FCC's violence-obscenity-sex report goes to Congress
Off and limping: 1975-76 TV pilot season

30 motion pictures
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64 stations in N.Y. The two with "All News" rank 2nd and 6th. Combined, they significantly outdraw the current leader. L.A. has 58 stations. But the "All News" stations are 1st and 6th in average audience... and 1st and 2nd in cume. In competitive Chicago the "All News" station is #3... up since its format change. Who leads the others?

33 stations in Philadelphia? The "All News" station, of course! 4th among 33 stations in Washington—that's "All News". Even higher in cume.

How to stand out among 28 stations in Boston With "All News"—a strong #4.

Doesn't all this tell you something?

Sources:
SRDS November 1974,
ARB October/November 1974,
TBA's Adults Avg. Qtr. Mth. & Cume
Mon-Sun, 6AM-Midn. Subject to qualifications available on request.
In its youth radio was entertainment. Today its mature potential is service. It's in its prime. So this is the prime time for the NBC National News & Information Service. It will do what no other national broadcast organization is doing: providing 50 minutes of news and information every hour, 164 hours weekly. Reporting the facts with authority. With meaning. With immediacy. That's the NBC National News & Information Service. Coast-to-Coast. In your city. “All News.” All day. All night. All yours exclusively.
Snapping back. National-spot radio business appears to be enjoying briskest sales in recent memory. "We had the first good January in three years," one leading sales rep says. "Mostly it's late placements for early starts, but it hasn't let up. It's a really good feeling." Another top rep says his firm "went into February this year with the same amount of business we had when February ended last year." All acknowledge last year's first quarter, in midst of energy crisis, was disaster for spot radio, but most tend to agree this year's first quarter should look good even if last year's had been decent.

As usual, sales vary from market to market without discernible pattern. Nor is upturn ascribed to any one factor. Car makers' rebate advertising obviously has helped, but sales authorities say that's only part of it. Several suggest another part may be that missionary work done by reps and Radio Advertising Bureau - including "Radio: Adflation Fighter" campaign, which RAB says is being carried by probably thousand or more stations -- is paying off. Whatever reason, one rep noted, advertisers and agencies seem to have "a greater degree of confidence in radio" than they once showed.

In the bag. Poll of members of National Association of Broadcasters television board indicates they'll vote to put family viewing amendment in TV code at their special meeting in Las Vegas next April. Several, however, say they won't be comfortable with their affirmation of television code board's proposal. But, as one said, voting against amendment "would be like voting against motherhood," now that FCC, networks, Congress and code board have lined up behind drive to get sex and violence out of early evening.

No negative vote was found among 13 directors polled (out of 15 total), although four said they had not yet made up minds. Three said amendment doesn't go far enough, that industry should move against what one director called "video porno" in daytime TV.

Celebrity night. Annual banquet of Radio and Television Correspondents Association in Washington March 13 promises to draw biggest names to attend in recent years. President Ford and Vice President Rockefeller are expected; in protocol-minded Washington their presence means other ranking officials will turn out. It's NBC's turn to provide entertainment, and network has called on its number-one MC, Bob Hope, to enliven event that laid egg or two during Johnson and Nixon administrations.

Disagreement on agreements. FCC broke into variety of positions last week when commissioners discussed proposed notice of inquiry aimed at clarifying kind of citizen-station agreements commission will accept. Principally at issue was staff-drafted statement placing no restraints on substance of agreement but making it clear broadcasters must retain responsibility for operating station ("Closed Circuit," Feb. 10). There seemed so many differences among commissioners -- and number of staffers reportedly pitched in with additional conflicting views -- that it was uncertain final document would contain any statement; some thought commission would simply issue inquiry listing number of questions with no direction given.

Participants in two-hour session left with feeling that Commissioner James H. Quello has not softened position on agreements even to degree his speech three weeks ago indicated (Broadcasting, Feb. 10). He is said to have re-sumed attacks on groups for allegedly threatening petitions to deny to force broadcasters into agreements and to have come close to urging ban on such agreements.

Back in business. Tom Moore, former president of defunct Tomorrow Entertainment Inc. (folded by General Electric Co. last Dec. 31) and one-time president of ABC-TV, has formed Tommoore Entertainment Inc., New York, and is said to have completed deals with NBC for three made-for-TV movies and with CBS for one feature film.

