist-CIA relationships. The first involved members of staffs of general-circulation U.S. news organizations. Only two individuals in this category were being paid as undercover contacts by the CIA in February. Both relationships are being cut off by the CIA. The second involved members of staffs of small-circulation U.S. publications. There are less than 10 of these.

The third is the largest group and includes freelancers and stringers for news services, magazines and newspapers. Most are bona fide writers; a few are CIA agents

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under cover. The fourth involves journalists who volunteer information to the CIA over the lunch table or over the telephone. None in this group is paid for information.

The Senate Intelligence Committee said in its report that it is concerned that the use of American journalists and organizations for clandestine operations is "a threat to the integrity of the press." It recommended enacting a law prohibiting the CIA from using any individual who writes, edits or sets policy regularly for a U.S. news organization.

The committee was also concerned about what it called propaganda "fumigation" in the U.S., that is, CIA-manipulated news stories that filter back into this country. It said "where a CIA propaganda campaign causes stories to appear in many prestigious news outlets around the world ... it is truly impossible to insulate the United States from propaganda fallouts."

Along that line the committee report notes several examples of books the CIA produced or subsidized that had impact both abroad and within the United States. One, a CIA-produced book about a student from a developing country, was published by the European outlet of an American publishing firm and condensed in two major U.S. magazines. CBS commentator Eric Severeid reviewed the book, the report says, and "spoke a larger truth than he knew when he suggested that our propaganda services could do worse than to flood [foreign] university towns with this volume."

It went on to say that Americans cannot be insulated either from the propaganda of other countries in international media. "It is clear, however, that the strongest defense a free country has from propaganda of any kind is a free and vigorous press that expresses diverse points of view. Similarly, the most effective way for this country to respond to the use of propaganda abroad is to permit American journalists and news organizations to pursue their work without jeopardizing their credibility in the eyes of the world through covert use of them."

**Journalism Briefs**

**And on the floor:** Team of four floor reporters for NBC News has been selected for both Democratic and Republican national conventions this summer. Named were: Tom Pettit, Washington correspondent; Catherine Mackin, congressional correspondent; Tom Brokaw, White House correspondent and NBC Saturday Night News anchorman, and John Hart, Washington correspondent.

**Information, please:** Bicentennial information for broadcast and print journalists on activities planned in Washington during July 4 weekend will be provided by American Revolution Bicentennial Administration. Information center has opened at 734 Jackson Place, N.W., at Lafayette Square in Washington.

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**White House aide describes data needed to make policy on cable**

**MacAvoy says probable effects must be appraised before deciding on extent of cable de-regulation**

Paul W. MacAvoy, a member of the President's Council of Economic Advisers and head of the Domestic Council's regulatory reform group, has filled in some of the gaps he left last month in saying that group lacked the research data needed to propose plans for de-regulating cable television—a project on which it embarked early last fall.

MacAvoy had told reporters at the White House on April 8 that he had "no idea as to what would happen to service in any particular city as a result of cable de-regulation." And he said he must know before he could develop a defensible program (BROADCASTING, April 12).

He did note that he needs many kinds of studies he feels are needed. That he left for the speech he delivered on April 22 to a Telecommunications Policy Research Conference sponsored by the FCC and the Office of Telecommunications Policy at Airlie, Va.

Mr. MacAvoy noted there has been no recent study of the effect of unlimited distant-signal importation on cable penetration and profitability, and no research on the question of what effect cable in mid- and large markets would have on local origination.

He also said the available evidence does not indicate which stations will be most strongly affected by unlimited distant-signal importation. Nor does it suggest, he said, how broadcasters will respond to competition from cable. (For one thing, Mr. MacAvoy said, such competition would tend to make the programming of stations "more truly local."

Accordingly, he said, several new studies are needed. He suggested an update of a 1971 study by Rolla Edward Park of the Rand Corp. estimating the effect of additional distant signals on cable penetration. He said it would be particularly useful to have an analysis of the impact of cable on broadcast based on actual data.

Studies dealing with the question of lost service are also needed, Mr. MacAvoy said. He said the actual reduction in the number of stations on the air as a result of earlier changes in FCC policy governing distant-signal importation has not been estimated. For that matter, he suggested, the increase in homes receiving over-the-air signals as a result of changes in commission policies governing television broadcasting has not been estimated either.

The speech came as something of a surprise to the economists who heard it and who know Mr. MacAvoy—and who apparently had not been aware of his earlier comment on the need for additional research. Mr. MacAvoy had indicated early in the regulatory reform group's work on cable that the job of proposing de-regulation could be handled within reasonable time limits.

As a result, there were among the conference at Airlie, as there were among the reporters who questioned him at the White House in April, those who felt that politics had played a part in the decision to postpone for the foreseeable future administrative plans to submit to Congress in this election year anything as controversial as cable de-regulation legislation.

Mr. MacAvoy and others in his group have denied that politics was a factor—Mr. MacAvoy by citing the research projects he feels must be completed.

However, in his speech at Airlie and in responding to questions from the floor, he made clear he was aware of the sensitive nature of the problem involved in simply removing the FCC's cable rules and permitting consumers to express their preference between cable-television and television service.

The argument, though "attractive," must be handled with care, he said. "The difficulty lies in the public goods aspect of TV. Substitution of CATV for broadcast TV involves changes in a payments mechanism and qualitative changes in services provided."

And although the market might "strike
the correct balance," he said, that aspect of the problem has received "some theoretical attention" but no empirical study.

Who should undertake the study projects he says are needed? Mr. MacAvoy said the burden of providing the answers he says are needed rests with the "advocates of reform," and added: "It is necessary to identify and wherever possible quantify the effects of a proposed change in the first five years, which the literature on telecommunications regulation has not yet done."

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**NAB, ABC want cable portions of copyright revision bill to be excised**

Comment to Kastenmeier group contend MPAA-NCTA proposal does not cope with realities that have emerged with pay cable; pro hockey league fears idea could leave sports out in cold

There were not many comments filed with the Kastenmeier subcommittee on the cable television-motion picture industry agreement on copyright (Broadcasting, April 19), but those that were filed were generally unfavorable.

Both the National Association of Broadcasters and ABC urged Representative Robert Kastenmeier (D-Wis.), chairman of the House subcommittee with jurisdiction over the omnibus copyright revision bill (HR 2223), to remove the cable sections of the bill for further analysis. The same was urged by a cable group, the Ad Hoc Committee of Concerned Cable TV Operators for a Fair Copyright Law, in a letter to Mr. Kastenmeier last November, and again in a letter this month to Lionel Van Deerlin (D-Calif.), the new chairman (see page 42) of the Communications Subcommittee.

ABC claimed the concept of a compulsory license for cable was developed in the context of traditional community antenna television systems. The present copyright bill fails to come to grips with the public interest problems associated with pay cable services, ABC said. Using Stanford Research Institute data, ABC argued that the pay television medium will have available close to $900 million for program acquisitions by 1985—close to the $1.1 billion that was paid in 1974 for all program acquisitions by the three networks. The pay television industry therefore will have the economic capacity to outbid broadcast television for film product, contended ABC, yet the copyright bill ignores such a development. "The Motion Picture Association of America—National Cable Television Association proposal is a possible solution for a 1955 problem," said ABC.

ABC urged the House to consider the antisiphoning resolution introduced by Representative Charles Thome (R-Neb.) as a part of the cable section of the copyright bill (Broadcasting, Oct. 20, Nov. 17, 1975). If the antisiphoning resolution were approved, ABC, "the enactment of compulsory license copyright legislation could not be misconstrued as being intended to stimulate pay television in a manner inconsistent with the public interest."

NAB also pointed to the growth of pay cable in questioning the present copyright bill. "Any legislation in the cable copyright area should recognize the possibility of a cable/pay cable industry without any regulatory restrictions, competing completely in the communications marketplace with broadcasters, and should fully accommodate itself to the possibility of such changes," said NAB.

The best solution to the cable copyright issue, NAB held, is for fees for distant signals to be set by negotiations between all relevant parties. NAB went on to say that it could see "no real difference" between pay cable programming and the imported programming of distant broadcast stations.

"The MPAA-NCTA proposal invites the FCC to cast aside regulation of distant signals and pay cable in favor of allowing the royalty tribunal to adjust charges for such abdication," said NAB. The copyright bill should clearly differentiate between cable copyright liability at present and any such liability should the regulatory or legislative climate change, said NAB.

Should the House subcommittee be unwilling to accept NAB's proposal for separate negotiations for copyright fees, NAB offered certain modifications to the MPAA-NCTA plan. It would include the right of broadcasters to sue cable systems for rule violations; make clear that a small system exemption applies only to individual owned systems and not larger systems that may own controlling interests in small operations; ban all deletion of originally broadcast commercials, without qualification; eliminate provisions for freezing the rate schedule of cable systems outside any TV market; apply full marketplace copyright liability to any additional distant signals delivered for carriage by future FCC rules; and apply full marketplace copyright liability to all distant signals carried by systems transmitting pay cable programs, if the FCC weakens or eliminates its pay rules.

NAB urged that the cable section of the copyright bill be held in abeyance pending the establishment of a cable regulatory policy by Congress. The MPAA-NCTA agreement is "unacceptable as a belated attempt to satisfy the interests of large cable companies and large movie companies, and no one else," concluded NAB.

Like the broadcasters, sports groups were upset with the subcommittee's proposal. The NHL, for example, said its copyright agreement with the National Hockey League, while agreeing with some of the proposal's features, expressed concern that the MPAA-NCTA proposal might encourage the use of sports, rather than movies, by cable systems and not provide adequate copyright compensation. NHL's attorney, Philip R. Hochberg, explained that the underlying thesis for the copyright plan is based on a network sale being a sale nationwide. That's not true with sports, however, he pointed out, as sports are traditionally sold for local and regional broadcasts. The copyright proposal would allow cable systems to "cheerpick" sports events without regard to their regional distribution patterns, he added. MPAA has the benefit of the FCC's syndicated exclusivity rules, said Mr. Hochberg, but sports are open to cheerpicking and the agreement says nothing about sports receiving credit for that carriage.

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**Kastenmeier: Cable will not be shuffled out of copyright bill**

However, markup session defers action on that part of legislation until it can get Van Deerlin input, weigh comments on NCTA-MPAA; CBS wins point in Vanderbilt fight

It may not come together this week, or the next, or even the next, but "there will be a section 111" in the copyright bill, Representative Robert Kastenmeier (D-Wis.) promised last week.

Section 111 is the provision in the copyright bill that treats cable television. Lobbying for and against it has intensified in recent months as Mr. Kastenmeier's Judiciary subcommittee approached markup of the section and has made the subcommittee members a little leary of tackling it.

"If I get new illuminations every half hour," subcommittee member Robert Drinan (D-Mass.) said during a markup session last week, a reference to the barrage of mail he gets on the subject of cable copyright. Mr. Drinan asked the subcommittee to put off consideration of Section 111 until the very last.

Representative Kastenmeier opened the markup session saying that the subcommittee "is not in a position to dispose of Section 111 today." He said the subcommittee would be in a better position to discuss it "and perhaps dispose if it next week," but he seemed doubtful about that.

First, he said, he wanted to meet with the new chairman of the House Communications Subcommittee, Representative Lionel Van Deerlin (D-Calif.), to find out what the Communications Subcommittee wants Section 111 to say.

"Should it come to pass that we are not able to resolve the question within a week or 10 days, we might defer (postpone) consideration of it," he said. "We cannot
leave Section 111 blank [even though] we might be tempted to do so," he added.

A major reason for postponing consideration is the new proposal for cable copyright rates put forth jointly by the National Cable Television Association and the Motion Picture Association of America. The subcommittee wants to wait until comments on it filter through (see page 34). Mr. Kastenmeier said that the NCTA-MPAA proposal is "being very seriously considered."

So the subcommittee put off consideration of the cable section another week. It did, however, resolve another broadcast-related matter, a provision added to the bill in the Senate designed to settle a long-standing dispute between CBS and Vanderbilt University over the latter's practice of lending out clips of network news programs.

Senator Howard Baker (R-Tenn.) sponsored the provision to make it clear that Vanderbilt can continue its TV news archive operation. CBS opposes the practice and has taken Vanderbilt to court over it. CBS's opposition to the provision in the copyright bill centers on its fear that the section gives Vanderbilt and any other library a stronger proprietary right over network news shows than the networks have and that anyone obtaining copies of news shows from libraries might be able to copy them, use them, perhaps distort them for commercial gain or political profit.

The subcommittee resolved the CBS complaint to the network's satisfaction by inserting words that make it clear that library copies of news programs are for "lending" only, and cannot be reproduced by the borrower. The vote on the CBS-favored amendment, sponsored jointly by Representatives Edward Pattison (D-N.Y.) and Tom Railsback (R-III.), was unanimous.

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**Pay cable gets TV premiere of film classic**

'Gone with the Wind,' sold to NBC as $5-million one-shot next season, to get first home showings in June

The 1939 "Gone With the Wind," Hollywood's blockbuster movie that holds the record for the largest theater audience ever, has been acquired by pay-cable operators for showings next month.

The pay cable debut of David O. Selznick's epic film will precede its first commercial television airing on NBC by months. NBC had bought the rights to the film from MGM for $5 million for a one-time-only telecast (Broadcasting, May 20, 1974). It plans to broadcast the four-hour movie on two separate nights in November.

MGM is offering the film to all pay-cable operators for play in a one-month "window" in June. MGM's licensing agreement with NBC made the film eligi-ble for pay-TV transmission through June 30, 1976. After June, pay cable will not have another crack at the movie until three years after the last broadcast telecast, in accordance with the FCC's pay cable rules.

Optical Systems' Channel 100 subsidiary and Telemation Program Services have signed contracts with MGM for rights to "Gone With the Wind." The amounts involved were not disclosed. Although they were a "lot less" than the $5 million that NBC paid, according to one source, they are expected to be the highest yet paid for a pay-cable feature. The movie has grossed about $75 million in theater ticket sales since its release in 1939.

Optical Systems will exhibit the four-hour film in its entirety on six dates during the summer.
June on all 10 of its systems and two affiliated systems collectively serving 28 communities and about 70,000 subscribers. Telementation Program Services, which books pay programs for independent cable systems, is currently negotiating with various CATV systems. Theta Cable of Los Angeles and its close to 28,000 pay subscribers is the only prospect to sign so far.

MGM also is negotiating with other pay-cable operators including Home Box Office Inc., the largest, which serves more than 380,000 subscribers.

HBO experiments with doubling as syndicator and network

In another pay-cable development, Home Box Office is moving toward the syndication business, selling individual pay programs to cable systems in addition to its full pay-cable network activities. HBO is offering "Polies Berger," the Las Vegas revue, on a syndicated basis. It also is planning an experiment with American Television & Communications' systems in Melbourne, Fla., and Orlando, another Florida, permitting ATC to "cherry pick" from the total pay-cable-by-satellite program package to combine HBO offerings with its own pay programming.

Countermeasures urged

Citizens for Cable Awareness in Pennsylvania has asked "everyone"—media groups, producers, media critics and community groups—to protest every broadcast license renewal in the country and demand access to the airwaves.

The plea, issued in a press release, called the broadcast industry a "cartel" and blamed it for reports indicating the administration has backed down from cable TV re-regulation. "If the broadcasters kill the cable industry," said CCAP, "then it is only fair that public access be provided on broadcast networks."

Programing

Violence is down, says CBS report

Network research says there was a reduction of 24% over-all, both during and after family hours

Incidents of violence in prime-time television on all three networks declined an average 24% this season compared with 1974-75, according to a study by the CBS Office of Social Research. "In Brief," April 26. The study, based on 13 weeks of monitoring, also shows that the decreases occurred in both the pre- and post-family hour periods.

CBS noted that its previous studies of this kind were limited to two weeks of program monitoring. A spokesman said this season's 13-week survey was undertaken to provide a better measure of dramatic violence.

Studies have been conducted by CBS since the 1972-73 season. For 1975-76, the study shows that prime-time violence on CBS-TV dropped to 32.5 incidents from 31 in 1974-75. Comparative figures for ABC-TV were 49.5 and 58.5, and for NBC-TV, 37.9 and 47.5.

The proportion of all dramatic violence in prime time before 9 p.m. on all three networks dropped to 11% in 1975-76 (13 weeks) from 17% in one week of March 1975, says the report. The study also says that the weekly number of violent incidents before 9 p.m. dropped from 35 on 1974-75, and after 9 p.m. fell to 106 from 122 on all three networks combined.

Hollywood people get their licks in against the networks on public TV program

On the same night (April 20) that CBS broadcast its CBS Reports: Inside Public Television, noncommercial WTTW-Chicago was taking a one-hour look at the commercial networks. Unlike the CBS piece, a generally uncritical overview of how public broadcasting works and what it's up against, the WTTW program took a generally unfavorable view, casting the commercial networks as censors who take out viewpoints that are strong, anything that offends and everything that's controversial. What's left, the program claimed, is bland and uninformative.

The opinions came from nine members of the Hollywood creative community. Susan Harris, creator and writer of Pay, an early-cast on NBC this past season, claimed that so many things were done to make that series conform to its family-hour time slot that the program was "stillborn." What was intended to portray a woman of 52 who has an affair while separated from her husband, explained Ms. Harris, took the form of a more glamorous and younger woman who could only hint at having an affair.

Similar instances of program censorship were cited by Abby Mann, writer-creator of NBC's Medical Story. The series became the antithesis of the reason the medical anthology was conceived, he said, which is to portray the antithetical. David Rintels, president of the Writers Guild of America West, told of how his story idea for a character study of a soldier in Vietnam was changed into a piece about a matador in Spain.

Criticism of network television was strong. Larry Gelbart, former co-producer of CBS-TV's M*A*S*H* called the current network program mix "worse than pap...it's crap." He added, "We find ourselves doing things which we don't necessarily like, for wages which we very much do like." Mr. Mann labeled network programming a "national disgrace." Liam O'Brien (Police Story, NBC) saw the network programing trend as the "blind leading the blind."

There were no voices to offset the criticism, only the disclaimer at the end of the program announcing that network program executives declined to appear.

The program, produced by Michael Hirst and expected to be broadcast nationally the Public Broadcasting Service, although the program's time slot in the PBS schedule has not yet been determined.

Programing Briefs

ACS honors. American Cancer Society has established annual awards for best radio and television programs, as well as print articles, dealing with cancer. Broadcast categories are: network radio spot announcements and general programs; local radio spots, programs and continuing over-all effort; network television series, specials, personality, news and documentaries. Entries are due Oct. 1, 1976, for first awards (covering April 1, 1975 through Aug. 31, 1976) to be presented December 1, 1976, at New York's Waldorf-Astoria hotel. Further information: American Cancer Society Mass Media Awards Committee, 801 Second Avenue, New York 10017.

Mixed ratings. Nation's First Lady was not amused by some of what she saw on NBC's Saturday Night installment starring White House News Secretary Ronald Nessen (Broadcasting, April 26). Mr. Nessen appeared as host and show included taped segments featuring President Ford. Betty Ford said she and President found pieces kidding him amusing but felt others were "distasteful."

All the way to the bank. New celebrity panel show hosted by Jack Barry has been picked up by new-NY TV New York. Break the Bank is Jack Barry & Dan Enright production syndicated by Dick Colbert Co. Thirty-four stations have purchased program to date.

Brave women. Corporation for Public

Two comedies. Paramount Television has sold *The Brady Bunch* sitcom to 132 markets (for 89% coverage) and *The Odd Couple* sitcom to 51 markets, including 20 of top 25. New *Brady Bunch* stations include KTVK-TV Oklahoma City, WWBT Pittsburgh, Va., and WSNJ-TV Dayton Beach, Fla. New *Odd Couple* stations include WTCN-TV Minneapolis, WXIX-TV Cincinnati and KMBC-TV Kansas City, Mo.

*Lear on PBS.* Norman Lear, commercial television producer, will begin research and development for public television series entitled *Portraits of America.* Series, expected to include between six and 10 one-hour programs, will look at land, people and history of U.S. as seen by various American writers.

Bell ringers. American Revolution Bicentennial Administration has sent radio and television stations and 150 cable systems promotional material to encourage citizen participation in and coverage of bell ringing ceremonies on July 4. Sixty-second radio announcement contains message from ARBA administrator, John Warner, asking for nationwide chiming simultaneously with Liberty Bell tolling in Philadelphia at 2 p.m. Television stations and cable systems have received suggested copy for play during celebration and eight historic slides. ARBA has also set up information center for broadcast and print journalists at 734 Jackson Place, Washington 20276; (202) 382-1561.

Oldies but goodies. Ziv International's television division (Los Angeles) has purchased four former television series from Barrett Film Corp. Included are: *My Little Margie,* with Gale Storm; *The Adventures of Jim Bowie,* with Scott Forbes; *Rocky Jones, Space Ranger,* with Richard Crane; and *Waterfront,* with Preston Foster. All are in black-and-white.

A sampling of stations

American Air-Chexx Inc., Bath, Me., has introduced "American Air-Chexx Magazine"—on cassette tape.

The 70- to 90-minute tapes consist of on-going contemporary airchecks, as well as interviews, production techniques, letters to the editor and even classified advertising.

According to publisher Craig Erickson, a former broadcaster and independent researcher, all airchecks will be current and must meet the approval of the program director. Some are provided by the station and others taped by American Air-Chexx.

Each biweekly issue will concentrate on a particular market. Subscription rates range from $4.95 per issue to $99.95 per year. Mr. Erickson said he is seeking a circulation of 5,000.

**WNET researcher disputes CPB study on PTV viewership**

Farr claims report showing audience that is not much different from general population is faulty

A Roper report, commissioned by the Corporation for Public Broadcasting and issued earlier this year (BROADCASTING, Feb. 2), which concluded that public television viewers didn't differ much from the norm, has attracted criticism from within public TV.

Karen Farr, research director at non-commercial WNET(TV) New York and member editorial advisory board of the Public Telecommunications Review, said the report is "littered with procedural and reporting inadequacies." ("Closed Circuit," April 26). Ms. Farr, whose analysis of the CPB study was published in the March-April issue of the Review, which is an organ of the National Association of Educational Broadcasters, concludes that because of differences in the way the data was generated, the report neither affirms nor refutes the findings of previous studies nor does it reveal "very much at all about the public television viewers."

The defects in the study, she said, ...at Donahue's success in Philadelphia, Baltimore and Detroit!*

In two months, a fast #1 in Philadelphia! Donahue's one-hour format just started this January, and it's already a big number one.


Another fast #1 in Baltimore's half-hour format! Donahue's half-hour show, which debuted in September 1975, is now number one across the board.


For the long haul, a solid #1 in Detroit! After six years, Donahue is still a strong number one. No matter what time period.


And in all three markets, Donahue attracts a bigger percentage of young women viewers than Merv, Dinah or Douglas. 55% of Donahue's audience are women 18 to 49. Merv pulls in just 27%, Dinah 30% and Douglas 47%.

Isn't it time you took a close look at what Donahue can do for you? Available in either half-hour or one-hour formats. Call Don Dahlman, Lee Jackoway or Roger Adams at (513) 241-1822.

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**Take a close look ...**

at Donahue.

*NSI, February 1976. Audience and related data are based on estimates provided by the source indicated and are subject to the qualifications issued by this service. Copies of such qualifications are available on request.*
1976:
WTAE-TV Makes History
By Becoming the
Number 1 Station in
the Pittsburgh Market.
1976 is a historic year for WTAE-TV. This year, WTAE-TV became the Number 1 station in the Pittsburgh market in all major demographic categories.

According to Win Fanning, TV columnist for the Pittsburgh Post-Gazette, "for the first time ever Channel 4, the Pittsburgh ABC affiliate, is number one in the market by any yardstick one can apply."

These yardsticks, as reported by the February-March ARB (Arbitron Television) show that WTAE-TV is Number 1 in Total Households; Women 18-49; Total Men 18 and over; Men 18-49; Teens; and Children.

In Prime Time, ARB reports that WTAE-TV reached a total of 323,000 households, a gain of 25.2 per cent over last year’s February-March ratings.

According to ARB, WTAE-TV has 7 of the top 10 programs in Total Households. The February-March '76 NSI (Nielsen Station Index) shows that WTAE-TV has 9 of the top 10 Prime Time programs.

Besides top Prime Time ratings, the Channel 4 Action News at 11 P.M. is Number 1 with Total Households and Total Adults 18 and over. The 7 P.M. program, "Bowling for Dollars," is also leading its time period in all the major demographic categories.

Other WTAE-TV firsts include Action News at 6 P.M., Adults 18-49; A.M. Pittsburgh, 8-9:30 A.M., Women 18-49; Late Afternoon Programming, 4:30-6 P.M., Adults 18-49; and the program, "The Edge of Night," the Number 1 Daytime Show in the Pittsburgh market, Women 18-49.

The facts tell the story. When you buy the Pittsburgh market, buy the TV station that is Number 1 mornings, afternoons and evenings.

Buy Channel 4 and make some history of your own.

WTAE-TV
PITTSBURGH
An ABC affiliate represented by the Katz Agency

*Quoted with permission from the March 31, 1976 issue of the Pittsburgh Post-Gazette. Reprints of the article available upon request.
Cereal firms’ advertising is element in monopoly trial

FMC says four major manufacturers trade media-costs information

The Federal Trade Commission began its trial last week that seeks to prove that four major dry-cereal manufacturers are involved in a "fact conspiracy" to monopolize their industry. The commission alleges that the firms helped maintain their position by informing each other of their advertising expenditures.

In an unprecedented use of antitrust law, the FTC is seeking to break up an alleged "shared monopoly" of Kellogg Co., Battle Creek, Mich.; General Mills Inc., Minneapolis; General Foods Corp., White Plains, N.Y; and Quaker Oats Co., Chicago. According to the FTC complaint, the companies account for about 91% of ready-to-eat cereal sales and have cooperated to maintain a "noncompetitive structure."

As the trial began in Washington before FTC Administrative Law Judge Harry Hinkes, attorneys for the firms called the charges absurd.

If the FTC can prove its case, it could lead to break-ups in other industries believed to be dominated by a few corporations. The FTC filed its complaints against the cereal makers four years ago.

Another complaint with similar charges, against eight oil companies, was filed three years ago and has not yet gone to trial.

In his opening statement, the FTC’s prosecuting attorney, Anthony Joseph, said that one estimate shows that consumers were overcharged by $100 million in 1970 for cereal products. The companies have weakened competition from other firms by increasing their own product lines.

The FTC claims that the companies’ advertising budgets rose from $26 million to $81 million between 1950 and 1970.

Among advertising charges that are part of the FTC’s case are that the four companies inform each other of their advertising expenditures. According to FTC figures for 1969, Kellogg accounted for 45% of cereal sales with $300 million in sales and advertising expenditures of $36 million; in 1970 General Mills (21%) with $141 million in sales and expenditures of $19 million; General Foods (16%) with $92 million in sales and $9 million in expenditures, and Quaker Oats (9%) with $56 million in sales and $9 million in advertising expenditures.

The FTC will also try to prove that the companies agreed together to stop offering package premiums for the past 10 years. It also claims that the companies have tried to "exaggerate trivial variations" among cereals, and that certain of the cereals’ advertising claims do not hold true.

The FTC is asking the administrative law judge to order all Quaker Oats, the smallest of the four, to divest one or more of their plants and products to other companies. Quaker Oats, along with the other companies, would also have to license some brands to other companies without royalties. The trial is expected to take at least a year, with summer recess.

More time for politicians

FCC relaxes policy on how much and when campaign commercials can be sold

With new political broadcasting laws being felt in an election year and with a large number of political candidates in various races, the FCC last week liberalized its policy governing commercials to ease the squeeze on broadcasters. Essentially, it allows another two minutes per hour for political advertising.

The commission has no rule on the subject, but it has expressed approval of the National Association of Broadcasters code provision that limits radio stations to 18 minutes of commercials each hour. In addition, the policy permits exceptions of up to 20 minutes in each hour during no more than 10% of the station’s total weekly hours of operation, to accommodate heavy advertising needs in the community, and a further exception of up to 22 minutes when the additional two minutes is purely political advertising.

But now, the commission said in a notice sent to all licensees, many radio broadcasters complain that they are hard pressed to remain within those limits because of requests for political advertising time in the current campaigns. The commission said two factors are cited—the new reasonable access and lowest-unit-charge provisions, as well as the equal-time law, and the large number of candidates who are seeking time.

Accordingly, the commission said it
Viable alternative. The Republican National Committee—which claims radio is "enjoying something of a renaissance as a prime campaign medium"—is supplying congressional campaign managers and field supervisors with extensive details on the radio stations in their territories. The information, mailed after congressional contenders are selected in the primaries, includes rate cards, coverage maps, formats, frequency of newscasts, names and telephone numbers of news directors and talk show information. "Radio is coming back to the fore partly because the campaign contribution limits are making it more difficult to buy television time, and because paid TV has often been used so poorly that it is losing credibility," says G. Norman Bishop, RNC director of communications. Radio's advantages, in Mr. Bishop's view: low cost, flexibility and the fact that it "can be easily targeted to specific voters." The Democratic National Committee "isn't going to that extent," according to Richard Nelson, director of radio and television for the DNC, but will supply all that information if it's requested.

The Republican side, for the past 15 weeks, has also been sending 150 radio stations five-minute taped programs featuring congressional and cabinet members. The tapes are produced in-house by the RNC, the National Republican Congressional Committee and the Republican Governors Association, with distribution and production costs said to run about $450 weekly. The Democrats had their own five-minute programs which began last February and ran over the Mutual radio network for seven weeks. Now they're concentrating on actuality distribution and preparation of voter registration PSAs, Mr. Nelson says.

would amend its policy. It would not raise any questions regarding political spot advertising on a station if the excess over its normal commercial limits is purely political advertising, amounts to no more than four minutes per hour and occurs in no more than 10% of the station's hours of operation during which the lowest-unit charges are mandated for candidates—that is, 45 days before a primary or 60 days before a general or special election. The commission's statement makes two changes in policy. The allowable number of "purely political" excess minutes in an hour would increase from two to four minutes; and the number of hours in which the excess would be permitted would be increased—10% of the broadcast hours in the applicable lowest-unit charge period, not 10% of the broadcast hours in any week.

Not under fairness

The FCC denied a complaint by the Council on Children, Media and Merchandising that ABC and CBS violated the fairness doctrine by broadcasting advertisements aimed at children and by failing to present contrasting viewpoints in their over-all programming. CCMM wanted the networks to air programs to educate children about TV ads. The FCC refused the request saying the commission cannot adopt "a policy which would require the networks to present specific programming on a specific subject." In addition, it said, CCMM did not show that the commercials constituted "any controversial issue of public importance." subject to fairness considerations.

Agencies recoil from FTC pulse reading

All eight seek to quash subpoenas that would require detailed reports on compliance with edicts

A Federal Trade Commission project to test its enforcement powers and to determine if FTC advertising decisions are being followed has met resistance from the eight advertising agencies involved. Last month the FTC subpoenaed all ad-
Macdonald retirement changes the line-up

Caucus officially confirms Van Deerlin for chairmanship; Russo comes aboard for Murphy, now consumer subcommittee head; Staggers blow-up doesn't happen

Representative Lionel Van Deerlin (D-Calif.) became chairman of the House Communications Subcommittee last week. He was elected by a vote of 21 to 0 during a caucus of Commerce Committee Democrats.

Mr. Van Deerlin replaced Representative Torbert Macdonald (D-Mass.), whose resignation from the top communications post became effective last Monday. Mr. Macdonald's ill health prevented him from attending the caucus, but his personal endorsement of Mr. Van Deerlin given earlier with his resignation notice, had a lot to do with the latter's unanimous selection. "There's no question about that," Mr. Van Deerlin said last week.

The caucus also elected Representative John Murphy (D-N.Y.) chairman of the Consumer Protection and Finance Subcommittee, the position Mr. Van Deerlin had to give up to take the communications job. The vote for Mr. Murphy was 12 to 10.

In making the switch to the consumer subcommittee, Representative Murphy had to leave the Communications Subcommittee. He was replaced by Representative Martin Russo (D-Ill.).

The full membership of the Communications Subcommittee now reads: Mr. Van Deerlin, Mr. Macdonald, Charles Carney (D-Ohio), Goodloe Byron (D-Md.), Timothy Wirth (D-Colo.), Henry Waxman (D-Calif.), Mr. Russo, Louis Frey (R-Fla.), W. Henson Moore (R-La.).

The future of the Communications Subcommittee is now in Mr. Van Deerlin's hands, but he has indicated that for this year, he will not interrupt the projects Mr. Macdonald initiated (BROADCASTING, April 12). After his election last week, he said that hearings on cable television regulation and on the industry's family viewing period are high on his list of priorities. Preparations for both have been underway for months.

But Mr. Van Deerlin cautioned questioners, as he has done repeatedly of late, not to expect any "legislative breakthroughs" in this election year. He planned to meet last Friday with subcommittee members and staff to lay down an agenda for the remainder of the year.

All the members of the Communications Subcommittee staff, which includes two economists, a legislative assistant, a researcher and counsel Chip Shooshan, have agreed to stay on.

Contrary to expectations, the committee's Democratic caucus last week proceeded without rancor, according to several of the members who attended the close-door session. There had been warnings from some of a "bitter" confrontation with Commerce Committee Chairman Harley Staggers (D-W.Va.) over his handling of events beforehand (BROADCASTING, April 19).

Several members charged then that Mr.
Staggers flatly violated committee and House Democratic Caucus rules when he made a private agreement with Mr. Van Deerlin to withhold a bid for the Communications Subcommittee chair until next year and with Mr. Murphy to act as chairman at a Communications hearing which Mr. Staggers called without consulting from committee members, particularly Mr. Macdonald, Mr. Staggers backed down on the hearing plans, but rather than cancel them, he “postponed” them, a move that only compounded the error in the minds of some.

(The hearings, originally scheduled for April 27 and 28 on two FCC-drafted bills, are still planned. One of the bills would authorize the FCC for the first time to fine cable TV operators for rule violations, the other would permit broadcast translators to originate programming. Mr. Staggers said last week he met with Mr. Van Deerlin and the two agreed to reschedule the hearings soon.)

Those issues were not discussed at the caucus last week, save in a statement by Mr. Staggers made “with great propriety,” according to one member. Mr. Staggers reportedly said he had done only what he thought best for the subcommittee in the absence of Mr. Macdonald and that he had been unable to reach Mr. Macdonald before issuing his hearing announcement.

Representative John Moss (D-Calif.), one who had been outspoken in his anger at Mr. Staggers three weeks ago, said last week a rehash of those events at the caucus “would have accomplished nothing.” Mr. Moss also had a response for those who said earlier that Mr. Staggers’ actions might have insured that Mr. Staggers will not be re-elected full committee chairman in the next Congress. “For anyone to predict the make-up of Congress or its committees (after the elections),” he said, “would be presuming a lot.”

Hacks in high places are result of FCC, FTC screening process, Senate study holds

The process that produces members of the FCC and the Federal Trade Commission, in the view of two who have studied it, is hardly designed to produce quality.

“Partisan political considerations dominate the selection of regulators to an alarming extent,” their study concludes. “Alarming, in that other factors—such as competence, experience, and even, on occasion, regulatory philosophy—are only secondary considerations. Most commission appointments are the result of well-stoked campaigns conducted at the right time with the right sponsors, and many selected have not only failed in terms of powerful political connections and little else.”

The criticism has been heard before, but not, perhaps, on the basis of so comprehensive a study of the background of 51 appointments to the FCC and FTC between 1953 and 1973—research that included interviews with 31 of the 41 commissioners who served during that period, as well as with a number of the White House and Senate staff members involved in the appointment process.

The authors are James H. Graham, a staff counsel for regulatory reform with the Senate Committee on Government Operations, and Victor H. Kramer, professor of law and director of the Institute for Public Interest Representation at Georgetown University Law Center. Their 439-page study, under auspices of the institute, has become a factor in the examination that the Senate Commerce and Government Operations Committees are conducting into the process employed in selecting regulatory commissioners.

The study was printed and was released last week at the direction of Senate Warren G. Magnuson (D-Wash.), Commerce Committee chairman, and with an introduction by him and Senator Abraham A. Ribicoff (D-Conn.), chairman of Government Operations.

The report sparks many memories, not all pleasant. It recalls the Senate confirmation problems Commissioner Robert E. Lee encountered in 1954, after his first appointment, because of his close ties to Senator Joseph McCarthy (R-Wis.) and the story of Commissioner Richard Mack, disgraced in an ex parte scandal involving the grant of a Miami television license.

There also is an account of former Chairman Newton Minow refusing entreaties of President Kennedy and his brother Robert and insisting on resigning and returning to private life after two years in Washington. There is even a touch of burlesque in the account of the accidental switch in appointments that, in 1953, sent John Doerfer to the FCC and Jerome K. Kuykendall to the Federal Power Commission. Mr. Doerfer, of Wisconsin, and Mr. Kuykendall, of Washington, were chairmen of their respective state utilities commissions and both were lawyers, but Mr. Doerfer had been ticketed for the FPC and Mr. Kuykendall for the FCC. The switch, the authors quote “a person in a position to know,” was simply the result of a “dumb mistake.”

The list of commissioners includes some, at least, the authors seem to regard with respect. But, on balance, the process of selection has proved wanting, in the authors’ view, and the agencies have become “appropriate resting berths for those who have labored long and hard in the party vineards; and a convenient dumping ground for people who have performed unsatisfactorily in other, more important government posts.”

The initial responsibility for this state of affairs rests with the White House. But the authors note that the Senate has a role, in the confirmation of the President’s nominees. And, they say, the Senate’s record is “not impressive.” Indeed, they note that many of those selected for the regulatory agencies are urged on the White...
They are working with other committees in the Senate and House, “in particular” the House Subcommittee on Investigation and Oversight.

**Fairchild answers McLendon charges over KDTX purchase**

Fairchild Industries, which wants to buy KDTX (FM) Dallas from Starr Broadcasting for $1.35 million, has answered charges leveled in a petition to deny the sale by another Dallas licensee, McLendon Corp., (BROADCASTING, March 29) in a filing at the FCC.

Fairchild said that McLendon’s opposition to the sale was due to Fairchild’s refusal, in 1975, to buy KNUS from McLendon for $3 million. The format change is not an issue, said Fairchild, since there are five existing or proposed religious stations on the market, and the objections “have apparently been orchestrated and supported by McLendon.”

Fairchild alleged that Gordon McLendon, president of McLendon Corp., conspired with the publisher of a local paper, the Oak Cliff Tribune, to inspire protests from local citizens over the proposed sale by featuring prominent anti-Fairchild articles on the matter while, Fairchild said, “all other city and local newspapers have given the matter scant, if any, attention.”

Responding to charges of ratings misrepresentation at its Dallas AM, KLIF, Fairchild said a special Arbitron survey it ordered and distributed was not an attempt to mislead anyone, but was used to obtain more accurate figures for a time period when KLIF was off the air or operating with reduced power.

Fairchild also denied McLendon’s claims that KLIF engaged in hypooing. There was nothing unusual about the contest McLendon mentioned in the petition to deny, and nothing improper about scheduling them when KLIF did since the station “had been running such promotional activity on a continuous basis since 1974, and there were,” Fairchild said, “relatively few days when a contest could have been run when no survey was being taken.”

**Judge won’t dismiss suits against three TV networks**

The U.S. judge presiding in the case in which the Justice Department has accused the three commercial TV networks of antitrust violations has rejected the networks’ effort to obtain a summary judgment in their favor. Judge Robert J. Kelleher, in Los Angeles, said that the networks had not proved that then-Attorney General William Saxbe had acted out of impure motives in refiling the suits. Judge Kelleher two years ago dismissed the suits when the government refused to turn over to the networks White House tapes that the networks said would support their position that the Nixon administration had been politically motivated in initiating the suits in 1972. Judge Kelleher last week accepted for consideration two other motions—one to dismiss the ground Justice did not have jurisdiction to bring the suits and one for a summary judgment on the ground that the networks’ actions did not violate the Sherman Act.

**Revamping at Aspen**

Homet assumes Cater post, Robinson to play dual role

The Aspen Institute for Humanistic Studies has formally announced changes in the top leadership of the institute’s Program on Communications and Society (“Closed Circuit,” April 12).

Roland S. Homet Jr., who was chief of the Office of Telecommunications Policy’s Office of Studies and Analysis, succeeds Douglass Cater as director of the Program on Communications and Society and FCC Commissioner Glen O. Robinson, whose term at the commission expires on June 30, will become special adviser to the institute as well as chairman of a Special Project on Communications Policy and Process. Commissioner Robinson also joins the University of Virginia’s law faculty in the fall.

The special project is an outgrowth of a workshop last August at Aspen, at which strong support was expressed for an effort to examine policy options and to assess the communications policy-making process itself. The committee, on which Mr. Homet will serve as executive director, will review the manner in which other societies deal with communications.

The project, the institute announced last month, will involve in its work policymakers, industry leaders and experts, and representatives of “the wider publics interested in all forms of communications.”

Mr. Cater will continue to serve the Program on Communications and Society as program associate in communications as well as institute trustee and permanent fellow. He will also work with Joseph Slater, president of the institute, in developing and integrating institute-wide activities.
Network record for last year: TV profits down, radio way up

Radio & O's score huge gains; at TV networks and stations expenses outgain net revenues

Profits of television networks and their owned-and-operated stations in 1975 fell 5% below those of 1974 while profits of radio networks and their O&O's more than tripled, according to FCC reports issued last week. The 1975 profits (before federal tax) were $314.2 million from TV networking and $8.9 million from radio.

Combined net revenues for the television networks and their O&O's increased by 7.7% in 1975, to a little more than $2 billion, but expenses rose faster, by 10.4%, to $1.7 billion.

In radio, net revenues were up 13.5%, to $118 million, while expenses were kept to a 7.3% gain at $109 million.

In television, network operations alone produced a 1975 profit of $208.5 million, down 7.4% from 1974. Profits of the owned stations collectively stayed flat, at $105.7 million. In radio, networking still showed a loss, $2.5 million, but that was much less than the $6.1 million lost the year before. The radio O&O's made a 35.7% advance in profits, to $11.4 million.

Details appear in accompanying tables. Additionally, the FCC reported that television networks reported spending $160 million on news and public affairs in 1975, compared to $150 million the year before. No comparable figures were made available for radio networks.