A while yet. FCC is expected to begin final deliberations on pay cable soon, but swift action is unlikely. Cable Television Bureau staff has drafted 70-odd-page final order, but although it embodies rules outlined by FCC last November (Broadcasting, Nov. 18, 1974), some details are sticky. Rule designed to prevent cable from siphoning sports from television is one example. It is to be based on formula involving percentage of games in given sport that have been on air, but calculation of formula gets complicated by such questions as whether playoff games count with regular-season games.

Right now arithmetic is boggled down.

Draft does make one thing clear: Cable will be permitted to bid on movies under contract for television broadcast in cable system's market, whether contract is held by local station or by network with affiliate in market. FCC staff foresaw appeal in court if distinction had been made between local or network contracts for movie broadcasts.

Reprieve. FCC is expected this week to issue rulemaking to eliminate or postpone March 31, 1977, deadline that older cable systems face to rebuild systems up to channel capacity, with prescribed access channels, that FCC decreed in rules adopted in 1972. Commission voted unanimously after staff said forced compliance with 1977 deadline would impose undue hardship. After disposing of this rulemaking, FCC will issue another exploring question of technical and franchise standards it should impose on systems operating before 1972 rules took effect.

Album to watch. Early warning of what may be one of 1975's major albums came in addition of two cuts from new Rock 'n' Roll nostalgia LP by John Lennon at WABC-(AM) New York. Peggy Sue and Stand By Me, latter to be released as single this week, are first album cuts added at WABC since 1972.

Branching out. TVS Television Network, which transmits many top college basketball games each winter and which did weekly game telecasts during World Football League's first season, is getting word out that it's in market for specials produced by advertisers or agencies and rejected by ABC, CBS and NBC. Highly placed sources at TVS, which is owned by Corinthian Broadcasting, say network can guarantee clearance of 150 or so stations, for 85% coverage of U.S.
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REFRO-READY ART FOR OUTDOOR SIGNS AND TRANSPORTATION DISPLAYS.
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NEWSPAPERS ★ MAGAZINES

TOTALLY PRODUCED FOR YOU.

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THE "BIGGEST NEWS" IN RADIO HISTORY IS ON RIGHT NOW!

PLUS PROMO TAPES FOR YOUR SALESMEN.
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PACKAGE SNIPES AND TRUCK POSTINGS... BUTTONS, STREAMERS AND MORE!

PERSONALIZED CERTIFICATES FOR YOUR CHARTER SPONSORS: SPECIFYING THE TOTAL SUPPORT PROGRAM.


FOR FULL INFORMATION PHONE STEVE WHITE TOLL FREE (800) 223-9866 IN NEW YORK STATE. (800) 442-5066 IN NEW YORK CITY. 247-7966 NOW... WHILE THE NBC NEWS & INFORMATION SERVICE IS STILL AVAILABLE IN YOUR CITY.
Top of the Week

A Wiley move, FCC report to Congress on sex and violence recommends broadcaster self-regulation to avoid adoption of rules that "might involve government too deeply in program content, raising serious constitutional questions." Commission also cites its recent censure of WBAI(FM) New York as proof of its action to clean up radio waves, and it asks for law to include TV and cable in obscenity and indecency ban. Page 25.

Watch that sex and violence. Word was out last week to pilot producers to go easy on potentially objectionable material that might be slated for family viewing hour. Number of pilots is down from last year. Page 26. Which shows are auditioning for which networks. Page 26. A program development scorecard. Page 27. NATPE survey finds majority of programers thinks networks are "too permissive" in prime time. Page 34.

New rating game. ABC and CBS each have four shows in top 10 of McCall's magazine survey of most violent shows. Magazine says survey done to test network claims that violence is what people want to watch, but none of top 10 violent shows is in top 10 of most recent Nielsen ratings. Page 35.

View from the catbird seat. Study by Cox Broadcasting indicates steady growth for both the broadcasting and the cable television businesses, although future audiences will be "considerably fractionalized" by increase in number of UHF's, cable penetration and growth of video cassettes. Page 38.

Midstream horse changing causes splash. FCC rules in complaint against WBBM-TV Chicago that equal-time policy must be applied evenhandedly, can't be changed during election campaign. Mayor Daley loses bid to outmaneuver leading primary opponent in media spot placements. Page 41.