TV networks and their O & O's

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Networks</th>
<th>15 owned-and-operated TV stations</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Amount</td>
<td>% change from 1974</td>
<td>Amount</td>
</tr>
<tr>
<td>Network advertising revenue</td>
<td>$1,937.4</td>
<td>8.0</td>
<td>$2,154.7</td>
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<tr>
<td>Deductions:</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Paid to owned-and-operated stations</td>
<td>38.9</td>
<td>4.0</td>
<td>217.4</td>
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<tr>
<td>Paid to affiliated stations</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Total participation by stations</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Retentions from network advertising revenues</td>
<td>$1,937.4</td>
<td>8.0</td>
<td>$1,898.4</td>
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<tr>
<td>Nonnetwork time sales</td>
<td>436.8</td>
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<td>Other broadcast revenues</td>
<td>105.9</td>
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<td>Total broadcast revenues</td>
<td>2,479.1</td>
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<td>Deduct commissions to agencies and representatives and cash discounts</td>
<td>409.8</td>
<td>7.5</td>
<td>324.4</td>
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<tr>
<td>Net broadcast revenues</td>
<td>2,069.4</td>
<td>7.7</td>
<td>1,673.8</td>
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<tr>
<td>Broadcast expenses</td>
<td>1,755.3</td>
<td>10.4</td>
<td>1,465.3</td>
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<tr>
<td>Broadcast income (before federal income tax)</td>
<td>314.2</td>
<td>(5.0)</td>
<td>208.5</td>
</tr>
</tbody>
</table>

NOTES: Amounts are in thousands of dollars. Last digits of figures may not add because of rounding.

( ) Indicates decrease.

* Includes payments from networks other than ABC, CBS, or NBC.

Radio networks and their O & O's

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Networks</th>
<th>17 owned-and-operated AM stations</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Amount</td>
<td>% change from 1974</td>
<td>Amount</td>
</tr>
<tr>
<td>Network advertising revenue</td>
<td>$58,796</td>
<td>22.1</td>
<td>57,721</td>
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<tr>
<td>Deductions:</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Paid to owned and operated stations</td>
<td>1,075</td>
<td>22.4</td>
<td>1,075</td>
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<tr>
<td>Paid to affiliated stations</td>
<td>12,120</td>
<td>24.2</td>
<td>12,120</td>
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<td>Total participation by stations</td>
<td>13,195</td>
<td>24.0</td>
<td>13,195</td>
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<tr>
<td>Retentions from network advertising revenues</td>
<td>$58,796</td>
<td>22.1</td>
<td>57,721</td>
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<tr>
<td>Nonnetwork time sales</td>
<td>81,265</td>
<td>7.6</td>
<td>81,265</td>
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<td>Other broadcast revenues</td>
<td>3,028</td>
<td>23.9</td>
<td>2,660</td>
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<td>Total broadcast revenues</td>
<td>84,350</td>
<td>13.5</td>
<td>59,981</td>
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<td>25,000</td>
<td>13.8</td>
<td>10,475</td>
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<tr>
<td>Net broadcast revenues</td>
<td>119,449</td>
<td>13.5</td>
<td>49,508</td>
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<tr>
<td>Broadcast expenses</td>
<td>109,532</td>
<td>7.3</td>
<td>52,050</td>
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<tr>
<td>Broadcast income (before federal income tax)</td>
<td>8,917</td>
<td>290.0</td>
<td>2,542</td>
</tr>
</tbody>
</table>

NOTES: Amounts are in thousands of dollars. Percent change is calculated from 1974 data that included 14 AM and four AM-FM combinations.

( ) Indicates decrease. Last digits of figures may not add because of rounding.

a CBS, Mutual, NBC and ABC's three AM networks and one FM network.

b Includes 17 AM stations. Four AM-FM combinations that previously submitted combined reports reported separately this year. Seventeen of the owned-and-operated FM stations are excluded. The 1975 revenues of these stations totaled $5.4 million and their expenses totaled $18.1 million compared to $11.5 million and $13.9 million, respectively, for 14 stations in 1974.

c Loss of $616,000 in 1974.

Broadcasting May 3 1976

45
Old Hoosier hands. Indiana chapter of Broadcast Pioneers was formed at spring meeting of Indiana Broadcasters Association. Robert B. McConnell, WISH-TV Indianapolis general manager, was elected president of chapter; W. Thomas Hamilton, WNDU-TV South Bend general manager, was named vice president.

Help available. Broadcast Personnel Mart has been established by The Profit Center Inc., Dallas, to offer management consultant personnel placement services to broadcasters. New division prescreens and tests personnel with final evaluations made by Ralph Stachon, president, and Jim Collins, executive vice president, of organization. Parent company continues in broadcasting, selling customized musical productions and special promotions. PO. Box 35169, Dallas 75235; (214) 639-6231.

Pay days. Noncommercial WETA-FM Washington raised $130,425 in 4,442 pledges in four-day "marathon" commemorating station's six birthday. Total was more than $5,000 above WETA-FM's goal and is believed to be highest amount ever brought in by public radio station for four-day period.

New in town. Scheduled to go on air in Fort Wayne, Ind., last Saturday (May 1) was WKEF-FM, authorized to operate on 103.9 mhz with 3 kw and antenna 250 feet above average terrain. Station is licensed to Templar Broadcasting Co.

No more. FCC Review Board denied Community Telecasters of Cleveland's request for extension of time to construct WCTF-TV on channel 19 in Cleveland, canceled construction permit and deleted call letters. Community was granted CP in 1968 and received extensions in 1969 and 1971 and had not shown, board said, in latest request that failure to finish construction was due to factors beyond its control.

Correction. WVOJ(AM) Jacksonville, Fla., has become affiliate of NBC Radio. Station operates full time on 1320 kw with 5 kw. Broadcarr (April 19 incorrectly identified station as WVOZ.

Fewer readers. Decreasing readership was problem cited most often in poll of 441 newspaper editors taken in connection with Washington meeting of American Society of Newspaper Editors last month. Of those responding to mail survey, 49% named that problem; 35% listed lack of funding and maintaining competent news staff and 28% mentioned production costs.

On the air. To help clear up delays caused by backlog of applications for Citizens Band licenses, FCC has set up instant temporary licenses, allowing applicants to go on air immediately after mailing application forms (with $4 fee). FCC gets more than $50,000 CB license requests each month.

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

- WKDA-AM-FM Nashville: Sold by WKDA Broadcasting Co. to Dick Broadcasting Co. for $1.2 million. Seller is subsidiary of Chatham Corp., which also owns KNOX-AM-FM, Fort Worth and whose principals are Garry Brainin, Albert Greene, Charles E. Harris and Robert.J. Bond Jr. Buyer is owned by James A. Dick family. Mr. Dick and his wife Marilyn, own 28.56% each of WIVK-AM-FM Knoxville, Tenn. WKDA is on 1240 kw with 1 kw day, 250 kw night. WKDA-FM is on 103.3 mhz with 100 kw and antenna 390 feet above average terrain.

- WBOY-TV Clarksburg, W. Va.: Sold by Northern West Virginia Television Broadcasting Co. to WBOY-TV Inc. for $750,000. Seller is owned by Max and Marion Ascoli and Nathan W. Levin who also own WBOY(AM) Clarksburg. Principal in buyer is Birney Imes Jr., who also has interests in WCB1-AM-FM Columbus, WELD(AM) Tupelo, WNAG(AM) Granada, WONA(AM) Winona, and WROX(AM) Clarksdale, all Mississippi. WBOY-TV is NBC affiliate on channel 12 with 129 kw visual, 24 kw aural and antenna 860 feet above average terrain. Broker: Chapman Associates.

- WZX1(AM) York, Pa.: Sold by Music Fair Enterprises Inc. to Greenco Communications Inc. for $450,000. Seller is owned by Shelly Gross who has no other broadcast interests. Buyer principals are Jeffery Greenhawt, general sales manager of WMAZ-FM Washington, and Dan Cohen, WMAZ-FM local sales manager. WZX1 is on 1350 kw with 5 kw day, 1 kw night. Broker: Blackburn & Co.

- KID0(AM) Boise, Idaho; Sold by Mesabi Western Corp. to New Executive Motel Inc. for $384,000 plus $100,000 noncompetition covenant. Seller is owned by publicly held Western Bancorporation. Buyer is owned by Dale G. Moore who also owns KSEI(AM) Pocatello and KHDF(TV) Twin Falls, both in Idaho; KTVMTV(TV) Butte, KCAP-AM-FM Helena, KCFW-TV Kalispell and KGV0-AM-FM Missoula, all Montana. KIDO is on 630 kw with 5 kw full time.

- WANR(AM) Toledo, Ohio: Sold by Raystay Co. to Gore Broadcasting Inc. for $300,000. Seller, owned by George F. and Marian B. Gardner, also owns WEOO(AM) and CATV systems in Waynesboro and Carlisle, Pa. Buyer is owned by Harold W. Gore who owns WTOR(AM) Tawson, Md., and W2IP(AM) Cincinnati and has 5% interest in Sudbrink Broadcasting's WLYP(AM) Miami, WJTF(AM) Baltimore, WVEZ(FM) Cincinnati, WLA-AM-FM Chicago and WPRF(AM) Wauwatosa, Wis. WANR is on 1520 kw with 1 kw full time.

- KAPD(AM) Beaumont, Tex.: Sold by Radio Beaumont Inc. to Air Waves Inc. for $295,000. John H. Hicks is principal in seller and also has interests in KLYD(AM)
Nelson all has other broadcast interests.

William R. Tedrick, Boesen tenant antenna KDKD for $250,000. Seller is owned by William R. Tedrick, Eva G. Tedrick and estate of William J. Allen, none of whom has other broadcast interests. A.E. and Nelson Dahl (father and son) and Larry Boesen also own KAH(L) AM North Platte, Neb., and Randal Boesen is banker there. KDKD is 1 kw daytimer on 1280 khz. KDKD-FM is on 95.3 mhz with 3 kw and antenna 177 feet above average terrain. Broker: Ralph E. Meador.

WMNS(AM) Olean, N.Y.: Sold by Radio Olean Inc. to Great Dane Broadcasting Corp. for $200,000 plus $50,000 noncompetition covenant. Seller is owned by James C. Grimes who has no other broadcast interests. Buyer principals are Robert Burns and Kenneth Pederson. Mr. Burns is general manager and has interest in WFDR-AM-FM Dundee and WSFE-AM-FM Seneca Falls, both New York. Mr. Pederson is Penn Yan, N.Y., contractor. WMNS is 1 kw daytimer at 1360 khz. Broker: Keith W. Horton Co.

WKYE(AM) Bristol, Tenn.: Sold by Highland Development Corp. to J. Ardell Sink for $250,000. Seller is owned by William J. Tilley Jr. and James K. Daniel who have no other broadcast interests. Buyer also owns WKY(AM) Burnsville and WCSS(AM) Cherryville, both North Carolina; WKKR(AM) Pickens and WKH(AM) Holly Hill, both South Carolina, and owns with his wife, Remelle, Market Broadcast Consultants, Burnsville-based accounting and computer services firm. WKYE is 1 kw daytimer on 1550 khz. Broker: Business Broker Associates.

KCLM(AM) Redding, Calif.: Sold by California Northwest Broadcasting Co. to Colgan Communications Corp. for $200,000. Principals in seller are Carl and Leah McConnell who also own KVQ-TV Eureka, Calif. Buyer is owned by John A. Colgan who is an advertising executive in New York with U.S. News & World Report. KCLM is 5 kw daytimer on 1330 khz. Broker: William A. Exline Inc.


WDQH(AM) Delphos, Ohio: Sold by Trench County Broadcasting Inc. to Vogel/Roach Corp. for $95,000. Seller is owned by Vernon P. Hopkins, David Roach and Raymond Tanner. Mr. Roach has 25% interest in buyer. Other principals in buyer, William R. Vogel (5%), Alwyn Taylor (12%), Neil Lancaster (6%), and Hugh Ellington (6%) also own WGN(AM) Murfreesboro, Tenn.; WNQ(AM) Flora, Ill.; WRFN(AM) Franklin and WMP(AM) Scottsburg, both Indiana, and WAMA(AM) Selma, WHOD-AM-FM Jackson, WBO(AM) Evergreen, WTCP(AM) Fioman and WULA-AM-FM Eufesia, all Alabama. WDQH is on 107.1 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Chapman Associates.


Other sales reported at the FCC last week include: KIPJ(AM)-KBED(AM) Lake Providence, La.; WAIR-AM-FM Morgantown, W.Va. (see page 58).

Approved

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

WNLC(AM)-WYTD(FM) New London, Conn.: Sold by Thomas Broadcasting Corp. to Mercury Broadcasting Corp. for $1 million. Seller is owned by Gerald J. Morey who has no other broadcast interests. Principals in buyer are Joseph B. Somerset, radio consultant; David T. Workman, New York stock broker, and David A. Swiger, partner in New York underwrite manufacturing firm. WNLC is on 1510 khz with 10 kw during 5 kw night. WYTD is on 100.9 mhz with 3 kw and antenna 300 feet above average terrain.

WHOS(AM)-WDRM(AM) Decatur, Ala.: Sold by Dixie Broadcasting Inc. to Martin Broadcasting of Alabama Inc. for $500,000. Seller is owned by John H. Jones and Louis C. Blizzard who have no other broadcast interests. Principals in buyer are Donald G. Martin, William G. Evans and John Hughes who also have interests in WYUR(TV) Huntsville-Decatur, Ala., WEZF-FM TV Burlington, Vt., and have bought, subject to FCC approval, WSWB-TV Orlando, Fla., for $537,500 (BROADCASTING, Jan. 12). WHOS is 1 kw daytimer on 800 khz. WDRM is on 102.1 mhz with 100 kw and antenna 165 feet above average terrain.

Other sales approved by the FCC last week include: WPRN(AM) Butler, Ala.; WTOT-AM-FM Marianna, Fla.; KIK(AM) Honolulu; WTON(AM) Staunton, Va. (see page 58).

BEAUTIFUL NORTHWEST EXCLUSIVE First Time Offering

Premium non-directional AM fulltimer and FM in good secondary market. Currently grossing over $275,000.

$700,000

Valuable real estate included.

Terms

Please contact: John H. Bone, San Francisco Office.
Citizen group fumbled ball, court says in upholding FCC renewal action

Judge says Chicano group should have raised program points in earlier proceedings at FCC

The FCC's renewal of the license of KOB-TV Albuquerque, N.M., was affirmed by the U.S. Court of Appeals in Washington last week. But it was nearly a setback for the station. If the citizen group opposing renewal had raised before the commission a public-interest programming issue it argued in court, the court indicated, it might have remanded the case to the commission for further consideration.

The commission on Aug. 28, 1974, had rejected the petition to deny that was filed against KOB-TV by the Alianza Federal de Mercedes, a Mexican-American group whose avowed purpose is to combat discrimination against Mexican Americans, and renewed the station's license for the 1971-74 period.

On appeal, the court said that the six hours and 55 minutes of minority-issue programming that the commission said KOB-TV provided in a year is a prima facie failure to serve the public interest when the minority comprises 40% of the public being served.

The unanimous court, in the opinion written by Judge Harold Leventhal, noted that in previous cases it had held that programming is a matter best left to the licensee and is "not to be measured by a simple percentage test." Nevertheless, he added, the court is "troubled by the applicants' contentions and by the issue whether the minimal amount of public-interest programming serving the needs of 40% minority does not create a disparity so significant as to amount to a difference in kind rather than degree." That finding, he said, could support denial of renewal "as a matter of law," or establish "a prima facie case that the broadcaster was not acting in the public interest and that a hearing was required."

But, Judge Leventhal noted, Alianza's petition did not specifically argue the disparity in allocation of public interest programming time devoted to the Mexican American community as a ground for denial. The petition focused on KOB-TV's failure to deal with two issues of principal concern to the group—racial discrimination and the claim of Mexican Americans that large areas of New Mexico had been deeded to their ancestors by Spain when it ruled the territory.

And "raising the explicit and quantitative argument for the first time before this court," Judge Leventhal said, "does violence...to the scheme of an agency-court partnership contemplated by the Communications Act."

The commission, which had found that the station's total public interest programming served the public interest) must be given an opportunity to pass on a novel legal or factual argument before it can be brought before a reviewing court, Judge Leventhal said. Otherwise, he added, the court would be exercising "primary jurisdiction" over any issue not raised before the commission.

Another issue raised on appeal involved the fight Alianza had begun before the commission to gain access to KOB-TV's financial information. Alianza asked the court to require the commission to use qualitative standards or evaluations in measuring past programming adequacy.

The court rejected that plea. Judge Leventhal said the court is not "insensitive to the weaknesses" in the commission's method of requiring licensees to ascertain community problems and then explore them in "undefined types of public interest and news programming.

But, he said, although disclosure of financial information might help gauge public interest programming, "we cannot say that the commission is required as a matter of law to make such information available." Joining Judge Leventhal in the opinion were Judge Roger Robb and Judge Gus Solomon, senior district judge for the district of Oregon.

AWRT seasons convention with women's issues

American Women in Radio and Television will take a cue from the Bicentennial for its theme, "Independence Through Communication," at its 25th annual convention this week at the Marriott hotel in Philadelphia. Attendance, from the ranks of 2,500 AWRT members plus industry and government representatives, is projected at more than 800.

Workshops will focus on industry issues with some emphasis on women's angles. Assertiveness training, the Equal Rights Amendment and career clinics have places on the agenda.

Saidie Adwon, account executive, KTUL-TV Tulsa, Okla., will be installed as president, succeeding Jane E. Cohen, director of programs, WRC-TV Washington, and other officers will be elected at business meetings.

Included on the agenda:


Helen Thomas, UPI White House correspondent, is the keynote speaker Thursday evening at the 25th annual industry reception, hosted by the three networks. The ninth annual Silver Satellite award will be presented for outstanding accomplishment in the field of broadcast communications and a special Bicentennial award will be given to Virginia Kassel, creator and producer of The Adams Chronicles ("Closed Circuit," April 19).

Friday, May 7—Morning business meeting followed by a general session, "An Insight into Political Advertising," moderated by Roger E. Ailes, political communications consultant, Roger Ailes and Associates, New York, with Daniel Payne, Martilla, Payne, Kilby & Thorne, Boston; Ruth Jones, Ruth Jones Ltd., New York; Ralph Murphy, campaign consultant, Matt Reese and Associates, Washington; Joan Aikens, commissioner,
Federal Election Commission and Abbott Washburn, commissioner, FCC.


Saturday, May 8—General session, "Broadcasting ... from the other end," offering a "chance to ask broadcasters to defend the way they do things." Moderator will be Gene Barnes, Barnes Associates, New York, with Kenneth MacDonald, WKBW-TV Philadelphia; Catherine Olymbray, Public Relations, Los Angeles; Kay Fisher, WMAQ-TV Washington; Paul Brock, Mutual Black Network, and Jacqui Mullen, WQOK-TV Charleston, W.Va.

**WAPI-TV gets its renewal with one EEO asterisk**

A 1973 application for the renewal of Newhouse Broadcasting's WAPI-TV Birmingham, Ala., has been granted by the FCC.

Magic City Communications Coalition had asked the commission to deny the renewal. It said Newhouse didn't adequately ascertain area needs, discriminated and held an unlawful concentration of control of Birmingham area media.

The FCC found no basis for the charges except for those of discrimination. It noted the renewal was subject to any action the commission deemed necessary when the Equal Employment Opportunity Commission reached a decision in a case before it involving WAPI-TV.

**His wish is grants**

FCC Chairman Richard E. Wiley plans to recommend that the commission seek legal authority to issue "modest research grants." Speaking at the Telecommunications Policy Research Conference, at Airlie, Va., the chairman said the contract method of funding research is often "too cumbersome and bureaucratic." Grant programs would reduce that burden, he said, and give the commission a larger pool of expert researchers to draw upon and, possibly, lead to closer ties between the commission and researchers "while preserving academic freedom."
We get Letters...  

Mr. Ralph Stachon, President
The Profit Center, Inc.
P.O. Box 3569
Duluth, Texas 75215

Dear Ralph:

As you know, I have been in the Broadcast business for
me past 25 years and we have seen many changes and
developments. But, today in as far as we are concerned,
the biggest problem is finding people of sufficient
capability and willingness to do a good job.

I have worked with you and your Executive V.P.,
Jim Collins, over the past 15 years. Your company has
been a leader in the field and I feel that we can
be a good match. I have been very impressed by
the professionalism and the quality of the work
you do. I would like to have the opportunity to
work with you and your staff.

Sincerely,

[Name]

Dear Ralph:

I have been getting calls from people who have been
looking for work. I have also been getting calls from
people who have been looking for me. I have been
offering to help people find jobs and I have been
offering to help people find people who can do a
good job. I have been successful in finding people
do good work.

But, Lately, they've all been asking the same
question.

So, I started a new business called

Announcing—

BROADCAST PERSONNEL MART

"THE MATCHMAKERS"
Prescreened Professionals Available to fill
positions in all broadcast job descriptions

in confidence call collect

Ralph Stachon or Jim Collins
(214) 638-6231

Furthermore, the report says that such
negative impacts "may easily be offset by
improvements in economic climate reduc-
tions in UHF reception and tuning han-
dicaps."

To the FCC's Mr. Blau and his chief,
Dale Hatfield, director of the Office of
Plans and Policy, the report, despite its
failings, is useful. "It will give us a place

to start looking for spectrum space that might
be allocated to some other service," said
Mr. Blau. And Mr. Hatfield said: "We're looking
for a new home for Citizens Band radio; its present
location (27 mhz band) is inadequate for technical reasons, and
we're looking at all alternatives."