Prospecters. Geneve Corp., New York venture capital firm with Arab-Jewish backing and cable television interests, is object of suit by dental equipment maker to block takeover bid aimed at acquisition of large gold and silver inventories. Page 45.

The Vegas program. A rundown on what's up at the NAB convention in April. Plans call for conferences on radio and TV management, small and secondary market television, and 21 morning workshops. Page 43.

Ronstadt's rising star. With an album and two singles at the top of various charts, Linda Ronstadt emerges as sales generator equal to her talent. Page 47.

Ghosts of television past. ABC petitions FCC to allow use of circularly polarized transmitter as result of WLS-TV Chicago experiment. Change would cost more and require twice as much power, but it would eliminate ghosting, improve indoor antenna reception and boost over-all picture quality. Page 50.

Rising to the challenge. Wometco's Bill Brazzil, VP and general manager of WTVJ(TV) Miami, describes what he does to make the station an accurate reflection of the community as well as top drawer. Page 65.

Index to departments on back cover.

Macdonald is skeptical, Pastore is quiet about FCC's report on sex and violence

House Communications Subcommittee Chairman Torbert MacDonald (D-Mass.), in reacting to FCC's report to Congress on TV violence and obscenity last week (see page 25), says he agrees with FCC goal of industry self-regulation, but "what bothers me about the report is that it seems to put a seal of approval on the manner in which self-regulation has worked in this instance." He said network self-regulation in program content "has been and continues to be a dismal failure. The essence of television programming seems not to be to educate, challenge or even entertain but rather to gratify its audience. Limiting sex and violence to certain hours does not address the continuing failure of television to cultivate the vast wasteland."

Spokesman for Senator John Pastore (D-R.I.), chairman of Senate Communications Subcommittee, said last week that senator had no comment on FCC report, but that subcommittee will discuss it in FCC oversight hearings, perhaps some time in March. Senator Pastore is also chairman of appropriations subcommittee that has jurisdiction over FCC budget.

Representative John Slack (D-W.Va.), chairman of House appropriations subcommittee that handles FCC budget, said he had not read report as of last week, would talk to Representative Edward Boland (D-Mass.) before determining how report would figure in appropriations hearings this year. It was Mr. Boland's appropriations subcommittee that had jurisdiction last year and first demanded violence report from commission.

Meanwhile, FCC officials were surprised by play daily newspapers gave to section in report saying commission will ask for legislation to deal with obscenity and indecency on television. Legislation would make it clear that present obscenity statute applies to TV as well as radio, and decision to request it, official said, was "almost an afterthought -- a throwaway." Commission officials feel agency has authority to deal with obscenity and indecency on television under present statute. But since it is written in terms of "utter[ance] of...language," some thought it might be helpful to have language prohibiting "explicit depictions of sexual material," as commission noted in its report.

Another round on prime-time access:

Pros and cons give views to court

Friends and foes of FCC's prime-time access rule attacked it in its third incarnation last Friday in briefs filed with U.S. Court of Appeals in New York. Friends say some amendments tacked on to what is essentially PTAR I are unconstitutional or arbitrary, or both, and should be stripped from it; foes challenge constitutionality of rule itself, and urge reversal of FCC order adopting it.

PTAR III, like PTAR I (version now in effect), would prohibit top-50 market affiliates from taking more than three hours of network or off-network programming in prime time. But amendments adopted in III would exempt from rule children's, public affairs and documentary programs, as well as sports runovers and various types of news and political programs.

CBS, only one of three networks appealing rule, and, in separate pleading, six major studios and more than 70 independent television producers, urged court to reverse commission order adopting rule on ground it violates First Amendment. CBS said PTAR III "constitutes an attempt to regulate the content of programming according to the commission's idiosyncratic view of public needs." Regulatory scheme, it added, is "in plain contravention of the First Amendment and the strictures of the Communications
KQV/WDVE make things happen in Pittsburgh.

KQV/WDVE now join The Christal Company's Select List of America's great radio stations "Making Things Happen" in National Spot Radio across the nation.

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WTIC AM FM
Hartford
KTRH KLOL
Houston
KFI
Los Angeles
WIOD WAIA
Miami
WTMJ WKTI
Milwaukee
WSM AM FM
Nashville
WTAP AM FM
Norfolk
KLAB KGBB
Omaha
WEB AM FM
Grand Glaire
WRRF WADD
Raleigh Durham
KXLY KFOX
Spokane
WMGB Syracuse
Act.” Major producers — Warner Brothers, Columbia Pictures Industries, MGM Television, United Artists, MCA and 20th Century-Fox Television — along with National Committee of Independent Television Producers and Lorimar Productions said four years of experience with PTAR prove it to be “unconstitutional and counterproductive.” And in its newest form, they add, rule is “totally arbitrary” and “clearly impermissible” censorship.

Supporters of rule who oppose one or more of rule’s exemptions are National Association of Independent Television Producers and Distributors, Westinghouse Broadcasting Inc. and Sandy Frank Program Sales Inc. Principal target is amendment exempting from rule’s reach children’s, public affairs and documentary programs, although NAITPD also cites as runaway exemption. Group W and NAITPD say exemptions violate First Amendment; Sandy Frank says they are “arbitrary and capricious.” Frank also said commission erred in ignoring interests of public groups and, instead, compromising interests of private parties. And along with NAITPD, Frank said order should be reversed on ground its effective date — September 1975 — is unreasonable in view of time independent producers need to gear up for new season under provisions of PTAR III.

Court also heard from former FCC General Counsel Henry Geller, who took no position on merits but said case should be remanded to commission on ground it had not followed ex parte rules he had suggested it follow in cases like PTAR. He said in pleading filed with commission in December that interested parties in cases involving valuable privilege should be barred from contacting members of commission off record. Mr. Geller, who is now associated with Rand Corp. but who was expressing only his own views, said court should send case back to commission with instructions that it record off-record contact and afford interested parties opportunity to comment on those presentations.

Supporters of PTAR III — FCC, ABC and NBC — are scheduled to file their reply briefs on March 7. Court will hear oral argument on March 7.

STV finally loses suit against theaters

Federal judge in Los Angeles last week dismissed $93 million antitrust lawsuit filed decade ago by Subscription Television Inc., one-time pay TV operator in Los Angeles and San Francisco, against Southern California Theater Owners Association and 15 other theater groups. U.S. District Judge Ronald N. Davis, in fifth week of trial, granted motion by theater groups on grounds STV failed to sustain burden of proof (Broadcasting, Jan. 27). STV, which originally asked for $117 million in damages, charged that theater owners conspired to drive it out of business through organized opposition to pay TV, including formation of antipay committee that successfully supported 1964 referendum prohibiting TV for pay in California. That vote was overturned two years later by California Supreme Court that ruled referendum was unconstitutional. STV, whose president then was Sylvester L. (Pat) Weaver, one-time president of NBC and advertising agency executive, meanwhile went into bankruptcy.

Multimedia rules called to KSL’s defense

KSL Inc. has indicated manner in which FCC’s new cross-ownership rules can be used by stations facing Justice Department petition to deny their renewal applications on grounds of alleged concentration of control of media. KSL, licensee of KSL-AM-FM-TV Salt Lake City, is owned by Mormon Church, which also owns Deseret News there. KSL, in pleading filed with FCC last week, attacked Justice petition across range of issues as factually and legally deficient. And in contending that renewal process is in appropriate means of deciding issues of market dominance that Justice has raised, KSL cited new newspaper-broadcast crossownership rule, which bans creation of new combinations and requires breakup of 16 combinations that constitute media monopolies. KSL noted commission, in adopting rule, said it would not designate hearings on concentration issue absent showing of economic monopolization that might warrant action under Sherman Act (Broadcasting, Feb. 10). Since department does not make that allegation, KSL said, its petition must be dismissed. Department has filed total of nine petitions against broadcast properties of newspaper-related licenses.

KPFF gives up SLA Hearst tape

Will Lewis, general manager of Pacifica Foundation’s KPFF(FM) Los Angeles, last week turned over evidence he had been withholding from federal grand jury on First Amendment grounds. The material included tape from Symbionese Liberation Army with Patty Hearst’s voice and letter from Weather Underground explaining bombing of Los Angeles office of California attorney general. Mr. Lewis had claimed right of newsmen’s confidentiality to protect material, all of which had been broadcast by KPFF. Federal government wanted originals, however.