Commissioner Robert E. Lee, who
throughout his 22 years on the commis-
sion has been its most vigorous advocate
of UHF, has been qualifying his defense of
UHF in recent years. And last week he
said he could not say UHF frequencies will
"never be surrendered to another ser-
vice. But neither could he say that the time
for such surrender had yet occurred. He
thinks UHF still deserves time to
demonstrate it is entitled to the spectrum
space assigned to it.

But if some see the report ammun-
tion for those eager to raid UHF for
spectrum space, some Broadcast Bureau
officials see it in vindication of those who
have argued that UHF is a growing
medium. "They're saying UHF is going to
grow; this gives an optimistic picture," said
one official.

But what of the bottom-line conclusion
that the demand for UHF frequencies will
not be so great that some could be turned
over to a competing service?

"We have a long way to go before we
can say we can give up any number of
channels," the official said.

Up-and-down earth station
sought by Kansas City TV

Wormington's KBMA-TV applies
for terminal; it will be bought,
leased back by Button firm

The first application by a television station
for a receive-transmit satellite earth sta-
tion has been filed by Westport TV Inc.,
licensee of KBMA-TV Kansas City, Mo., and
Transcommunications Inc., a satellite con-
sultant firm, which will buy and lease back
the facility to KBMA-TV.

KBMA-TV hopes to have the earth station
completed in time for this summer's
Republican national convention in Kansas
City, as a "springboard" to attracting
customers. Currently, there is no satellite
ground station in Kansas City.

NBC is looking to see if there are any
cost advantages in using a satellite feed to
take the convention coverage from Kansas
City to Chicago where it could be patched
into the national land-line network.

The Independent Television News
Association, a cooperative formed after
the demise of Television News Inc. (Broadcasting, Nov. 3, 1975), is also looking toward satellites to transmit its own convention coverage. ITNA hopes to use KBMA-TV’s production facilities to provide both live and taped convention coverage, said Reese Schonfeld, ITNA manager and director, since the costs for subscribing to the network pool’s coverage are presently prohibitive to ITNA. Whether ITNA will use KBMA-TV’s satellite facilities or go with Western Union, which is studying the possibility of taking a portable transmit-receive earth station to Kansas City for the convention, has not yet been decided.

KBMA-TV’s earth station venture is also seen as a means to decreasing the costs of bringing in sports events from cities that are served by RCA satellite uplinks, said Bob Worman, Westport TV president.

On a longer term the earth station facility could provide more transmission services from Kansas City, said Robert Button of Transcommunications. Other users might include KBMA-TV’s cable-TV program service subsidiary, Target Network Television, the Home Box Office pay cable network and industrial traffic customers.

**Technical Briefs**

### Available space?
National Association of Broadcasters asked FCC to start rulemaking proceeding to assign 942-947 mhz band to auxiliary radio broadcast service for use of studio-to-transmitter interconnecting radio links (STL) and intercity relay stations. NAB said both services (previously allocated to this band) have greatly expanded since 1968 when commission reassigned band to “reserve” status for future land mobile use. Land mobile doesn’t need frequencies, NAB continued, while “phenomenal growth” of STL, intercity relays and equipment such as portable color TV control transmitters and wireless microphones warrants reassignment of band.

### Company closing?
Paul Godley Co., Little Falls, N.J., consulting communications engineers, is discontinuing operations in early June. Principals are Paul F Godley Jr. and Carson Kauffman. Joseph S. Sherman, former company associate, has acquired all technical and engineering records.

### Two to one?
Portable switcher/fader offered by MP Video, Newton, Mass., combines two black and white porta-pac cameras into one portable videotape recorder. Designated SF-3, unit weighs one pound and clips to belt or strap and plugs directly into camera input of VTR. Features include vertical interval switching, fading, supers, intercom circuit, monitoring and preview of off-air camera.

### Radio programer.
IGM, Bellingham, Wash., has introduced its Model VII manual assist remote control unit. System connects and controls random access cartridge devices to allow disk jockey to preschedule air show free of cartridge handling. Unit has TV display and control keyboard for previewing program schedule and allowing late corrections.

### Planning ahead.
Office of Telecommunications Policy has commissioned study to assess impact of optical fiber technology on television and other communications areas. Scheduled for completion is study by “Cast of Characters” Office of Telecommunications Policy research division. It will focus on fiber optics’ role in urban telecommunication systems and evaluate options for system designs that are feasible during next 20 years. “We are not likely to see widespread use of fiber optics for many years to come,” said OTP Acting Director John Eger. “But government has a responsibility to do its homework now.”

### Foreign sounds.
Continental Electronics Manufacturing Co., Dallas, in joint venture with Greek civil construction firms, has been awarded $150 million contract by Ministry of Information of Kingdom of Saudi Arabia for construction of AM broadcasting facilities. Project involves two two-million-watt AM transmitters to be built on Red Sea coast and one two-million and one one-million-watt AM transmitter built near Jordan border. Continental will provide electronic equipment valued at about 20% of total project effort, or $28 million.

### How it’s done.
FCC has received report entitled “System Coverage by the FM Broadcast Stations” by Dr. George A. Huffer of Commerce Department’s Office of Telecommunications. Report describes preparation of computer-generated maps showing FM coverage of continental U.S. and is included with maps in commission’s docket on clear channel proceeding (Docket 20642).

### New product, new heights.
New transmitting tower of WKBV-TV Youngstown, Ohio, is being hailed by station as first such structure to be built with Cor-Ten, weathering-grade of steel requiring no painting and with maintenance-free capabilities. Because of area’s elevation above sea level, station says, top of 1,432-foot tower marks highest point in Ohio. Tower will also be used by WKBV-FM.

### Consultant service.
New management consulting firm, Tech-Lit Services Inc, has opened to provide technical literature and industrial advertising preparation services, program management and consulting services to manufacturers of electronic, electro-mechanical and scientific equipment. Firm will assist manufacturers who generally have difficulty with conventional advertising agencies that do not have technical knowledge of Department of product or marketplace. 1519 Highwood Drive, Arlington, Va. 22207; (703) 241-1152.

### Operating efficiency.
Unit can be used by radio and TV stations, equipment manufacturers and recording studios.

### Video colorizer.
BJA Systems, Willow Grove, Pa., has introduced model 135 colorizer for coloring monochrome video signals from selection of 20 pre-set colors. Unit provides ability to interweave parts of one picture with another and accepts two video signals, composite sync, composite blanking and color subcarrier.

### Pirates, beware.
Sony Corp., Tokyo, reports it has developed system to prevent illegal copying of duplicates of tapes recorded on Betamax videotape cassettes. System is incorporated in printer at copy-producing center. Print produced through this system will provide same playback image from one obtained from ordinary Betamax videocassette. When it is recorded through some other system, however, image will not be normal.

### Ireland microwave.
GTE International, subsidiary of General Telephone and Electronics Corp., has been awarded $3.5 million contract to provide Republic of Ireland with microwave communications system to replace country’s existing TV distribution network and to provide additional coverage to areas that will utilize 22 repeater stations over approximately 750-mile route and is expected to become operational in early 1977. Microwave system will utilize pulse code modulation techniques to transmit program channels above video band.
These are the top songs in air-play popularity in two categories on U.S. radio, as reported to Broadcasting by a nationwide sample of stations. Each song has been “weighted” in terms of The Pulse Inc. audience ratings for the reporting station on which it is played and for the part of the day in which it appears. A (●) indicates an upward movement of 10 or more chart positions on the previous Playlist week.

<table>
<thead>
<tr>
<th>Over-all rank</th>
<th>Last This week</th>
<th>Title (length)</th>
<th>Artist—label</th>
<th>Rank by day parts</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Disco Lady (3:50)</td>
<td>Johnny Taylor—Columbia</td>
<td>1 1 1 1</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Right Back Where We Started From (3:16)</td>
<td>Maxine Nightingale—United Artists</td>
<td>2 2 2 4</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Boogie Fever (3:25)</td>
<td>Sylvers—Capitol</td>
<td>3 3 4 3</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Welcome Back, Kotter</td>
<td>John Sebastian—Elektra</td>
<td>4 4 3 2</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>December 1983 (3:21)</td>
<td>Four Seasons—Warner Bros.</td>
<td>5 5 5 5</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Let Your Love Flow (3:16)</td>
<td>Bellamy Bros.—Warner Bros.</td>
<td>6 6 6 8</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Bohemian Rhapsody (5:56)</td>
<td>Queen—Elektra</td>
<td>8 8 7 6</td>
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<tr>
<td>8</td>
<td>Show Me the Way (3:25)</td>
<td>Peter Frampton—Reprise</td>
<td>7 7 9 7</td>
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<tr>
<td>9</td>
<td>Lonely Night (Angel Face) (3:17)</td>
<td>Captain &amp; Tennille—A&amp;M</td>
<td>9 9 9 9</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Only 18 (2:44)</td>
<td>Dr. Hook—Capitol</td>
<td>10 10 10 10</td>
<td></td>
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<tr>
<td>11</td>
<td>Fooled Around and Fell in Love (2:58)</td>
<td>Elvie Bishop—Capricorn</td>
<td>11 14 12 11</td>
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<tr>
<td>12</td>
<td>Silly Love Songs (5:54)</td>
<td>Paul McCartney—Capitol</td>
<td>13 12 11 12</td>
<td></td>
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<tr>
<td>13</td>
<td>Dream Weaver (3:15)</td>
<td>Gary Wright—Warner Bros.</td>
<td>12 11 14 14</td>
<td></td>
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<tr>
<td>14</td>
<td>Love Hangover (3:40)</td>
<td>Diana Ross—Motown</td>
<td>14 15 13 13</td>
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<tr>
<td>15</td>
<td>Trying to Get the Feeling Again (3:45)</td>
<td>Barry Manilow—Arista</td>
<td>16 13 15 15</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Get Up and Boogie (4:05)</td>
<td>Silver Convention—Midland (In)t</td>
<td>17 16 17 16</td>
<td></td>
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<tr>
<td>17</td>
<td>Rhiannon (3:45)</td>
<td>Fleetwood Mac—Reprise</td>
<td>18 15 19 17</td>
<td></td>
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<tr>
<td>18</td>
<td>Shannon (3:50)</td>
<td>Harry Nilsson—Elektra</td>
<td>20 23 16 18</td>
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<tr>
<td>19</td>
<td>Sweet Thing (3:16)</td>
<td>Rufus featuring Chaka Khan—ABC Records</td>
<td>21 19 21 20</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Dream On (3:25)</td>
<td>The Doobie Brothers—Warner Bros.</td>
<td>23 21 23 22</td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>Love in the Shadows (3:18)</td>
<td>Neil Sedaka—MCA</td>
<td>24 22 26 24</td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>Misty Blue (3:35)</td>
<td>Dorothy Moore—Malaco</td>
<td>24 28 22 28</td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>I Do, I Do, I Do, I Do, I Do (3:15)</td>
<td>Abba—Atlantic</td>
<td>26 25 26 29</td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>Shop Around (3:23)</td>
<td>Capitol &amp; Tennille—A&amp;M</td>
<td>27 29 25 32</td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>Theme from &quot;S.W.A.T.&quot; (4:07)</td>
<td>Rhythm Heritage—ABC</td>
<td>33 22 31 25</td>
<td></td>
</tr>
<tr>
<td>28</td>
<td>Shout It Out Loud (2:38)</td>
<td>Kiss—Casablanca</td>
<td>30 31 28 31</td>
<td></td>
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<tr>
<td>29</td>
<td>Electric Light Orchestra—United Artists</td>
<td>Commodores—Motown</td>
<td>28 33 29 33</td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>Love Hurts (3:03)</td>
<td>Blackbirds—Fantasy</td>
<td>31 34 33 23</td>
<td></td>
</tr>
<tr>
<td>31</td>
<td>There's a Kind of Hush (All Over the World) (2:53)</td>
<td>Carpenters—A&amp;M</td>
<td>46 30 37 27</td>
<td></td>
</tr>
<tr>
<td>32</td>
<td>A Fool to Cry (3:59)</td>
<td>Rolling Stones—Rolling Stone</td>
<td>32 36 32 35</td>
<td></td>
</tr>
<tr>
<td>33</td>
<td>Love Hurts (3:03)</td>
<td>Blackbirds—Fantasy</td>
<td>35 38 35 37</td>
<td></td>
</tr>
<tr>
<td>34</td>
<td>Musical Dream (3:04)</td>
<td>Blackbirds—Fantasy</td>
<td>36 38 35 37</td>
<td></td>
</tr>
<tr>
<td>35</td>
<td>Slow Ride (3:45)</td>
<td>Foghat—Bearsville</td>
<td>38 40 34 41</td>
<td></td>
</tr>
<tr>
<td>36</td>
<td>All by Myself (3:22)</td>
<td>Eric Carmen—Arista</td>
<td>36 38 35 37</td>
<td></td>
</tr>
<tr>
<td>37</td>
<td>Come on Over (3:38)</td>
<td>Olivia Newton-John—MCA</td>
<td>41 44 42 43</td>
<td></td>
</tr>
<tr>
<td>38</td>
<td>Union Man (3:20)</td>
<td>Cate Brothers—Asylum</td>
<td>42 45 43 45</td>
<td></td>
</tr>
<tr>
<td>39</td>
<td>One Piece at a Time (3:10)</td>
<td>Johnny Cash &amp; Tennessee III—Columbia</td>
<td>47 43 47 44</td>
<td></td>
</tr>
<tr>
<td>40</td>
<td>Never Gonna Fall in Love Again (3:45)</td>
<td>Eric Carmen—Arista</td>
<td>45 43 47 44</td>
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</tr>
<tr>
<td>41</td>
<td>Take It to the Streets (3:20)</td>
<td>Doobie Brothers—Warner Bros.</td>
<td>44 46 48 48</td>
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<tr>
<td>42</td>
<td>I've Got a Feeling (3:17)</td>
<td>Al Wilson—Playboy</td>
<td>43 49 49 49</td>
<td></td>
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<tr>
<td>43</td>
<td>Crazy on You (4:06)</td>
<td>Heart—Mushroom Records</td>
<td>46 46 46 46</td>
<td></td>
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**Country**

<table>
<thead>
<tr>
<th>Over-all rank</th>
<th>Last This week</th>
<th>Title (length)</th>
<th>Artist—label</th>
<th>Rank by day parts</th>
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<tbody>
<tr>
<td>1</td>
<td>Come on Over (3:38)</td>
<td>Olivia Newton-John—MCA</td>
<td>1 3 1 1</td>
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</tr>
<tr>
<td>2</td>
<td>After All the Good Is Gone (2:56)</td>
<td>Conway Twitty—MCA</td>
<td>2 3 3 3</td>
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<tr>
<td>3</td>
<td>One Piece at a Time (3:10)</td>
<td>Johnny Cash &amp; Tennessee III—Columbia</td>
<td>4 1 4 4</td>
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<tr>
<td>4</td>
<td>Together Again (3:56)</td>
<td>Emmylou Harris—Reprise</td>
<td>5 4 2 2</td>
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<tr>
<td>5</td>
<td>I'll Get Over You (3:12)</td>
<td>Crystal Gayle—United Artists</td>
<td>2 6 5 5</td>
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<tr>
<td>6</td>
<td>That's What Made Me Love You (2:48)</td>
<td>Bill Anderson &amp; Mary Lou Turner—MCA</td>
<td>7 8 13 8</td>
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<tr>
<td>7</td>
<td>That's What Made Me Love You (2:48)</td>
<td>Bill Anderson &amp; Mary Lou Turner—MCA</td>
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<tr>
<td>8</td>
<td>Some Days I Feel Like a Millionaire (3:58)</td>
<td>Mickey Gilley—Playboy</td>
<td>10 13 14 14</td>
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<td>9</td>
<td>Make Me Feel Like A Woman (2:36)</td>
<td>Billy Joe Spears—United Artists</td>
<td>11 17 17 17</td>
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<tr>
<td>10</td>
<td>What Goes on When the Sun Goes Down (2:51)</td>
<td>Ronnie MIlls—MCA</td>
<td>12 15 17 17</td>
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<tr>
<td>11</td>
<td>I Couldn't Be Me Without You (2:40)</td>
<td>Johnny Rodriguez—Mercury</td>
<td>14 13 16 9</td>
<td></td>
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<tr>
<td>12</td>
<td>If I Had to Do It All Over (2:33)</td>
<td>Roy Clark—ABC</td>
<td>15 9 13 15</td>
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<tr>
<td>13</td>
<td>Mental Revenge (2:40)</td>
<td>Mel Tillis &amp; Statler Brothers—MGM</td>
<td>11 14 14 19</td>
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<tr>
<td>14</td>
<td>Till the Rivers All Run Dry (3:27)</td>
<td>Don Williams—ABC</td>
<td>16 17 10 13</td>
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<tr>
<td>15</td>
<td>Walk Softly (3:02)</td>
<td>Billy &quot;Crash&quot; Caddock—ABC</td>
<td>15 18 16 16</td>
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<tr>
<td>16</td>
<td>Lone Star Boar &amp; Bob Willis Music Band—ABC</td>
<td>Rod Steiger—United Artists</td>
<td>18 19 20 20</td>
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<tr>
<td>17</td>
<td>You'll Lose a Good Thing (2:50)</td>
<td>Johnny Rodriguez—Mercury</td>
<td>17 17 17 17</td>
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<tr>
<td>18</td>
<td>Broken Lady (3:37)</td>
<td>Larry Gatlin—Monument</td>
<td>21 19 22 22</td>
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<tr>
<td>19</td>
<td>Paloma Blanca (3:27)</td>
<td>The Doobie Brothers—Warner Bros.</td>
<td>20 22 21 18</td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>Mack White—Commercial</td>
<td>24 25 25 25</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Broadcasting May 3, 1976**

S. William Scott, VP of radio news operations, Group W's radio station group, named to additional post of general manager, Group W's WINS(AM) New York, succeeding Robert W. Dickey, new general manager, KVOI(AM)-WDVE(FM) Pittsburgh (see above).

Alva H. Chapman Jr., president, Knight-Ridder Newspapers, Miami, 45% owner of KLZ-AM-FM Denver, WAKR-AM-TV-WAZZ(FM) Akron, Ohio; WONE(AM)-WTUE(FM) Dayton, Ohio, and KRO(AM)-XL(AM)FM Dallas, named to additional post of chief executive officer, succeeding Lee Hills, who continues as chairman and becomes editorial chairman, succeeding John S. Knight, retired. Bernard H. Riddler, vice chairman of board and operating committee chairman, given additional duties as executive committee chairman, succeeding James L. Knight, resigned. Knight brothers remain as directors.


George E. Keck, president/chief executive officer, Columbia Corp., Portland, Ore., named to board of directors of Liberty Communications, broadcast group owner and cable TV firm, Eugene, Ore. Carolyn S. Chambers, Liberty corporate treasurer/board member, named VP. David L. Kuhns, assistant to FCC general counsel, named administrative assistant at Liberty.

Aaron Geman, assistant controller of CBS Television Stations financial planning, New York, named assistant controller of CBS Television Stations Division there. Peter M. Crowell, manager of software, CBS Data Center, New York, named director of management systems and operations research, Television Stations Division.

John Rohrbeck, general sales manager, KNBC-TV Los Angeles, named station manager, succeeding Tom Straszewski, named VP/general manager (Broadcasting, April 26).

Lois Greedell, Midwest manager, CBS/FM Sales, Chicago, named general manager, CBS-owned WBAM-FM there.

Phillip E. MacDonald, general sales manager, KULP(AM) Houston-KYND-FM Pasadena, Tex., named general manager, WCKV(AM) Cincinnati.

Linda Redman, policy editor for KNBC-TV Los Angeles for four years, has joined National Association of Broadcasters as assistant manager of Hollywood code office. She replaces Roger Field who moved up to manager.

Thomas J. Durney, general sales manager, WEN(AM) Syracuse, N.Y., named general manager.

Jim Carter, salesman, WOW(AM) Omaha, named station manager, co-owned KEZ(AM) Omaha.

Roger A. Parmelee, program director, WBNI(AM) Newburyport, Mass., named to additional post of station manager.

Andrew F. Hofmann, radio VP, Rust Craft Broadcasting, Pittsburgh, and VP/general manager of Rust Craft's WPIT-AM-FM there, retires after 28 years in broadcasting. He joined Rust Craft 14 years ago after an equally long association with Storer Broadcasting, Miami Beach.

Julie Oster, with public information department, Public Broadcasting Service, New York, named manager of national publicity and promotion.

Jill H. Krasner, art director, WTTG-TV Washington, named to additional post of promotion manager.

Stuart F. Sucherman, program officer, office of communications, Ford Foundation, New York, named to newly created position of VP/planning director, noncommercial WNET(TV) there. George J. Markton, controller/treasurer of WNET licensee, Educational Broadcasting Corp., named WNET finance VP. Gerard Appy, field services director, named administration VP.

Broadcast Advertising

James Joyella, general sales manager, CBS-owned WCIA-TV Chicago, named general manager, retail sales, CBS Television Stations Division, New York.

Roy Polevoy, research/sales promotion director, ABC Television Spot Sales, New York, named director of planning and administration.

William H. Oberholtzer, VP, media services division, Leo Burnett, Chicago, named senior VP/administration, succeeded by Kenneth E. Lane, VP/media department manager. Willard G. Hadlock, VP/associate media director, replaces Mr. Lane as VP/media department manager, succeeded as associate media director by Ronald Geskey, of client services department.

Larry Anas and John Welsh, associate creative directors, Leo Burnett, Chicago, named to same positions, Needham, Harper & Steers there. Frank Bachochin, account executive, Burke Market Research, Chicago, named NHI&S research supervisor.