Mr. Lewis, who spent 16 days in jail on contempt charge, said that he would not give material up until courts had ruled. Federal appeals court upheld district judge’s citation and on Feb. 14, U.S. Supreme Court declined to review. Mr. Lewis is also under contempt citation, pending appeal, involving communications received from National Liberation Army taking credit for bombings of state offices in Los Angeles and San Francisco.

Following appearance before grand jury, Mr. Lewis announced that station no longer could guarantee confidentiality. This policy, he said, will be in effect until end of March when subject of how to treat anonymous communications to Pacifica stations is scheduled to be taken up by national board of Pacifica Foundation.

On the circuit. FCC Chairman Richard E. Wiley’s reputation for tireless scheduling remains intact with this week’s dates: Feb. 25, noon, address, Association of National Advertisers workshop, Plaza hotel, New York; Feb. 26, 4 p.m., panelist at communications policy seminar, Massachusetts Institute of Technology, Cambridge; Feb. 27, 8 p.m., address, Georgia Cable TV Association, Marriott motor hotel, Atlanta; Feb. 28, 12:30 p.m., address, Northwestern Alumni Club of Washington, International Club, Washington.

Midwest into line? ABC-TV network officials said Friday (Feb. 21) they had authorized study of effects and feasibility of one-hour delayed feeds to central time zone, so prime time (and projected “family viewing” hours) would be same there as in Eastern and Western zones, but that study was in “very preliminary stage.” NBC official said NBC had considered idea intermittently over years but had no present plan to pursue it. He estimated delayed feeds would cost each network minimum $2 million annually in line charges. CBS official said plan is not under consideration there.

Subject to change. There may be changes in store on membership of House Communications Subcommittee. Two freshman members, Timothy Wirth (D-Colo.) and William Brodhead (D-Mich.), are contemplating moves to other subcommittees of Commerce Committee. Mr. Brodhead,
under pressure from labor and consumer groups, has applied for spot on Consumer Protection and Finance Subcommittee. He had strong labor backing in 1974 election and staff member said consumer legislation was his chief concern as member of Michigan legislature. Mr. Wirth is being urged to move to Health and Environment Subcommittee, but has not yet made decision to do so. He is former assistant to undersecretary at HEW. There are Democratic vacancies on both Consumer Protection and Health subcommittees.

Increase in ears. People are listening to radio more, especially teen-agers. That's report from Arbitron Radio, based on its October-November measurements in 1974 (70 markets) as compared with those in 1973 (65 markets). Study found 2% increase in listeners aged 12 and up, with some periods showing gains of 4%-6% (10 a.m. to 3 p.m. and 7 p.m. to midnight). But biggest gains were among listeners aged 12-17 – 5% over-all and ranging up to 14% in 10 a.m. to 3 p.m. period and to 13% between 7 p.m. and midnight, though their heaviest listening period was still 3-7 p.m. (up 3%). Adult men and adult women also showed gains, though smaller ones, in virtually all dayparts.

Workload. Report listing goals of Senate Communications Subcommittee issued last week anticipates subcommittee will be involved with legislation such as long range funding for Corporation for Public Broadcasting, copyright as it relates to cable, exempting presidential and vice presidential candidates from equal time requirements of Communications Act. In hearings it expects to probe television violence, TV sports blackout, recommendations for forming comprehensive telecommunications policy for country and in oversight hearings, all matters on FCC agenda. But there is no mention of license renewal legislation.

Off-the-air pirate. Man said to be one of biggest distributors of pirated movies and TV shows was arrested in New York last week. In his possession were cassette tapes of movies such as "The Godfather," "The Sting" and "The Exorcist," and of TV series episodes from NBC's Police Woman and McMillan and Wife, CBS's recent Shirley MacLaine special and Nana, BBC's mini-series based on Zola's novel which was shown last year on public television. Charged with violation of New York state's copyright law and with possession of stolen property was Sol Winkler, head of Picsonic Productions, which lists itself as TV-commercial producer but which, according to police, is front for taping and selling of illegal cassettes. Police said his major market had been resort hotels that offer movies on room TV. Some of illegal 16mm prints Mr. Winkler used as sources for his tapes, said police, came from crooked employees of large TV stations.

Legislative injunction on pay cable? Representative John McFall (D-Calif.) has met recently with representatives of National Cable Television Association and, according to his staff, is readying legislation to prevent FCC from proceeding with any pay cable rulemaking until Congress has had chance to review TV anti-sports blackout. Current anti-sports blackout law expires Dec. 31. McFall staffers said they did not know when resolution will be introduced.

MCA wants money back. MCA Inc., Los Angeles, has filed suit in federal district court for refund of approximately $13 million in federal income taxes plus interest for years 1962-70. MCA claims it was entitled to 7% investment tax credit for theatrical and TV films during those years; Internal Revenue Service said such films were intangible assets except for negligible cost of raw film stock. Walt Disney Productions in 1974 won three-year-old lawsuit against IRS on this point, recovering $9.8 million in taxes, after U.S. Supreme Court declined to review lower court decision.

Off the ground. Public Service Satellite Consortium to provide distribution system of health and education programming was formally organized last week at a meeting in San Diego attended by about 200 persons representing colleges, satellite experimenters and public television. Former FCC Commissioner H. Rex Lee was named chairman. John Eger, acting director of Office of Telecommunications Policy, gave upbeat speech, saying Ford administration endorses concept and pledges support of effort.

For Jack. Don Wilson, long-time announcer for late Jack Benny, will be on hand at National Association of Broadcasters annual convention in Las Vegas, April 6-9, to accept special award voted Mr. Benny by NAB joint board last January.

Showcasing. House Ways and Means Committee voted last week for first time to permit live radio and TV coverage of its hearings. Beginning March 3, cameras will be allowed for energy-tax sessions. In negotiations this week, committee representatives will attempt to persuade networks to give continuous live coverage. Meanwhile, 34 congressmen, led by Representative John Anderson (R-Ill.), have cosponsored resolutions to implement radio and TV coverage of floor proceedings in House. Measures will have difficulty, some observers have said, until they draw support of majority leadership.

New for Old Milwaukee. Schlitz Brewing Co. is going national with its Old Milwaukee beer and will introduce it beginning March 17 with sponsorship on various prime-time series on three TV networks, backed up by spot campaign. It's first network buy for Old Milwaukee. Cunningham & Walsh is agency.

Starr fire. Starr Broadcasting, licensee of WQIV(FM) New York (formerly WNCN(FM)), has told FCC that WNCN Listeners Guild petition to deny, based on station's switch from classical to rock, is scattergun approach which hopes to force hearing by sheer "quantity" of charges. Starr said guild's petition is based on "innuendo, beliefs and hearsay" and licensee filed affidavits by Starr management and owns counteracting guild's charges.

Late Fates. Laurence Spivak, moderator and producer of longest-running network show, NBC-TV's Meet the Press, since he conceived it as radio program in 1945, announced he will retire in November. Mark Evans Austad (Mark Evans professionally), VP, Metromedia, Washington, has been confirmed unanimously by Senate as ambassador to Finland. Alton C. Whitt Jr., manager of station relations, Mutual Broadcasting, Washington, named director of station relations. He is succeeded as manager by Glenn Jackson, formerly VP, WAGA-TV Atlanta, who returns to post previously held in 1968. Matthew Gordon, one of original organizing staff of Communications Satellite Corp., retires this week as assistant VP for public information. He joined Comsat in 1963; will now become consultant and engage in writing projects. Bruce Herschensohn, special deputy assistant to former President Nixon and one-time head of motion pictures for U.S. Information Agency, appointed consultant to Television News Inc., New York. He will conduct three-month feasibility study to determine possibility of TVN supplying client stations with half-hour newscast and also advise TVN in area of film.


For earlier reports see "Fates & Fortunes," page 54.
Owens-Corning insulates against hard times with television advertising

The likelihood that potential customers could be persuaded by a television commercial to put in a day's work—and pay cash for the privilege—might seem like a poor bet. However, with the fuel crisis and the promise of savings on fuel bills every year, Owens-Corning has parlayed this remote possibility into a successful and profitable campaign.

The copy is straightforward, terse and factual. The commercial takes 30 seconds to communicate the message and was developed by Ogilvy & Mather. It began running in two 10-week flights this past Sept. 9, and is currently being run in 50 of the top markets for Owens-Corning Fiberglas do-it-yourself home insulation.