George B. Hatch, financial/administrative officer, McCann-Erickson, New York; John A. Adams, manager, Chicago office, and John L. Torrey, manager, San Francisco office, named executive VP's.


Peter C. Hanley, account supervisor, Dancer-Fitzgerald-Sample, New York, named senior VP.

J. Barry Weed, VP/sales manager, East sales team, Peters, Griffin, Woodward, Chicago, named to same position, PGW's new national sales team there. He is succeeded by Ray J. Johns, East team salesman. Assigned to
Chicago sales staff (specific unit to be decided): Bill Glendorn, from AVCO TV sales there; Dave Hinterscheid, from WUAD-TV Lorain, Ohio, and Mary Fallo, from PGW San Francisco. Kathy Baske, account executive, PGW, Chicago, transferred to Minneapolis office.

Alan B. Picozzi, research analyst, sales strategy division, Blair Television, New York, named to newly created post of assistant research manager, market division.

Kurt Olson, media planner, Foote, Cone & Belding/Hong, San Francisco, named media superviser, Ted Thompson & Partners there.

Sandra Kennedy, research assistant, CBS Spot Radio Sales, New York, named assistant research/promotion director, Buckley Radio Sales there.

Judy Murphy, with Kenyon & Eckhardt, Chicago, named media planner/negotiator, Lee King & Partners there.

Charles A. Lutz, VP, Ketchum, MacLeod & Grove, Houston, named senior VP/general manager. Max Schroeder, VP, named senior VP/management supervisor there.

Dorothy Parisi Runkel, senior VP, secretary, general manager and board member of Doyle Dane Bernbach, New York, has resigned after 25 years to take on “new challenge.” Mrs. Runkel will leave May 14.

Nancy M. Boehmcke, national account executive, KKO Radio Representatives, New York, named advertising director, travel division, American Express Co. there.

Jack Meyers, account executive, WPLJ(FM) New York, named retail sales manager.

Michael Ogien, daytime programs director, CBS-TV, Hollywood, named VP daytime programs, New York, filling spot vacated by B. Donald (Bud) Grant, VP, programs (BROADCASTING, April 26).

Lee Schulman, VP/general manager, NBC-owned WMAQ-TV Chicago, named program development VP, NBC television stations division, New York.

Samuel T. Johnston, executive VP, Taft Broadcasting’s, Hanna-Barbera Productions, Hollywood, and former VP/general manager of Taft’s WTVN(AM) Columbus, Ohio, and WKRC-TV Cincinnati, named Taft executive VP, West Coast Group.

Larry Delarose, from national broadcast department, AP, New York, named broadcast executive for Iowa and Nebraska, based in Des Moines.


Ed Shannon, producer/narrator, KPRC-TV Houston, named to additional post of news director, KPRC(AM) there.

Terry Connelly, news director, WAST(TV) Albany, N.Y., named to same post, WDAF-TV Kansas City, Mo.

Mark Aldren, sports director, WJXS-TV Jacksonville, Fla., named news director.

Anne Lawrence, educational specialist, U.S. Office of Education, Washington, named editorial director, KMOX-TV St. Louis.


Rick Stueber, news director, WSPD-TV Toledo, Ohio, named executive news producer, WISH-TV Indianapolis.

Thomas Claycomb, news producer, WCIX-TV Miami, named to same position, WTVH(TV) there.

Mike Mason, reporter, WPTV(TV) West Palm Beach, Fla., named assistant news administrator, WBBH-TV Fort Myers, Fla.


Rod Wood, news director, WHAM(AM) Syracuse, N.Y., named anchor, WSYS-TV there.

Henry Kavett, news producer, WROC(AM) Rochester, N.Y., named news anchor/reporter. WBF(AM)-WBF(AM) there.

Linda Wright-Avery, reporter, KING-TV Seattle, named to same position, WXYZ(TV) Detroit.

Cable

Richard Raymond, systems designer, Magnavox CATV, Manlius, N.Y., named internal sales engineer.


Newly elected officers, Alabama Cable Television Association: R. Calvin Sutliff, Pinebelt Cablevision, Brewton; president; Wayne Lee, Cablevision of Anniston, VP; T.W. (Skip) Meadows, Decatur TeleCable, secretary-treasurer.

Broadcasting Journalism

Equipment & Engineering

Albert Chismark, engineering director, Meredith Broadcasting, Des Moines, Iowa, and at Meredith’s WHEN-TV Syracuse, N.Y., named manager of technical services, Broadcasting Group, in addition to duties at WHEN-TV Steven Smith, engineering director of Meredith’s KCDO-TV Kansas City, Mo., named director of television engineering for Meredith Broadcasting Group in addition to his duties at KCDO-TV.


J. Fred Riley, field service supervisor, Harris Corp., Quincy, Ill., named chief engineer, WGOE-AM-FM New Orleans.


Thomas W. Alldridge, broadcast engineer, WJKS-TV Jacksonville, Fla., named assistant chief engineer.

Dan Brodow, Western regional sales manager, Merrimac Industries, West Caldwell, N.J., manufacturer of RF and microwave signal processing components, named marketing manager.

Allied Fields

George Jacobs, frequency division chief, Voice of America, Washington, selected as first engineering recipient of U.S. Information Agency’s Superior Honor Award for “outstanding achievement in furthering interests of vital concern.”

Brian T. Byrne, account executive, WIZ-TV Baltimore, named to same position, Midwest Arbitron Television Sales, Chicago.

Gene Nichols, with 3M Co.’s corporate advertising and public relations department, New York, has resigned to form own public relations consultancy at 130 West 52nd Street, New York 10020. Telephone: (212) 243-0400.

Jules Bergman, ABC News science editor, New York, will receive honor in Aviation/Space Writers Association awards competition for ABC News documentary, UINION IN SPACE, which was telecast July 13, 1975. Awards will be presented May 19 at association’s Denver conference.

Deaths

Allan Jackson, 60, former CBS News correspondent, died April 26 in Bloomington, Ill., of complications following gall bladder surgery. He retired in 1975 after 32 years with CBS News, to be part owner of WarCalm Normal, Ill. He is survived by his wife, Alia, and three sons.

Roger S. Davison, 58, station manager, WBJO-AM-WCMF-FM Baton Rouge, died of heart attack at his home there April 17. He joined stations as sales manager in 1957 and was named station manager in 1961. He is survived by his wife, Ila, two sons and two daughters.

Henry Carpenter, 42, account executive, Blair Television, Philadelphia, died in his office April 21 after apparent heart attack. He had been with Blair since August 1973. Survivors include his wife, Hedy, three daughters and one son.

Bud Norval, 55, sales executive, WQAM-TV Hattiesburg, Miss., died after heart attack April 12. He had been with station 13 years. Survivors include his wife and five children.

Ralph Renick, VP/news director, WTVF-TV Miami, named by President Gerald Ford to 14-member National Commission on Libraries and Information Science.

Where Things Stand

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Indicates new or revised listing.

Antitrust/networks. Justice Department antitrust suits charging networks with illegally monopolizing prime time were filed in U.S. Court in Los Angeles in April 1972. Suits were dismissed on ground that networks were denied access to White House tapes and documents they said they needed to support their charge that Nixon administration was politically motivated in bringing suits. However, Judge Robert J. Keller of Southern District of California, who heard the suits, dismissed the case and ordered the networks to file a new and revised complaint. He said the networks’ case was too weak to support judgment and dismissal with prejudice, but that they were turned down (see story, this issue).

Broadcasting in Congress. Resolution to permit daily live broadcasts of House chamber proceedings failed in crucial vote before House Rules Committee, panel that serves as gatekeeper for legislation ready for consideration of full House (Broadcasting, March 29). Committee voted 9 to 6 to send H. Res. 875 back to its Ad Hoc Subcommittee on Broadcasting, headed by B.F. Sisk (D-Calif) for further study. Subcommittee is scheduled to meet next on June 1 and decide on course of action (see story, this issue). 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 Cong run cameras. Resolution providing for broadcast coverage of Senate, pending in Senate Rules Committee since last year, has received no attention.

Cable rebuild deadline. FCC has relaxed rebuild requirements it would have imposed on systems by 1977 (Broadcasting, April 5, 12). National Black Media Coalition and Philadelphia Community Cable Coalition have appealed cancellation of 1977 deadline in U.S. Court of Appeals in Washington.

Canadian policies. Canadian policy that cable systems there delete commercials from signals of U.S. stations and proposed law deny 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 plans involving Canadian subsidiaries, but reaction from CRTC is 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 programming, adopted in 1974 (Broadcasting, Oct. 28, 1974), has been appealed to U.S. Court of Appeals in Washington by Action for Children’s Television (Case 74-2006). House Communications Subcommittee has held four days of hearings on broadcast advertising and children, and one member of that subcommittee, Timothy Wirth (D-Colo.), has introduced bill (H.R. 8613) to establish national council to study effects of advertising on children and recommend regulatory reforms if needed (Broadcasting, July 21, 1975).

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

Copyright legislation. Senate has approved unanimously its version (S. 22) of copyright revision (Broadcasting, Feb. 23). It provides for a compulsory license for public broadcasters and cable television. House
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 Subcommit-

tee. Although Senator William Proxmire (D-Wis.) continued 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. 1176 by Senator Roman Hruska (R-

eb.). Proxmire bill has twin in House, H.R. 2189 by Robert Drinan (D-Mass.) and Mr. Hruska's is duplicated in H.R. 4328 by Charles Thome (R-Neb.). There is no sign of movement on two House bills.

Family viewing suit. Writers Guild of America, West.

ant, Inc. (1975) and One World Productions have filed suit in U.S. Court for Central District of California (Los Angeles) aimed at blocking im-

plementation 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 suit, which is based on antitrust and First Amendment grounds. Tandem Pro-

ductions, besides seeking injunction, wants $10 million damages. Trial has begun in Writers Guild case (BROADCASTING, April 26; see story, this issue).

FCC fees. Sixteen parties have appealed (Cases 75-1053 et al.) FCC's order modifying its fee schedule (June 16, 1975). Oral arguments have been held (BROADCASTING, Jan. 26). More than 70 appeals have been filed by broadcasters and others from commission's refusal to refund fees paid under previous schedule which was held by Supreme Court to be illegal (Cases 75-1057 et al.). Briefs have been filed in that case (BROADCASTING, Sept. 15, 1975). Over 50 parties seeking refunds have filed in U.S. Court of Claims (Cases 82-74 et al.) (BROADCASTING, Nov. 3, 1975). FCC has sus-

pended collection of 1973, 1974 and 1975 ca-

ble fees pending final court decision on legality of commission order requiring payment of those fees (BROADCASTING, Aug. 4, 1975).

Format changes. FCC has instituted in-

quiry (Docket 20682) to determine if it can or should be involved in regulating program for-

mats. Comments have been filed (BROADCAST-

ing, April 26).

Indecency. FCC's declaring ruling on inde-

cent broadcasts (BROADCASTING, Feb. 17, 1975) is being appealed to U.S. Court of Appeals in Washington (Case 75-1391) by object of rul-

ing, Pacifica Foundation's WBAI(FM) New York. Oral arguments have been held (BROADCASTING, April 5). Ruling involves airing of George Carlin album cut. Commission is considering pro-

posed legislation to include television and ca-

ble in federal statute banning obscenity on radio (BROADCASTING, Sept. 15, 1975). Com-

mission also fined WJZ-FM Philadelphia $2000 for obscene and indecent broadcast, has begun hearing on license on ground of licensee abdication of responsibility.

KRLA(AM). FCC has affirmed earlier decision awarding Pasadena, Calif., frequency to Western Broadcasting Corp. (Bob Hope and others) following remand of that decision to commission by U.S. Court of Appeals in Washington for "clarification." Commission reiterated its position that it could award license on basis of engineering efficiency alone (BROADCASTING, Jan. 5). Case now goes back to court.

License renewal legislation. House Com-

munications Subcommittee appears to be nearing hearings on bills to revise broadcast license renewal procedures, among which leading measure is H.R. 5576 by subcommit-

tee ranking Republican, Lou Frey (R-Fla.). Radio-only proposal by National Radio Broad-

casters Association has no sponsor yet, but it is among proposals being considered in preparation for renewal hearings, pro-

posed this year by House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.). So far more than 150 representa-

tives and 20 senators have sponsored or co-
sponsored renewal bills; nearly all provide for renewal review every three to four or five years and give renewal applicant preference over challenger for substantially liv-

ing 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 sta-

tions has been appealed to U.S. Court of Ap-

peals in Washington. Oral arguments have been held (BROADCASTING, April 26). Justice Department has filed on side of cable (BROADCASTING, Feb. 9). Commission has to remove restrictions on the use of series-type programs by pay cable (BROADCASTING, Nov. 10). Meanwhile Senator Philip Hart (D-Mich.) and his Senate Antitrust Subcommittee are looking into charges that broadcasters are "throttling" pay cable (BROADCASTING, Dec. 15, 1975). Meanwhile, cable systems, New York Cable Television Association and National Cable Television Association are taking state of New York, in court, challenging its assumption of jurisdiction over pay cable rates (BROADCASTING, April 12).

Performers' royalty. Copyright subcommit-

tees in both houses have held hearings on measures to create performers' royalty to be paid by broadcasters and other users of recorded works (BROADCASTING, July 28, 1975). Bill on Senate side is S. 1111 by Senator Hugh Scott (R-Pa.), who has been trying for some 30 years to push measure through. S. 1111 is being considered separately from Senate-passed copyright bill. Subcommittee on House side is scrutinizing duplicate of Scott bill, H.R. 5345, by Representative George Danielson (D-Calif.), for possible insertion in copyright revi-

sion bill pending there (H.R. 2223).

Prime-time reruns. FCC's Office of Network Study is considering comments submitted in response to October 1974 notice of inquiry concerning proposal to limit amount of net-

work re-runs shown during prime-time.

Public broadcasting funding. House Propo-

nations Committee has voted $72.5 million for CPB for 1976. Long-range approp-

riation will come out of committee some-
time in May. CPB asked subcommittee to ap-

propriate money according to ceilings pro-

vided in first-ever long-range authorization bill passed by Congress last year—$88 million for fiscal 1976, $103 million for 1977. $121 million.
for 1978 and $140 million for 1979. Senate Communications Subcommittee held hearing on separate educational broadcasting facilities funding measure (Broadcasting, April 5).


- **Section 315.** U.S. Court of Appeals in Washington has upheld FCC's change of its administration of equal-time law. Democratic National Committee has asked for full-court rehearing of decision (Broadcasting, April 26).

- 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).

- TPO-aur. authorizations

- **Sports antiblackout.** Legislation to renew sports antiblackout law, which expired Dec. 31, 1975, was stalled when House-Senate conferees failed to agree on compromise (Broadcasting, Dec. 22, 1975) 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. 9566) would make law permanent. Senate-passed bill (S. 2554), on other hand, would extend law experimentally another three years. Both bills would reduce 72-hour cutoff to 24 hours for 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). Both petitions are under study by chief engineer's office.

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

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

**For the Record**

As compiled by Broadcasting, April 19 through April 23 and based on filings, authorizations and other FCC actions.

**New stations**

- **TV actions**
  - Broadcast Bureau granted following CP modifications to extend completion time to date shown: WCPE-703, TV Pittsfield, N.Y., to Oct. 13 (BMPCT-857); KSYS Medford, Ore., to Oct. 13 (BMPCT-7592).

- **AM license**
  - Broadcast Bureau granted following license covering new stations:

- **FM application**
  - Morehead City-Beaufort, N.C.—Grace Missionary Baptist Church seeks 103.3 mhz, 100 kw, PO address: c/o Rev Clyde J. Eborn, Box 391, Morehead City 28557. Estimated construction cost $120,694; first-year operating cost $42,000; revenue $72,000. Format: religious. Principal: Applicant is non-stock, nonprofit corporation. Ann. April 5.

- **FM actions**

- **FM starts**
  - KUFE Casa Grande, Ariz.—Authorized program operation on 105.5 mhz, ERP 3 kw, HAAT 70 ft. Action April 6.
  - WHRZ Providence, Ky.—Authorized program operation on 97.7 mhz, ERP 3 kw, HAAT 300 ft. Action April 7.
  - WSDH Sandwich, Mass.—Authorized program operation on 91.7 mhz, TPO 10 w. Action March 31.
  - *WZLY Wellesley, Mass.—Authorized program operation on 91.5 mhz, TPO 10 w. Action April 6.
  - KMSR Sauk Centre, Minn.—Authorized program operation on 94.3 mhz, ERP 3 kw, HAAT 300 ft. Action April 9.
  - WVPY Piscataway, N.J.—Authorized program operation on 90.3 mhz, TPO 10 w. Action April 7.
  - *WJSV Cincinnati—Authorized program operation on 88.3 mhz, ERP 175 w, HAAT 100 ft. Action April 7.
  - WURD Georgetown, Ohio—Authorized program operation on 97.7 mhz, ERP 3 kw, HAAT 300 ft. Action April 9.
  - *KICW Victoria, Tex.—Authorized program operation on 95.1 mhz, ERP 57 kw, HAAT 450 ft. Action April 8.
FCC tabulations as of March 31, 1976

<table>
<thead>
<tr>
<th>Licensed</th>
<th>On air</th>
<th>Total Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial AM</td>
<td>4,439</td>
<td>23</td>
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<tr>
<td>Commercial FM</td>
<td>3,735</td>
<td>11</td>
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<tr>
<td>Educational FM</td>
<td>706</td>
<td>35</td>
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<tr>
<td>Commercial TV</td>
<td>792</td>
<td>116</td>
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<tr>
<td>Educational TV</td>
<td>700</td>
<td>9</td>
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<tr>
<td>UHF</td>
<td>192</td>
<td>4</td>
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<tr>
<td>VHF</td>
<td>90</td>
<td>3</td>
</tr>
<tr>
<td>Total TV</td>
<td>921</td>
<td>10</td>
</tr>
</tbody>
</table>

*Special Temporary authorization
*Includes off-air licenses

**Summary of broadcasting**

- **Applications**
  - KCLM(AM) Redding, Calif. (1330 kHz, 5 kW-D) seeks assignment of license from California Northwest Broadcasting to Colgan Communications for $200,000. Seller: Also owns KQIV-TV Eureka, Calif. Buyer is John A. Colgan (100%), who works for news magazine. Ann. April 21.
  - KWIZ-AM FM Santa Ana, Calif. (AM: 1480 kHz, 5 kW-D; FM: 92.7, 3 kW) seeks transfer of control of Voice of the Orange Empire from trustees of Tom Davis, Trust, et al. (42.5% before; none after). Seller: Philip C. and Carolyn Davis, trustees (42.5% after; 85% after). Consideration: $750,000. Principals: Davis's children, Phillip Davis, also deceased, who was in partnership with Tom Davis, his brother, bought KLOK(AM) San Jose, Calif. Philip Davis is already president of Santa Ana stations. Consideration is for all three stations. Ann. April 21.
  - KORL(AM) Honolulu (650 kHz, 10 kW-U) seeks assignment of license from Radio Hawaii to O'Day Broadcasting for $210,000 and $500,000 noncompetition covenant. Radio Hawaii is subsidiary of Founders Corp., principal of which is John M. Shaheen (55%). Company also is licensee of WFBL(AM) Syracuse, N.Y. and percentages of various stations, including: WNNY-AM, WSYR(AM) and WSTM(AM) New York. Buyers: Pat O'Day (45%), W. Reid Giron (40%) and C.C. Co. (10%). No other broadcast interests. Ann. April 21.
  - KICD(AM) Boise, Idaho (630 kHz, 5 kW-U) seeks assignment of license from Messari Western Corp. to New Executive Motel for $284,000 and $100,000 noncompetition covenant. Buyer is Dale G. Moore, who has interests in KCAPP(AM) Helena, KGVO-AM-TV Missoula, KCFW-TV Kalispell and KTVM-TV Butte, all Montana. Ann. April 21.
  - WMIIK-AM-FM Middlesboro, Ky. (AM: 560 kHz, 500 w-D; FM: 92.7, 3 kW) seeks transfer of control of Cumberland Gap Broadcasting from Maurice and Helen Henry (36% before; none after) to James and Mary Pollard (4% before; 100% after). Consideration: $240,000. Principals: Sellers have no other broadcast interests. Buyers are son-in-law and daughter of sellers and are general manager and program director respectively. Ann. April 19.
  - KPEL-AM-FM Lafayette, La. (AM: 1420 kHz, 1 kW-D; 500 w-N; FM: 99.9 MHz, 38 kW) seeks assignment of license from Radio Lafayette to Lafayette Broadcasting for $1,025,000. Seller: 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. Ann. April 19.
  - KPLP(AM)-KBED(FM) Lake Providence, La. (AM: 1050 kHz, 250 w-D; FM: 92.7 kHz, 3 kW) seeks transfer of control of Lake Providence Broadcasting Service from Bellend L. Enoch (66% before; none after) to Ashley Norman Davis Jr. (9% before; 66% after). Consideration: $12,000. Seller wishes to sell due to distance from home. Buyer is manager of station; his mother owns remaining percentage. Ann. April 19.
  - KLOH-AM-FM Phippsburg, Minn. (AM: 1050 kHz, 1 kW-D; FM: 98.7 kHz, 100 kW) seeks assignment of license from KLOH-FM Christiansen for $330,000. Seller: Mary Jean, Robert and Thomas Ingstad, principals, own KKL(AM) Grand Forks, KOVC(AM) Valley City and KBWQ(AM) Winthrop, all North Dakota; KGFX(AM) Pierre and KKL-AM-FM Rapid City, both South Dakota; KKWB(FM) Breckenridge, and KWWA(AM)-KKWS(FM) Watertown, all Minnesota. Group is seeking KLOH-AM-FM so it may purchase KLPM(AM) Minot, N.D., (see below) and keep portfolio of AM's within FCC seven-station limit. Buyer is general manager of KLOH-AM-FM and has no other broadcast interests. Ann. April 21.
  - KLPM(AM) Minot, N.D. (1390 kHz, 5 kW-D; 1 kW-N) seeks assignment of license from Minor Broadcasting to KLOH Inc. for $240,000. Seller: Principals in seller are Dorothy Masse, Madeline Sutherland (43.0% each) and Leslie E. Maguire (11.8%). They have no other broadcast interests. Buyer is group owner also selling KLOH-AM-FM Phippsburg, Minn. (see above). Ann. April 21.
  - WAWN(AM) Medina, Ohio (1520 kHz, 1 kW-U) seeks assignment of license from Raystown Co. to Gore Broadcasting for $100,000. Seller: Licensee also of WEEO(AM) Waynesboro, Pa. and cable companies, is having financial difficulties with WAWN and is asking for waiver of three-year holding rule. Buyer is Harold W. Gore (100%). Mr. Gore also owns WTOP(AM) Towson and WPZIP(AM) Cincinnati. He has five percent interests in six other stations owned by Sudbrink broadcasting group. Ann. April 21.
  - WKDA-AM-FM Nashville (AM: 1240 kHz, 1 kW-D; 250 w-N; FM: 101.9 MHz, 100 kW) seeks assignment of license from WKDA Broadcasting and Hickory Broadcasting to Dick Broadcasting Co. for $1.2 million. Seller: Principals are Stuart Hepburn and James Ragan. Licensees are subsidiary of Chaltam Corp., licensees of KNOX-AM-FM Pt. Worth, Tex. Buyers are Jeanette Dick Hurdley, James Jr., Emily C. and Arthur Dick (12 5% each), all siblings. All are college students and/or employees of WIVK-AM-FM Knoxville, Tenn., owned by parents. Ann. April 21.
  - WAIJ-AM-FM Morgantown, W.Va. (AM: 1440 kHz, 5 kW-D; 500 w-N; FM: 101.9 MHz, 50 kW) seeks transfer of license of West Virginia Radio Corp. from estate of Agnes Greer (100% before; none after) to Richard, John and Dave Rease (none before; 100% after). Consideration: $174,000. Principals: Transferees are children of Agnes Greer, deceased, and are combining inheritance and purchase of stock from estate to consolidate ownership. Ann. April 21.

**Actions**

- WMLE(AM) WTV(AM)(FM) New London, Conn. (AM: 1510 kHz, 10 kW-D, 5 kW-N; FM: 100.9 MHz, 3 kW) Broadcast Bureau granted assignment of license from Thomas Broadcasting Corp. to Mercury Broadcasting for $1 million. Buyer: Joseph B. Somerset, David T. Workman and David A. Swiger (each 1/3). Mr. Somerset is radio consultant. Mr. Workman is in insurance. Mr. Swiger is partner in women's undergarment manufacturing company (BAPL-471, BAL-2227, BALRE-2957). Action April 16.
- WOTF-AM-FM Mariana, Fla. (AM: 980 kHz, 1 kW-D; FM: 100.9 MHz, 2.5 kW) Broadcast Bureau granted assignment of license from Chipola Corp. to Marianna Broadcasting Corp. for $162,500. Seller: Six Mariana businessmen with no other broadcast interests, except C.C. Harrison Jr. has minority interest in WCWB-TV Macon, Ga. Buyer: Wholly owned subsidiary of Broadcasting Bureau Co., James R. (51%), Martha (24%) and James L. (25%) business owners. Buyer is licensee of WHOM(AM) Centerville, WQPL(AM) Richmond and WTAM(AM) Tell City, all Indiana (BAL-8568). Action April 16.
- KIKI(AM) Honolulu ($30,000, 10 kW-U) Broadcast Bureau granted assignment of license from Yee Hec, receiver to Pacific FM Inc. for $350,000. Buyer: Joseph C. Gabbett (77.3%) and Winfred G. Wadler, trustee in bankruptcy for John S. Wickett (32.5%). Mr. Gabbett is 50% owner of broadcast equipment manufacturer, Mr. Wadler is 38% and majority owner of KI01(AM)-KI05(FM) San Francisco (BAL-8602). Action April 13.
- KUZN(AM)-KYEA(FM) West Monroe, La. - Broadcast Bureau granted assignment of licenses to Margie Mae West Griffith and David Turrentine, co-administrators of estate of Howard Elmer Griffith
Facilities changes

TV actions

- WVMS Milwaukee: Broadcast Bureau granted CP to change ERP to 214 kw, increases ERP to 214 kw, for construction permit. Action 15.
- WVMT Milwaukee: Broadcast Bureau granted CP to change ERP to 252 kw, for construction permit. Action 16.

FM actions

- WJZ-FM Miami Beach: Broadcast Bureau granted CP to change ERP to 110 kw. Action 15.
- WKY-FM Pipestone, Minn.: Broadcast Bureau granted modification of CP to change ERP to 100 kw. Action 15.
- WMRO Brookhaven, Miss.: Broadcast Bureau granted modification of CP to change ERP to 400 kw. Action 15.
- W-HTF Youngstown, Ohio: Broadcast Bureau granted CP to change ERP to 300 kw. Action 15.
- KVFJ Battlewiah,Ohio: Broadcast Bureau granted CP to change ERP to 300 kw. Action 15.

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BROADCASTING May 3, 1976

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July

Procedural ruling.

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Broadcast Bureau.

Wisconsin

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Applications

Call Sought by

- New AM's
  - WWIN Radio, Winona, Tex.
  - WRTV Station, Honolulu, Hawaii
  - WNBQ Station, Rockford, Ill.
  - WUSF Radio, Tampa, Fla.
  - WABI Radio, Bangor, Maine
  - WPMX Radio, Madison, Wis.
  - WORM Radio, New York City

Applications by

- Vortex Broadcasting, Dallas, Texas
  - WTXA Radio, Dallas, Texas
  - WABC Radio, New York City
  - WOR Radio, New York City
  - WBBM Radio, Chicago, Illinois
  - WBBM Television, Chicago, Illinois
  - WBBM Television, Chicago, Illinois

Grants

Call Assigned to

- New TV's
  - WSDC Television, St. Louis, Missouri

Applications

- WMPR Radio, St. Paul, Minnesota
  - WMPR Radio, Minneapolis, Minnesota
  - WMPR Radio, Minneapolis, Minnesota
  - WMPR Radio, Minneapolis, Minnesota

Translators

- William Williams TV Association, Williams, Grand Canyon, and Ash Fork, Ariz.
  - WATL Television, Albuquerque, New Mexico
  - WTXA Television, Dallas, Texas
  - WTXA Television, Dallas, Texas
  - WTXA Television, Dallas, Texas

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Gospel radio station in growing Southwest market needs aggressive sales oriented sales manager. Ownership opportunities offered. Guaranteed salary plus bonus. Reply Box A-84, BROADCASTING.

Top-rated, medium market Midwest beautiful music group seeks aggressive music director who can sell and lead sales staff. Send complete resume, earning expectations and goals to Box C-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 (5KW). State experience, salary needs, conditions of employment to Box C-147, BROADCASTING.

North Carolina's dominant stereo station needs sales manager capable of earning $300,000 plus. Detail experience and salaries confidentiality in first letter. Equal Employment Opportunity Employer. Box R-204, BROADCASTING.

Opportunity for greater Boston salesperson to sales manager: a greater Boston FM powerhouse, make excellent money, build a track record, join a growing group with room for you to grow. Talk to us, we'll keep it to ourselves. EOE, MF, Reply Box S-9, BROADCASTING.

One of the leading radio groups in America is looking for two persons who can perform as sales managers today and general managers tomorrow. If you think you qualify, send complete resume and salary history today. An excellent opportunity, an Equal Opportunity Employer. Write Box S-30, BROADCASTING.

Experienced radio manager wanted by Top 50 market multiple owner, you must have proven record of administration, sales, programming and promotion. Full details and salary requirements first letter. Box S-51, BROADCASTING.


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.

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-218, BROADCASTING. Sales. Success is assured to a self-disciplined sales person with personal initiative and enthusiasm. Great Rocky Mountain market. Draw and commission. Box R-238, BROADCASTING.

Midwest major suburban daytimer growing very little at present needs take charge sales manager who has good background in planning and selling promotional ideas, contests, gimmicks, etc. and motivating sales staff to do same. Big percentage of station gross offered to right person. Must have successful track record. Box S-24, BROADCASTING.

High volume, medium market AM and FM is looking for aggressive individual to handle a good active account list and build on it. Live in one of the fastest growing SMS of 500,000. Must have proven sales record. Good compensation, excellent opportunity to advance with growing Texas Radio Chain. Send complete resume to: Sales Manager, KTEX, Box 1230, Temple, TX.

HELP WANTED SALES CONTINUED


New AM needs several sales professionals. Must be dependable self-starter. Experience preferred. Send resume to WRNJ, Box 1000, Hackettstown, NJ 07840.

Salespeople: Experienced to sell survey rated radio time. Send reply to: T. Gray, WSOK, Box 1288, Savannah, GA 31410. No calls.

Hot jingle house, several heavyweights under the belt, seeks station AE's to help us up in unique selling capacity. Consider your station and our Fat commission. No trade 마지. Box 947, Bryn Mawr, PA 19010, 215-525-9573.

Immediate opening for an experienced broadcaster ready to move into sales. Salary plus commission. Established list; Plenty of training available. Enjoy a successful future with our growing group, Call Mike Kirchen or Ken Riggle 310-724-5400.

Client Service Rep. We have an immediate need for an individual who has a good knowledge of broadcasting preferably with at least one year sales experience. This position involves selling a computer system to radio stations. Travel involved. If you feel you have these qualifications and would like the opportunity to pursue this entry level sales position, send a resume with salary history to CompuNet, 1350 Avenue of the Americas, New York, NY 10019.

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

HELP WANTED ANNOUNCERS

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

Two good opportunities for morning personality-sales people and announcer-production person for contemporary daytimer in Eastern North Carolina. Box S-40, BROADCASTING.

KSSS, Colorado Springs, Colorado, is taking applications for a person experienced in sports with play by play experience. Will also be required to work 7-12 PM shift, should have country music experience. Send complete resume with tape and salary requirements. KSSS Radio, Programming Dept, PO Box 740, Colorado Springs, CO. KSSS is an Equal Opportunity Employer.

Country station needs believable jock. Number one AM and Number one FM with 45% A&B, shares in eleven-station market. Facilities brand new and finest in the state of Missouri. Five lakes within 70 miles. Great city, great opportunity! Write Don Paul, PD, KTTS AM/FM, PO Box 1808 SSS, Springfield, MO 65805.

Announcer with first ticket. Phone 301-272-4400. Evenings call 301-676-9040, WAMD, Aberdeen, MD 21001.

Expanding group needs contemporary jocks. Tight format for sales. Must be market oriented. Send tape, resume, salary requirements and references to WMUS FM/AM, POB 5260, Muskegon, MI 49445. No calls.

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

HELP WANTED TECHNICAL

Chief Engineer. Central Indiana, AM/FM Stereo. Heavy in automation, must be experienced. Excellent working conditions; New building. An Equal Opportunity Employer. Box R-186, BROADCASTING.

Chief Engineer. Knowledgeable with directional antenna system. Strong on maintenance, directional skeleton, partial and audio proofs. FM experience. Contact Box S-7, BROADCASTING.

Broadcast engineer with first class license. Need experience in AM & FM transmitters and studio equipment. Good salary, benefits and career for someone with ability to take charge. Apply WBLG/WWKO, PO Box 1300, Lexington, KY 40501. Phone: 606-233-1516.

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.

Chief Engineer wanted 5 KW: AM and FM stereo. Apply to: PO Box 505, Mauldin, SC 29662.

Radio chief engineer needed immediately for AM and FM stereo in Southeast. This system demands knowledge of directional systems and automation. Call Mr. Fowler 919-758-1070.

HELP WANTED NEWS

Eastern major market MOR seeks experienced newswoman with mature, conversational delivery and good newsgathering/writing abilities. EOE, MF. Box R-175, BROADCASTING.

New Newsradio format, coming to fulltime AM in New England. We're looking for a take-charge news director to help us design the format, build a seven-person news team, and lead it to market dominance. All replies confidential. EOE, MF. Reply quickly, Box S-10, BROADCASTING.

Experienced programmer with news gathering, writing, broadcasting ability, Play by play helpful. 3rd endorsements required. Great opportunity for serious person. Group station, near major Texas market. EOE. Send resume. Box S-61, BROADCASTING.

Experienced News Director (or MOR/Contemporary formatted leading station in Central Florida. Send complete resume, references and tape to Manager, WDBO, PO Box 198, Orlando, FL 32802.

Classified Advertising

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

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

Intelligent, ambitious reporter for expansion of Maine's west radio news department. Station owned and operated by national award winning newsman. Send resume, audition, writing. WKKA-AM-FM, Brunswick, ME.

Non-stop newsman: Want aggressive reporter-writer with flair. Good production a must, strong news department, our people move to major markets. Market size 80 thousand. An EOE, Send tape, resume, writing samples. WOMI, PO Box 1330, Owingsboro, KY 42301.

1976 Headline Award winner needs experienced news professional who can maintain high journalistic standards, produce exclusive stories. June opening. Affirmative Action Employer. Tapes, resumes to Mark Fryburg, News Director, WROV, PO Box 4005, Roanoke, VA 24015.

Looking for qualified News Director. 5 stations in chain. Also opening for good announcer. Send tape, resume WTCJ, Box 25, Tell City, IN 47586, Phone 812-547-2345.

News Director. Cover a dozen towns, two counties. One person department, heavy community involvement station. Tape, resume to Gary Arnold, WBBK, Box 337, Brockport, NY 14420. 716-637-3930.

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

HELP WANTED PROGRAMMING, 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.

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

Production Manager, min. 3 yrs. experience. Individual must excel in creativity, be a "detail" person & a self-starter. Excellent benefits, salary open. Established station in heart of the Illinois Valley. Send resumes & resumes to: J.D. Hogan, WLPO AM/FM, PO Box 215, La Salle, IL 61341. An Equal Opportunity Employer M/F.

Copywriters: Experienced in copywriting, production, some air experience. Send resume, salary requirements to: General Manager, Box 1288, Savannah, GA 31402. No calls.

Asst. Prof. of Communications to teach radio courses and to manage university FM station in Northern Idaho. Master's Degree required, PhD desirable. Other requirements include at least two years of experience in radio at professional level. Salary $13,000 minimum. Deadline for applications June 30, 1978. More information from School of Communication, University of Idaho, Moscow, ID 83843 (An EEO/AA Employer).

Creative production genius, needed for top 20 market, 50 kw AM. Good pipes. Pro only. Send tape and resume to: Bill Moyes, Frank N. Magid Associates. Research Center, Marion, IA 52302.

Traveling auditor. Park Broadcasting seeks a traveling auditor to implement formal audit program at broadcast stations. CPA or/and broadcast experience desirable. Travel about 2/3. Send resume to: WM Thomas, PO Box 550, Ithaca, NY 14850.

SITUATIONS WANTED MANAGEMENT

Sales oriented GM looking for medium, small market station management. Currently GM major group fulltime 5000 watt AM midwest top 75 market. Strong, documentable sales background. Programming, engineering, expertise. RABC, CRMIC, First ticket, University graduate, 33, married, family. Box R-222, BROADCASTING.

Operations Manager outstanding programming, production, engineering, traffic, etc. considering change after ten years with present employer. Seeking stable medium market in western states. Box S-1, BROADCASTING.

White, large enthusiastic American-Polish veteran, age 42, University graduate seeks sales or management. Box S-18, BROADCASTING.

SITUATIONS WANTED SALES

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

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

Highly marketable with proven success, rock or progressive, available third. Fill in OK for immediate opening. Box R-191, BROADCASTING.

Ambitious pro looking for medium or major market where advancement is guaranteed. Marketed. Box R-205, BROADCASTING.

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

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 3 to 5 minutes in length, would also spotlight in depth interviews with the biggest names in Hollywood. The shows would not deal in gossip. Box R-239, BROADCASTING.

Molin up, experienced in all aspects of radio broadcasting, news/production/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.


Music is my business and I hope my business is your pleasure. My shows feature music information and personality radio. Somewhere there must be a station that can use the services of an experienced talented jock. Box S-15, BROADCASTING.

First Class Engineer announces 10 years experience. Will relocate. Baltimore, Washington area. Please indicate starting salary. Box S-17, BROADCASTING.

Combo-man 1st phone announce, DJ, newscaster. Recent professional training in NYC. Tapes, resume. Available now. All offers welcome. Box S-19, BROADCASTING.

Small market, looking for home in tri-state area. Will work 7 day week. Any format, 6 mo experience. Box S-48, BROADCASTING.

T40 personality plus strong sales, copy, BA journalism. 3rd, Box S-55, BROADCASTING.


SITUATIONS WANTED ANNOUNCERS

Bring back those doo-wops. The right way. With one of America's foremost authorities on solid gold. 8 yrs. experience. Third endorsed. Ready to move up. Write Sal Tse, 1509 Scenic Dr., Trenton, NJ 08628 or call 509-882-5025.


Young professional DJ seeking work will relocate for right opportunity. Good at production. Greg Smith, 213-693-7632.

Play by play professional, 13 yrs. broadcast experience includes play by play for 3 major colleges in all sports, from baseball to basketball, have successfully handled all types of announcing positions, including program director. Father of 3 wants to find stable employment. Available immediately. 812-234-0979.

PB Sports (4 sports) with demonstrated newsgathering ability and 4 years experience in major metro educational station. BA May 1976 with 3rd DJ, and W format. Will relocate. Call or write for tape. Kevin Reinheit, 516-354-5688, 1043 Atlantic Street, Franklin Square, NY 11010.

Buddy Carr, MOR, Top 40, programming production 9 years first ticket. (1-419-248-4486 mornings). WLRQ, Toledo.

Talented. Experienced in news, sports, announcing, without ever working with professional people. I need that opportunity. Call Mike Ward for demo. 912-228-0537.

First phone. DJ. Limited experience, looking for small market contemporary or oldies station. Rollin 312-789-1272.

Experienced announcer, 3rd endorsed, wants full time work in MOR, good music or C and W format. Pleasant voice, personality, tight board, good news. Production, single, 26, will relocate. Call Frank Cordell, Shatter, CA. 805-748-2145 between 6:00 AM and 1:00 PM.

MOR DJ, and PBP desires small market. Have 3rd DJ only. No experience. Contact Ray Deluna at 219-884-2981.

SITUATIONS WANTED TECHNICAL

Frequency management spectrum analysis, 10 years experience major govt., agency. BA telecommunications and first phone. Box S-13, BROADCASTING.

Young, eager willing to learn technical graduate 3rd endorsed tight board. News, sports, sales. Close to Nebraska but will relocate. Box S-57, BROADCASTING.

Former Chief Engineer and Program Director (seven years experience, including DA's and high power transmitters) now building and installing equipment for major broadcast manufacturer, desires Chief Engineer with some air work. Philadelphia vicinity, but all areas considered. 609-589-0303 evenings.

1st phone, former programmer, seeks apprenticeship position leading to chief engineer with reliable company. PO Box 5, New Port Richey, FL Phone 813-848-0293.


SITUATIONS WANTED NEWS

Hard working newscaster, MA, seeks work. Will relocate. Currently doing news at metro noncommercial FM station. Box R-161, BROADCASTING.

Professional, experienced newsman with excellent news judgement. Strong in writing, delivery, interpretation. Looking for larger market, good city for family. Box R-189, BROADCASTING.

Broadcasting May 3 1976
SITUATIONS WANTED NEWS CONTINUED

Sportscasting, PBP and news are my specialties. Can also hold board shift. Currently working outside of radio, but would like to return to my chosen profession. One year experience. Dedicated individual with vast knowledge of sports who can be an asset to your station. Midwest preferred, but all others considered. Box R-233, BROADCASTING.

News is my business. I am experienced in street work, writing, interviews and air work. I have served as editor and broadcast man on extended news blocks. I want a position that I get my teeth into! Box S-16, BROADCASTING.


Young, gypsy female wants reporting spot at small-medium market. Now PA, for major network in big city. Good reporting/writing/production. M.S. Columbia. Prefer South Florida but will go anywhere for right job. Box S-26, BROADCASTING.

Current news director in small market needs growth opportunity Midwest preferred, all considered. Box S-33, BROADCASTING.

Experienced, hardworking, news director seeks advancement to medium-large Midwest market. Box S-41, BROADCASTING.

Three years experience AM-FM and CATV. Writing, reporting, delivering. Young, married and seeking advancement. Ohio or Midwest but will relocate. Box S-43, BROADCASTING.

Take charge professional. Seeking news director challenge in major-medium market operation. 1st phone, 20 years experience. Will relocate. Box S-52, BROADCASTING.

Experienced, reliable newspaper/program, 1st phone, graduating in June. Contact Doug Clark 419-392-9153.

Young newswoman with some experience writing and reporting. Am looking for a reporting/writing position. Call Gregory Bresar 212-441-1454 or write 85-04 85th, Queens, NY 11421.

Reporter aggressive, ambitious female, with news director and state network experience, seeks position with news team that hustles. Sarah Toppings, 904-386-7491; 2711 Alan Road, A-7, Tallahassee, FL 32303.

Woman, experienced in news writing, reporting and DJ, good worker, graduating in June. Contact Nancy 419-392-9153.


Mature, well educated sports and news announcer over 4 years experience. Twice year national sales. Seeking opportunity. Mel Schwab, 148 East 35th St, New York 10016.

SITUATIONS WANTED PRODUCING, PRODUCTION, OTHERS

6 years, P.D. now. Prefer medium Northeast contemporary. Consider all. Box R-153, BROADCASTING.

SITUATIONS WANTED PRODUCING, PRODUCTION, OTHERS

Program Director with major market Top 40 experience looking for a medium market rocker. Box S-29, BROADCASTING.


Christian Program Director, yet professional! Experienced, conscientious, married. A personnel motivator, plus continuity and production whiz. 312-877-5147.

Does your Top 40 small market median seek someone to call in down Virginia? No need. Assistant program director says, Geritol won't help. Can't Write Me. Dean Mionske, 590 SW 27 Ave., No. 12, Ft. Lauderdale, FL 33312.

TELEVISION

HELP WANTED MANAGEMENT

Promotion mgr, major market VHF. Must have extensive background & be particularly strong in sales & promotion. Excellent salary & benefits. An Equal Opportunity Employer. Box S-59, BROADCASTING.

HELP WANTED SALES

Sales Management-TV, Station in top 100 Southeastern market seeks sales manager who can motivate staff and plan a solid course. Salary plus incentive 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 100 market VHF affiliate in a sensational midwestern environment. The open 1st delivered $22000 last year and was undervalued. Send resume to: Box R-249, BROADCASTING.

HELP WANTED TECHNICAL

Midwest Top-40 market needs a meteorologist. We have the tools for a person with knowledge of weather and the talent and ability to communicate. Reply to Box S-39, BROADCASTING.

Chief Engineer wanted for KYUK-AM-TV in Bethel, Alaska. Must have 2 years experience as a broadcast A.E., agency buyer, or national rep, who has the desire to sell for a 5 KW non-directional radio and 5 KW color TV Channel 4. Requires a person adaptable to harsh climate in remote bush village. Salary open. An Equal Opportunity Employer. Send inquiries and salary requirement to James G. Croll, AEBC, 308 G Street, Anchorage, AK 99501.

Master control room operator for television station first class radio telephone required. Prefer experience with RCA equipment. No phone calls, Write Richard A. Swank, Chief Engineer, WILX-TV, PO Box 380, Jackson, MI 49204. Equal Opportunity Employer.

Broadcaster engineer, 1st phone experienced in remote, studio and wired operations and maintenance. Send resume to Director of Engineering, WNED-TV, PO Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

Video tape technician Mostly operational with minor routine maintenance, salary commensurate with experience. First class license required. An Equal Opportunity Employer. Call or write T. Arthur Bone, WPRI TV, East Providence, RI 02914, Phone 401-438-7200.

Chief Engineer. WROC-TV. Group owned network VHF in Rochester. New York, looking for strong management, strong technical experience with organized labor facility. Send resume and salary requirements to Thomas B. Steely, Rust Craft Broadcasting Company, 320 Market Street, Steubenville, OH 43952.

Operating engineer, with 1st class FCC license to work television control room. Phone operations manager 315-782-3142. Excellent benefits. An Equal Opportunity Employer.

HELP WANTED TECHNICAL CONTINUED

Instructor and Program Head, Broadcast Engineering. Job requires creativity and ability to actively teach theory, maintenance and operation of both TV and radio broadcast equipment, equipment measurement and radio interference. Consideration of students for FCC 1st class radio telephone license. Students will have taken five core electronics courses before starting the broadcast courses and will take a number of electronics courses in the communication line concurrently with the broadcast courses. This position is to teach broadcast engineering courses on background of electronics courses and a degree by experience. Master's Degree preferred, minimum of Bachelor's or equivalent. Two years related occupational experience required. Closing date June 30, 1976. Applications from qualified minorities are earnestly solicited. Send application to: Personnel Office, Northern Virginia Community College, 8333 Little River Turnpike, Annandale, VA 22003. EOE.


HELP WANTED NEWS

Central Florida VHF network affiliated station has opening for reporter/anchor. Must be a good writer and documentary experience helpful. Send resume to Box S-32, BROADCASTING.

Top ten market VHF looking for weatherperson. We need someone who combines personality and skill to define interesting, yet understandable and enjoyable weathercast. AMS Seal preferred, but not required. Send resume to Box S-35, BROADCASTING.

Fitties market. Deep South wants action news assignment editor. Must be a self-starter, task master who is a line writer, editor, producer who knows what a good film story is and can upgrade his or her staff. Management is your track. Equal Opportunity Employer. You start at $9000. Box S-49, BROADCASTING.

Personality weatherperson. Meteorologist preferred, for top rated Elizabethan in 45th market. Must be able to interact positively with news and sportscasters. Two years experience. Send tape to Bob Rogers, KENS TV, Box T 5, San Antonio, TX 78229.

Sports anchor needed for WOWT, Omaha. Experience preferred in on-air work, commentary, in-depth analysis, photography and interviewing. Salary open. Send resume, VTR or sample tape (no calls please) to News Director, WOWT, 3501 Farnam, Omaha, NE 68131. An Equal Opportunity M.F. Employer.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Promotion Director for medium market VHF network television station. Person hired will have solid background and 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 samples of work (no tapes) to Box R-248, BROADCASTING.

Television producer/director must have at least 4 years experience as producer/director and be capable of creating instructional television courses for both on-campus utilization and public television broadcast. Must have extensive background in color broadcast production standards as well as thorough understanding of learning theory as applied to television. Salary range $10,000 to $14,000. Application deadline June 1, 1976. Position available July 1. Box S-45, BROADCASTING.

Television producer/director (part-time) an experienced producer/director to concentrate on the production of instructional television courses and instructional television courses and instructional units. Must have knowledge of color television production and sufficient knowledge of instructional theories and methods to work with academic departments in instructional development. Position immediate. Salary $5000 to $6000. Application deadline June 1, 1976. Box S-48, BROADCASTING.
HELP WANTED PROGRAMING, PRODUCTION, OTHERS, CONTINUED

Producer/director/editor for small format video tape for outside productions. Must have knowledge of commercial production. Major market independent. Equal Opportunity Employer. Box S-80, BROADCASTING.

TV producer for advertising dept. San Francisco's NBC-TV affiliate needs a producer who knows film VTR and radio spot production. Writing skills are essential. The producer will create promos, as well as full-scale sales presentations, and will participate in other creative and administrative functions of the department. Send resume to Personnel Services, WGVC, Channel 35, Allendale, Michigan. Phone 616-895-6691. Box 2412, San Francisco, CA 94118. An Equal Opportunity Employer.

Public Affairs Producing experience in Public Affairs, documentary and news is required. Applicants should have experience in all aspects of production including administrative, writing, video tape, film and post production. Will be responsible for producing a weekly public affairs program, as well as planning short-range and long range PA efforts. Send resumes to WCVB-TV, 5 TV Place, Needham, MA 02192. At Personnel Manager.

Associate Producer/Art Director. Aggressive, organized, staff associate producer with at least three years of experience in major market to book regional celebrity and entertainment guests. Should be able to conceive, develop and produce guest segments and brief on-air talent and programming staff on the requirements of each. Following through with the director and studio producer. Send resumes to WCVB-TV, 5 TV Place, Needham, MA 02192. At Personnel Manager.

Staff Producer. Creative, aggressive staff producer with extensive experience in video and cine in radio and on location. Should have a minimum of 3 years as a full time producer in a top market station and some experience in public affairs programming. Must be able to conceive, develop, and manage a program. Experience in syndication and network production desirable. Send resume to WCVB-TV, 5 TV Place, Needham, MA 02192. At Personnel Manager.

Producer/Coordinator for WGVC-TV, Ch. 35 in Grand Rapids, Michigan (Public TV). Candidates should have B.A. degree and previous experience. Contact Chuck Furman, Program Director, at 616-895-6691 or write WGVC, Channel 35, Allendale, MI 49401. An Equal Opportunity Employer. Position to be filled May 31.

TV Producer for active public TV station. 4 year degree and 3 years of television production experience required. Salary $10,899. Send resumes to University of South Florida, Personnel Services, 4202 Fowler Avenue, Tampa, FL 33620. All females are encouraged to apply. The University of South Florida is an Affirmative Action/Equal Opportunity Employer.

Wanted: Public Television programming assistant for television community service (grant for) upper Midwest University. Responsible for station promotion and on-camera television duties related to the production of public television programming. Bachelor's degree in broadcasting, speech or related fields minimum; experience necessary. Experience in production, announcing, advertising, writing and research and development desired. Available immediately. Refer applications to Employment Supervisor, Personnel and Staff Benefits Office, Northern Michigan University, Marquette, MI 49855. Telephone 906-227-2330. Excellent fringe benefits. An Equal Opportunity Employer.

Instructor/assistant professor to teach in some combination of the following areas: continuity writing and announcing and/or social and historical aspects of film and/or TV production, including set design and construction, lighting, graphics, etc. Masters degree required. Ph.D. desirable. Salary $11,000 and/or professional experience required. $11-15,000. An Affirmative Action/Equal Opportunity Employer. Reply: Dr. E.F. Andrews, Search Chairman, TV Production, Syracuse University, Syracuse, NY 13210.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS, CONTINUED

Television/audio script writer. The University of Mid-America (UMA) seeks a person to work with the Senior Historian, Instructional Developer, and Producer to research and write the instructional purposes of a multi-media course in Great Plains History. Must have extensive experience in writing documentary, historical, and television script for adults, and an appreciation of the principles of instructional design. Desirable is a background in western history and essential is willingness to work as a member of a team. Knowledge of the Great Plains area and resources is helpful. Position begins September 1. UMA is an Affirmative Action/Equal Opportunity Employer.

TV Producer Director for active public TV station. 4 year degree and 3 years of television production experience or 7 years television experience. Salary $10,899.00. Send resumes to USF, Personnel Service, 4202 Fowler Ave, Tampa, FL 33620. Minorities and females are encouraged to apply. The University of South Florida is an Affirmative Action/Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

TV is changing. Young executive type desires to move up in TV industry. I could provide the new blood you require. Box S-2, BROADCASTING.

General Manager. Also sales manager, Programming, etc. Totally interested in successful experiences, both 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! Television, 21 years; radio, 8. Total broadcasting experience, 29 years. Age 45. Aggressive, innovative, quality competitor. Accustomed to formulate challenges and must responsibility. Specialized in programming and sales! Can increase substantially, your profits and prestige. Box S-5, BROADCASTING.

SITUATIONS WANTED SALES

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.

SITUATIONS WANTED TECHNICAL

Camerasperson has just finished a complete course in camera operation, including broadcasting school. Can operate and register both color and black and white cameras. Will work anywhere in the United States. Box S-34, BROADCASTING.


Video/VTR/Maint. Multi-talented engineer with over 9 yrs solid background in color television engineering; is seeking to expand on creative level. Experienced in latest color equipment in video, vtr's, computer work, satellite, and main, and remote work. Box S-56, BROADCASTING.

Interested in learning video, see ad under Situations Wanted Radio. Box P 5, New Port Richey, FL Phone 813-848-0293.

SITUATIONS WANTED NEWS

Latina female with ten years varied camera 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.

SITUATIONS WANTED NEWS CONTINUED

Hardworking SOF cameraman/editor, seeking career position, experienced in news film & commercial, B.S. degree. Will relocate, all offers considered. Films R-109, Box R-208, 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.

Anchorman-Reporter: Young, bright, handsomest. Wants to move from large medium market to large market. Presently produce and anchor news and host half hour talk-public affairs show. All-American Boy look with the style of a pro. Box S-6, BROADCASTING.

Female, employed, experienced reporter/producer. Top 50 market. Looking for larger market with progressive newscast. Public affairs department. Box S-14, BROADCASTING.


Are you ready to make your move to No. 1? Experienced reporter/anchorman/producer, solid track record. Established No. 1 chain or large news department intent on dominating the market. Widely recognized for hard-hitting film and tape reporting, will relocate. Send resume to management for a winning team. Married, children, mid-30's. Box S-28, BROADCASTING.

Creative, stable sports producer looking for same qualities in larger market news department. Box S-42, BROADCASTING.

Reporter/Cameraman. Feature stories a cut above. Solid year and one half experience all phases. Previously doing TV news. Will want to concentrate more. If you have ever thought about a feature reporter, or just the expense, then you may be pleasantly surprised! Tape, resume. Box S-53, BROADCASTING.

Meteorologist. 6 years major market experience. Young with personable delivery. High on visuals. Seeking new position with weather serious station. Carl Nichols, 312-392-3478.


Reporter, aggressive ambitious female, extensive radio experience with state networks and as news director; seeks TV reporter position; VTR and double studio knowledge. Sarah Toppins, 2711 Allen Rd., A-7, Tallahassee, FL 32303. 904-386-7491.

Small market news director, currently doubling as weatherman, sports man, sports anchor and production assistant, looking for medium market. Midwest, now. Will consider anywhere. 24 years old, with three years of anchor. Ready to learn. Basic film-shooting, news and commercial writing, and interviewing is everyday activity currently. Ready lo specialize. Sing, good health, good knowledge of news, weather, and sports, and commercial accounts treatment. Dan Corbin, Dodge City, KS. 318-227-7270, mornings.


SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Presently employed five member money making production crew seeks free-lance or permanent employment. Studio or remote van. Fully versed in all phases of live or videotape production. 25 years cumulative experience. We can satisfy the most discriminating client or agency. Will relocate. Box R-206, BROADCASTING.
SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

**BUY — SELL — TRADE**

Cassette recorder, 24-track reel-to-reel tape recorder. 600-612-9201.

**WANTED TO BUY EQUIPMENT**

- **Needed:** Used ten thousand watt CCA FM transmitter in good condition. Contact Box S-8, BROADCASTING.
- **TV camera boom.** Interested in any model type. Box S-8, BROADCASTING.

**FOR SALE EQUIPMENT**

- **Gates FM-5H FM transmitter,** Gates FMA-10A FM antenna, Andrew PH-7 Coax line 267', excellent station package $12,500. Box S-5, BROADCASTING.
- **Ampex high speed 2” video tape duplicator** ADIR-5, 3 Ampex slomo recorder and computer editor/HSF-100, Gates, excellent almost new, expertly maintained. Make offer, Byron Motion Pictures, 65 K Street, N.E., Washington, D.C. Phone 202-783-6270.
- **Plate transformer:** Tubes, parts. Used 3 phase dry plate transformer 50/60 Hz, 230 V, Primary, Diesel or Wyco, 600/2000 watt transformer. Excellent condition. Available, 415 6th St., Delta, 117 KVA. Other used parts for GE 20 KW TV أخرى, list on request. Copperline Communications Inc., 602-384-4024. Box 1117, Wilcox, AZ.
- **10 KW FM Transmitter (REL) S2500, or 1 KW FM Transmitter S1250, RCA 8 Bay Antenna, 5575, 1975 1/2 ft. The equipment is in excellent condition. We are now selling for $27,500. Box 1794-U, Lake Havasu City, Arizona.**

**FOR SALE EQUIPMENT CONTINUED**

- **Attention RCA BTF owners:** Complete 10-B rig, less antenna, receiver, transmitter, etc. You must remove entire transmitter immediately. WMFR, Milwaukee. 414-372-3000. Terry Bau.
- **Ampex VR-1200 Hi band with auto channel 1 & 2, dropout, colorimeter, and several good audio/visual equipment.** Best offer. 712-825-7200. Broadcasting.

**COMPLETE color film island, including base, Noreco PFC-701 camera, Noreco Multiplexer PCM800, Two Eastman Kodak model 285 projectors with kits, Spitfire and Saneco Scope 32 slide projector.** Make an offer. Write: Wil-Tel, Box 719, Terre Haute, IN 47808.

- **Test equipment Sale:** HP-332-A Distortion Analyzer $5950; GR-916-AL Bridge, complete with book & cables like new $4950; Singer EMP-105 field strength meter $150 to 1000dbm with all plug-ins, antenna and book $15950; Stoddart NM-20-B field strength meter with antennas $4950; National HNC-500 receiver $4950; HP-140-A Oscilloscope $5950; Motorola S-1330-B frequency synthesizer half price $15595. Communication Radio Service, Charlotte, NC 704-968-4046.

- **Helix-styloflex. Large stock—barge prices—tested and certified. Write for price and stock lists. Siera Western Electric, Box 23972, Oakland, CA 94623.**

**COMEDY**

- **Dee-Jays:** New, sure-fire comedy! 11,000 classified one liners. $10, Catalog free! Edmund Ornitz 2786-B West Roberts, Fresno, CA 93711.
- **385 days of laughs, page a day. $5 per month. Box 183, Prospect Heights, Illinois 60070.**
- **Latest gags** S2 Back issues (17) S1 each. Gaygiving lesson 51, Robert Makin, 417 State, Brooklyn, NY 11217. 212-855-5057.

- **Fresh 1 to 4 lines humor, bi-weekly, monthly trial S20. Samples S2 Fairquar, S2315 Tekoa, Spokane, WA 99203.**

- **Fruitbowl**! Perfect for on-the-air p’s and managers. If you can’t do all the prep you know you should. Fruitbowl, 719-431-2812. 15 month’s trial subscription: Fruitbowl, Dept. “C”, PO Box 822, Fair Oaks, CA 95628.

**MISCELLANEOUS**

- **Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade... better! For fantastic deals, write either Bob Werb, 3544 Van Buren St., Sarasota, FL 34232.**
- **We’re selling ourselves! Custom voice-overs, your copy, our talent, Try one! 60 seconds, $800! Orene Productions, Box 1026C, Pittsburgh, PA 15232.**

- **Free nationwide exposure of your station’s opening in the programming of new recorded radio TV employment listing—Hot Tips! Phone 904-761-8920, 904-253-1150 or write “Hot Tips!” Box 1115, Daytona Beach, FL 32019.**

**EMPLOYMENT SERVICE**

- **The best jobs** are in the best radio-TV employment listing around. Period. Compare! Subscribe! Last issue 51, 12 weekly issues $10, 50 per year. “Hot Tips!” Box 1115, Daytona Beach, FL 32019.

**PROGRAMMING**

- **Nationally known management consultant is now available to pump up ratings and billings for underdeveloped stations. Protect your investment. Bill Elliott & Associates. 305-967-8838.**

**INSTRUCTION**


1st Class FCC, 6 wks, $45,000 or money back guarantee. VA appvd. Nat’l Inst. Communications, 11488 Oxnard St. N. Hollywood, CA 91606.

REI teaches electronics for the FCC First Class Radio Telephone license. Over 90% of our students pass their exams. Class begin May 10, June 21 and August 2.

REI, 61 N Pineapple Ave., Sarasota, FL 33577, 815-955-6922.

REI 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

Omega State Institute, your best choice for FCC license training. Learn to work tests right. Support FCC updates, Veterans approved. Largest number of state students welcome. Free booklet. Call or write today. 312-321-9400, 235 East Grand Avenue, Chicago, IL 60611.


1st Class FCC, 6 wks, $45,000 or money back guarantee. VA appvd. Nat’l Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91608.

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.


**30-minute telecast for prime-time viewing**

**Probing true-life experiences of people in search of happiness**

Presented by The Assemblies of God, P.O. Box 310, Springfield, Mo. 65801 (417) 862-2781.

**Broadcasting May 3 1976**
Help Wanted Management

**PRESIDENT**

$40 K+....

Diversified AMEX Company with revenues in excess of $100 million seeks individual to assume presidency of a $5 million electronic manufacturing subsidiary. Complete P & L responsibility. Prior C E O or senior management experience and familiarity with radio broadcasting industry preferred.

Desirable East Coast location - not N.Y.C.

Send resume to Box S-36, BROADCASTING.

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Help Wanted Announcers

**We're Good... Very Good**

If you think that combination isn't possible in radio, then you haven't heard our stations (count'em, nine of them). IF YOU'RE GOOD ... very good on the air and in the production studio. If you expect good money for your efforts, you'd be comfortable in a top 10 market, maybe its time we talked. Send us your resume and air check. Crawford Broadcasting Company, PO. Box 34219, Dallas, TX 75234.

But only if you're good ... very good. Because we are.

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Help Wanted Programing, Production, Others

**MAJOR MARKET**

**FM PROGRAM DIRECTOR**

If you have a flair for creative on-the-air promotional activity and the ability to integrate news and informational elements into an up-scale adult syndicated music format, there's an unequalled opportunity waiting for you! Great benefits with an industry-leading group-owned full-power FM in a dynamic major market ... for the right person!

Send enough info with your resume to convince us the right person is YOU!

Box S-54, BROADCASTING.

An Equal Opportunity Employer

---

Help Wanted Sales

**SALES POSITIONS**

An opportunity to join a young expanding broadcasting company. We are looking for aggressive creative salespeople for our stations.

Our group consists of WBNY, Buffalo; WEZE, Boston and WLKW AM/FM, Providence. In three years of operation all three General Managers have been promoted from within our company.

Tremendous opportunity for financial and career growth. Send resume to:

William M. McCormick
President
McCormick Communications, Inc.
One Beacon Street
Boston, Mass. 02108

An Equal Opportunity Employer

---

Help Wanted Announcers

WLIP is seeking an experienced-air personality. We are a medium market, professional, contemporary-MOR station. The person we hire will be a cut above average. Please send air-check and brief history to Dex Card, WLIP, Box 659, Kenosha, Wisconsin, 53140. Tapes will be returned. No calls.

---

Audience Research

**INCREASE SALES**

with a customized PRS audience survey ... from $299.19

Professional Research Services

6805 S. Terrace Rd, Tempe, Az. 85283 (502) 839-4003

---

Help Wanted Programing, Production, Others

**MAJOR MARKET**

**FM PROGRAM DIRECTOR**

If you have a flair for creative on-the-air promotional activity and the ability to integrate news and informational elements into an up-scale adult syndicated music format, there's an unequalled opportunity waiting for you! Great benefits with an industry-leading group-owned full-power FM in a dynamic major market ... for the right person!

Send enough info with your resume to convince us the right person is YOU!

Box S-54, BROADCASTING.

An Equal Opportunity Employer

---

Help Wanted Programing, Production, Others

**RADIO NEWS DIRECTOR**

MOR PERSONALITY DEE-JAY

Both positions require two to three years experience. Resumes and air checks to Bob Holben, WTTW, 535 S. Walnut St., Bloomington, Indiana, 47401.

---

Help Wanted Announcers

WLIP is seeking an experienced-air personality. We are a medium market, professional, contemporary-MOR station. The person we hire will be a cut above average. Please send air-check and brief history to Dex Card, WLIP, Box 659, Kenosha, Wisconsin, 53140. Tapes will be returned. No calls.

---

Help Wanted Programing, Production, Others

**HELP! BEING HELD CAPTIVE IN...**

Total Concept - AM Drive, No. 1 All Demos. Sincere, warm personality. Characters, humor, phone, interviews, community involvement. Believability Proven track record. Larger and major markets only. Phone for Ray Tinks. 314-727-8721.

---

Help Wanted Programing, Production, Others

**SYRACUSE & CENTRAL N.Y.**

TELEVISION
Help Wanted Announcers

STATION MANAGER
KUED Television
Station 7

The University of Utah is seeking applications for the position of station manager of KUED Channel 7, an affiliate of the Public Broadcasting Service. KUED Channel 7 serves the State of Utah as well as parts of Idaho, Wyoming, Montana and the Dakotas. The station is licensed by the Federal Communications Commission and in part of state-wide television with a staff of 36 full time employees. Applicants should have extensive television experience or evidence of exceptional promise, including success in personnel, program, and financial management. A knowledge of public broadcasting and higher education is desired, and an appropriate earned academic degree is required. Salary will be commensurate with background and experience. Rumes, applications, nominations and correspondence should be directed to Dr. R. J. Snow, Chairman, Search Committee, KUED, University of Utah, 205 Park Bldg., Salt Lake City, Utah 84112. The closing date for receipt of applications is June 1, 1978. Affirmative action/equal opportunity employer.

Help Wanted Technical

Leading video switching company needs design and maintenance engineers. Experience in color video preferred.

Contact: Mt. Buzan Vital Industries, Inc.
3700 N.E. 53rd Avenue
Gainesville, Florida 32601
Phone: 904-237-1561

Help Wanted News

NEWS ASSIGNMENT EDITOR to work with top rated staff at CBS affiliate in the west. Must have TV News experience with print journalism background and an asset. Salary open. An Equal Opportunity Employer. Contact: Jim Drennan, News Director, KXTV 916/441-2345. We will accept applications until May 4th, or perhaps longer at station option.

NEWS REPORTER
Bright, aggressive TV reporter with at least two years experience needed to work with top rated, all mini-cam, Post-Newsweek Station. Send resume and tape to Ernie Mestrolian, news director, WUXT-TV, PO. Box 5279, Jacksonville, Florida 32207, An EOE.

Situations Wanted News

SPORTSCASTER
I am seeking nightly TV sports anchor. Appearance, delivery, background. I have the ability to have a positive and immediate impact on your ratings.

Box S-11, BROADCASTING.

Tower Service

SWAGGER TOWER CORPORATION
CABLES PRESTRESSED FOR TALL TOWERS SOCKETS ATTACHED

All work supervised by Certified Engineer
Box 656, Fremont, Indiana 46736
219-498-5165.

HAPPY BIRTHDAY AMERICA
★ 200 YEARS OF LIBERTY
★ BICENTENNIAL CELEBRATION
★ AMERICA CELEBRATES
★ CARNEGIE 70
★ TV SLIDES 6th

SEND FOR COMPLETE LIST
BOX LEAVES FILMS 940 E 55 ST NEW YORK 10022

WANTED TO BUY STATIONS

SOUTH OR SOUTHEAST
Multiple Station owner ready for expansion.
Will buy full-time AM or FM/AM. Medium market or larger. This is not a broker ad—reply is confidential.
Box R-83, BROADCASTING.

Will trade my equity in successful restaurant, lounge, hotel facility in small market for AM or FM facility. Prefer St. Louis area but will consider all others.
Box S-3, BROADCASTING.

Broadcasting May 3, 1978
WANTED TO BUY STATIONS CONTINUED

Interested in purchasing AM station, 1000 watts or more, full time. Will consider AM/FM combo. In city not over 45,000 population. Location must be within 350 miles of Kingston, New York. Complete 2-year financial statement required.
Box S-22, BROADCASTING.

One of America’s most successful small market radio stations wishes to acquire another already profitable station. Will pay up to million dollars at 6% to 7% cash flow (R.O.).

For Sales Stations

Full Power FM
Major Market
Fully equipped
$1,800,000 cash.
Box S-21, BROADCASTING.

WESTERN medium market fulltime.
Gross $300,000 in 1975 with cash flow exceeding $100,000. Price $650,000. Terms.

Box S-37, BROADCASTING.

Proftable AM/FM Southeast
Solidly established, money-making, clean technical AM/FM operations in strong southeast market. $975,000 with reasonable terms available. Balance can be handled with present station income. Offered by an equal opportunity seller, so minority and female groups invited to deal along with all other qualified buyers.
Box S-47, BROADCASTING.

NEW ENGLAND AM
Profitable daytimer in single station market. Unit operation with good real estate. Ideal for owner-operation. As little as $60M down required with long payout to qualified buyer. For details contact associate Bob Kimel at (802) 524-5963.

EASTERN METRO
Fulltime Class IV with excellent operation in a strong radio market. Contemporary format with network affiliation. A sound operation with substantial growth potential. Asking $525M cash. Seller may finance up to 50%. Contact Mr. Horton at Elmira office or any associate.

Brokers & Consultants to the
Communications Industry
THE KEITH W. HORTON COMPANY, INC.
1705 Lake Street, Elmira, New York 14902
RD. Box 846, (607) 733-7135

FOR SALE STATIONS CONTINUED

Buyer wanted for $300,000 AM & FM Plant in Ky 29% down with ten year pay off. Call 606-864-7438 Monday through Friday between 10:00 AM and 12:00 Noon.

500 Watt Full time AM & Class A FM Stereo
NO DOW PAYMENT
*Large central Florida City
*Buy one or both
*Payment less than $6,000 per month for one and $14,939 per month for both with prepayment privileges.

BUSINESS BROKER ASSOCIATES
818-794-7511

FLORIDA MAJOR AM/FM 4KK 25%
S.E. Small Fulltime 195K Negotiable
East Major FM 1.750KK 35%
S.E. Small Daytime 215K 29%
West Small FM 500K 29%

Atlanta – Boston – Chicago – Dallas
New York – San Francisco

1835 Savoy Drive, Atlanta, Georgia 30341

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 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.

 Replies to ads with a box number should be addressed to Box Number, c/o: BROADCASTING, 1705 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.

Rates, classified listings ads:
-Help Wanted: 50c per word—$10.00 weekly minimum. (Billing charge to stations and firms: $10.00)
- 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 ad) $25.00 per inch.
- All other $45.00 per inch.
- More than 4” billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising 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 of city (e.g., Milwaukee) or state (New York) counts as two words. Zip Code or phone numbers including area code counts as one word.

Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as $35M, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name ______________________ Phone ______________________

City ______________________ State ______________________ Zip ______________

Insert ______ time(s). Starting date ______ Box No. ______

Display ________ (number of inches).

Indicate desired category: ______________________

Copy: ______________________
### Broadcasting

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<tr>
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<th>Ownership</th>
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<td>ABC</td>
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<td>CBS</td>
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**Broadcasting with other major interests**

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<td>COMBINED COMM.</td>
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<td>TIMES MIRROR CO.</td>
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<tr>
<td>WASHINGTON POST CO.</td>
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### Cablecasting

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<td>AMERICAN TV &amp; COMM.</td>
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<td>TIME INC.</td>
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**Broadcasting May 3 1976**

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<th>Closing Wed. April 21</th>
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<th>% change in week</th>
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<th>Low</th>
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<th>Approx. shares outstanding</th>
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<td>3/4</td>
<td>1/2</td>
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</tbody>
</table>

**Total** 12,853 9,274,693
Washington.

Yearly high -lows are

GENERAL ELECTRIC  COHU,

ZENITH  TEL

RSC

CONRAC

DOYLE DANE BERNBACH

TELETRONICS

MGM MGM

GULF

VIKOA

American

AMERICAN PHILIPS

the

slightly.

Stock

price

from

Actual

ratios

shown

did not trade

44 1/8 45

54 54 5/8

4

ratios

displayed

per -share

or

as published

Broadcasting

per -share

4

TOTAL

189.704 4,478,347

Service

BRDD INC.  BRDO

COKSAT  CCO

DOYLE DANE RENBACH  DOYL

FOOTE CONE & BELLING  FCB

GREY ADVERTISING  GREY

INTERPUBLIC GROUP  IPG

MARVIN JOSEPHSON  MRVN

MC COMMUNICATIONS**  MCI

MOVIELAR  MOV

MPO VIDEOTRACKS**  MPO

NEEDHAM, HARPER  NOHRA

Ogilvy & Mather  OGL

J. WALTER THOMPSON  JWT

Electronics/Manufacturing

AMPEX  APX

CETEC  CEC

COMIN. INC.  COMX

CONRAC  CAX

EASTMAN KODAK  EASKD

FARM ELECTRIC  FARN

GENERAL ELECTRIC  GE

HARRIS CORP.  HRS

HARV

INTL. VIDEO CORP.**  IVGP

MICROWAVE ASSOC. INC  MAI

3M

MOTOROLA  MGT

N. AMERICAN PHILIPS  NPH

OAK INDUSTRIES  OEN

RCA

ROCKWELL INTL.  RNK

RSC INDUSTRIES  RSC

SONY CORP.  SNE

TEXTRIX

TELELECON

TELEVISION

VARIAN ASSOCIATES  VAR

WESTINGHOUSE  WX

ZENITH  Z

Over-the-counter bid prices supplied by


Yearly high-lows are drawn from trading days

reported by Broadcasting. Actual figures may vary slightly.

PIE ratios are based on earnings per-share figures for the last 12 months as published

by Standard & Poor's Corp. or as obtained

through Broadcasting's own research. Earnings figures are exclusive of extraordinary

gains or losses.

Standard & Poor's Industrial Average

114.8 116.3  -1.5

A-American Stock Exchange

N-New York Stock Exchange

O-Over the counter (bid price shown)

P-Pacific Stock Exchange

*Stock did not trade on Wednesday, closing price shown is last trade.

**No PIE ratio is computed, company registered net loss.

***Stock split.

Less active stocks. Trading in the following issues is too infrequent for weekly
reporting. This listing reports the amount and date of the last known sale:

Camptown Industries                  1/8
Coca ELECTRONICS                     1/8
Concert Network                      1/4
Elkins Institute                     1/8
Heritage Communications              2 1/8
Lamb Communications                  1 1/4
Lettel-Tape                          2 1/4
Universal Communications             1 1/4
Wood Products                        1/2

Broadcasting May 3 1978  72
Dan Gold: a generalist gets down to specifics

Like many who come upon a successful career by unexpected circumstances, Dan Gold, senior vice president and general manager of WFSB(TV) Hartford, Conn., never set out to be a broadcaster. "Things happen in spite of whether or not I've planned," says Mr. Gold. "Many things in my life were accidental."

Accidental, perhaps, but it's his "ability to take on any kind of assignment and plunge in" that has earned him the respect of Larry Israel, president of The Washington Post Co. Mr. Israel and another of Mr. Gold's corporate bosses, Joel Chaseman, president of Post-Newsweek Stations Inc., describe Mr. Gold as "unique"—a combination of legal, corporate and station management experience.

Dan Gold first found an open door to the communications industry at Westinghouse Broadcasting Co. After going East to study at Harvard Law School, he always imagined he would return to his native Portland, Ore., but "fate intervened." He encountered a former classmate who knew of a legal position at Westinghouse, and Dan Gold, with the chance to try his hand at communications law, prior to that, he had interned in the office of the late Senator Richard L. Neuberger (D-Ore.), served as a U.S. Army attorney and worked as an associate to the general counsel of the Federal Aviation Administration. Mr. Gold knew he would find his specialty "as I went along."

While a house counsel, Mr. Gold became "drawn to journalistic law and public affairs" as he advised on talent contracts, consumer affairs, and the like. Then, about seven years after he received his law degree, he was asked to contemplate a decision both "difficult and easy at the same time": whether or not to give up the law and become a staff assistant. It was a "great title," Mr. Gold says. "I didn't belong to anybody but Larry Israel (then Group W executive VP) and Don McGannon (president and chairman)."

Mr. Israel, however, remembers those who didn't want Mr. Gold to switch professions. The Group W legal people "thought Dan was the future general counsel," he says, adding that he encouraged his young protege to think about what he wanted in the long run.

And that proved to be broadcasting—a career which Mr. Gold says comes as close as any business to the nitty-gritty of life. He explains: "The law deals with things after the fact; journalism is dealing with them all the time."

Mr. Gold describes the next several years as "an enormous educational binge," starting out on a variety of projects as a "utility outfielder." I was "here, there and everywhere," he says, taking opportunities "far beyond what my age and experience warranted."

Further opportunities abounded when Larry Israel joined Post-Newsweek and several months later, in 1967, took Dan Gold with him to be vice president for business affairs. Mr. Gold later served with P-N stations as WTOP(AM) Washington general manager, as WCKY(AM) Cincinnati supervisor, and, before being transferred to the then newly acquired WFSB, as general manager of WTOP-TV Washington.

In describing Dan Gold's work at WFSB, Post-Newsweek brags about channel 3's increased "attention to local programming and local sales." He has made his mark on his Connecticut and western Massachusetts service area by initiating five minutes of news in sign language for the deaf each morning, a half-hour of news in Spanish produced at WFSB and broadcast over Trinity College's WRTC-FM there, and among other things, inaugurating New England's first-hour-long local evening news outside of Boston (which Joel Chaseman sees as Mr. Gold's foremost contribution).

While Dan Gold doesn't, as he says, "live on the basis of singular experiences," one event last year was enough to focus industry eyes on WFSB: its October special, Town Meeting Tonight: Talking Back to CBS. As Mr. Gold tells it, the special was conceived "during a social call he paid on CBS News President Richard Salant, and brought Mr. Salant, newsmen Walter Cronkite and Mike Wallace and other CBS News representatives to the former Connecticut state house in Hartford for a prime-time fielding of questions from community leaders.

Mr. Gold uses the person-on-the-street approach for his access shows, but for town meetings the audience is invited and consists of people "with some kind of expertise or point of view." Following the program, Mr. Salant mentioned that it might serve as a pilot of sorts, with such forums with CBS News possibly being held three or four times a year. Last Saturday afternoon (May 1), a second town meeting with CBS News, aired earlier over KCMO-TV Kansas City, Mo., was to get the same treatment as WFSB: a repeat performance on the CBS-TV network.

There is a variety of ways that such a show could be handled, he says, and contemplating the alternatives, "You get very humble very quick."

The Hartford town meeting made news among journalists (Mr. Salant said he hopes for an hour of network news during the evening but doesn't know where the extra half-hour would come from)—but response from viewers was "not nearly as voluminous as I had hoped." Mr. Gold says. The biggest draw was the first town meeting in 1974, he notes, when the formation of a new Hartford suburb was debated.

Mr. Gold says it's too early for him to have any sense of "mission accomplished" at WFSB. Other areas he's seeking to improve are minority and female employment and increased ascertainment. "You can never hope to know a community in totality," he says.

Although Dan Gold still doesn't consider himself an East Coast person and still misses being "closer to natural surroundings" in the Northwest, he imagines that business will keep him East. Yet, at age 40, he admits to no master plan for his professional life. He can even lightheartedly conceive of switching professions once again. "Twenty five years from now, maybe I'll be teaching," he says.
Tinkering damned

Station representatives are pleading with the Federal Trade Commission to terminate an "experiment" in the use of national television networks as regional advertising vehicles. The reps point out that the experiment has proved to benefit no one but the networks and their major customers, precisely the opposite effect from the one intended.

As explained in comments filed at the FTC by the national sales advisory committee of the Television Bureau of Advertising (Broadcasting, March 29) and the Station Representatives Association (Broadcasting, April 26), the experiment was undertaken for the asserted purpose of giving small advertisers a chance at television exposure on station line-ups they could afford. As has not been emphasized in the reps' accounts, the networks agreed to the experiment as an alternative to antitrust action that the FTC had been threatening. They were also smart enough to know that the real-world effects would turn out just as they did.

As part of the agreement, the networks advertised the availability of regional line-ups, set up special units in their sales departments, and opened the transom. Perhaps the government's surprise but to no one else's, the orders came from the General Foods, the Block Drugs, the General Mills, the Lever Brothers, and the other clients who know the most about how to buy network time.

The reps, of course, have a special interest in this case. Every advertiser that finds a split network suited to its advertising purposes is one that might otherwise be buying that exposure through spot TV, which reps sell. Still, the reps' point is valid. Once again a little band of civil servants has set out to cut the networks down to size and has succeeded only in enlarging their business.

The reps are right. It is an experiment that failed.

No useful purpose

Biggest nonsurprise of this Congress was last week's special report of the Senate Commerce Committee "disclosing" that politics is the major consideration in appointments to such regulatory agencies as the FCC and the Federal Trade Commission.

The thrust of the 439-page report, which examines presidential appointments to the FCC and FTC from 1949 to 1974, is that political muscle rather than erudition, experience or professionalism is the prime consideration. We'll let the authors in on a time-honored custom: Political patronage has been the key ingredient from the time these agencies were created, and during both Republican and Democratic administrations. Nominations, almost without exception, have been confirmed by the Senate on the recommendation of the very Commerce Committee whose imprimatur the report bears.

This is not to say that all appointments have been purely political. It is to say, however, that it is rare indeed for a President to nominate without prior clearance of the candidate's senators, and perhaps other political powers from the candidate's state. The system has produced many appointments that were excellent, some outstanding.

There's really little new in the huge tome. It is studded with footnotes on Broadcasting's coverage of the events when they constituted news. The report undoubtedly will titillate some political observers and is bound to be quoted extensively by those who would reform government.

Perhaps to justify its cost, the report concludes with recommendations, some of which, if implemented, would destroy forever the prospect for getting qualified people to serve. One would require public announcement, 30 to 60 days before presidential nomination. That would only be an inspiration to the gadfly "public interest" outfits that survive by taking issue with conventional processes of government.

Another proposal would preclude a commissioner from practice before the agency for three to five years after his term expired. No professional could accept appointment unless he was of independent means or would be willing to go into academia or hiding upon leaving government.

Price rise

Not surprisingly, the headlines about Barbara Walters have played up the million-dollar annual pay she's to get and the fact that she'll be the first female co-anchor on a network evening newscast, unless, of course, some other network acts fast to get ahead of her and ABC.

There has also been more than a modicum of speculation that ABC News in signing her at such a figure is trying to buy ratings by investing in—or perhaps to put it more accurately, by creating—a superstar. We share the concern of those who worry about the effects on TV journalism if this proves to be the case, but for the present we suggest that judgment be suspended.

In a medium that is show business most of the time, there is always a danger that the distinction between news business and show business may become blurred. But it is not wrong—to the contrary it is entirely right—for any news medium to try to make itself more attractive to its audience and hence to enlarge that audience. No newspaper, for instance, tries to be dull. The harm comes if, in trying not to be dull, editors begin to judge news by its glitter and not by its real values.

As a reporter Barbara Walters is no Walter Cronkite or John Chancellor or Harry Reasoner, but she has established her credentials as an interviewer of some distinction and will presumably be featured in that role from time to time, especially if ABC succeeds in lengthening the evening newscast, an issue too complicated to be explored here.

Whatever else Miss Walters's million-dollar standard means, it bespeaks the expanding role of journalism in the television business. Any time a network makes a commitment on that scale, news has become a principal commodity.

"Now remember, senator, that we found you working late in your office and set up this spontaneous interview."
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CHARLOTTE, N.C.
The George Foster Peabody Award. It's like the Nobel to a scientist. Like the Oscar to a movie. Or the Pulitzer to a newspaperman. It's as distinguished an award as a broadcaster can win for accomplishments in service. Presented to us for our overall public service efforts. Two programs in particular, were cited: “For My People”...HARAMBEE'S celebration of black poetry. “The Hidden World”...EVERYWOMAN'S investigation into how medical technology is eliminating the need for surgery on women's reproductive systems. We appreciate the recognition and promise to continue the effort.