The first measurement of results shows a remarkable jump in fourth-quarter sales over year-ago figures while other retail sales were suffering the worst decline experienced in any recession since World War II. The inventory of this product at Owens-Corning can be gauged by the fact that housing starts in 1974 were 1,348,000 compared to 2,057,000 in 1973. The new-housing market, traditionally the largest for residential insulation, was severely depressed.

The considerable risk of investing in this hard-to-sell concept in the face of a declining market was not made on the basis of a hunch. In fact, so much research preceded the decision that the results were no surprise—they were expected.

When the idea for the consumer advertising campaign was conceived in 1971, the new-housing market was at its peak, and our insulation was in such demand that it was being distributed to contractors and builders by allocation. But we chose to look at the history of the housing market and, noting its cyclical nature, decided that we would be prepared when the market reversed the next time. The market dips tended to come suddenly because at the first sign, customers would immediately stop purchasing and work off inventories. We needed a different market we could switch on just as quickly. The roller-coaster nature of the housing market demanded we stay one step ahead.

Traditionally, our marketing strategy had focused on the contractor and builder, but as we projected a deep dive in this market, we decided we needed a program that would appeal directly to the consumer. Since we had to decide on the appropriate medium for our message, a lot of hard work remained between us and the justification of a multimillion-dollar ad campaign.

Our initial market research in 1972 indicated that 47 million single-family houses in the U.S. had little or no insulation. This represented a potential market of $900 million. The target market that emerged from the research was the owner of an existing home, aged 35-54, with an annual income over $10,000. We felt that the energy situation along with high labor costs and the tightening of money would place this consumer in a receptive mood for our campaign.

In August 1972, further market research took us to seven cities, six of which were ultimately used for a test program: Milwaukee, and Peoria, Ill., were chosen for TV advertising; Flint, Mich., and Youngstown, Ohio, were chosen for print, and Akron, Ohio, and Cincinnati were the control cities with no advertising. We used three panels so research would also reveal the effectiveness of the various media. Pre-advertising sales measurement in terms of amount, brand and thickness of insulation and its location was started in September 1972. Attitude/awareness surveys also measured Owens-Corning visibility and consumer knowledge of the benefits of insulation. The surveys were taken before and after the initial test advertising, which started in October 1972 and ended in March 1973.

In designing the test ads, we set our advertising objective: to reach the maximum number of single-family households, to communicate the fuel cost savings and to demonstrate how quickly and easily the do-it-yourselfer could install the insulation.

To add maximum impact and believability, the ads were localized in each test city so that individual fuel savings based on local temperatures and fuel costs could be mentioned. To add a further sense of urgency, a toll-free number was provided for consumers in the first flight of ads.

The localized ads recommended installing six inches of Owens-Corning Fiberglas insulation in the attic as soon as possible and urged the consumer to act "this coming Saturday"... "you'll save $150 right here in Milwaukee..." or "Flint homeowners, spend a day in your attic and you can save $120 a year on fuel..."

We also conducted TV communications research to see if the TV ads were effectively communicating the message or if there were any negative reactions from consumers. Virtually everyone who saw the commercial played back the primary "savings" theme. Ninety percent of the people believed the commercial.

The test TV advertising was run in two flights, from Oct. 6 to Dec. 14, 1972, and Jan. 15 to March 25, 1973. The print markets received eight 1,500-line and 12 1,000-line advertisements during the 20-week period.

The first TV flight ran 60-second commercials throughout the early and late fringe time periods. As a contingency measure, we produced a 30-second version, and surveys proved that the shorter version was at least as effective as the 60. The second flight then was shifted to the 30-second commercial.

A store check in the participating markets after the second flight of ads showed half the dealers polled in Flint (print ads) felt that sales had increased over the previous year. But all the dealers polled in Peoria and Milwaukee (TV markets) with one exception, reported increased sales due to the TV commercials.

In evaluating the effectiveness of the advertising mediums, we found that while television was more costly than print advertising, the TV campaigns in the test markets generated more sales and bottom-line profits than print. Since our criterion for success was the return of our advertising investment, TV was the winner.

With the present success of the ad program, and a continued slow-down in housing starts, Owens-Corning management wants to extend the selling season for insulation into the three summer months when saving fuel on air-conditioning costs will be equally crucial. We are considering adding a dozen Southern cities to our media schedule this spring.

It's too early to judge the success of the entire program—the second flight of TV ads started January 15—but we can report that Owens-Corning sales to retailers in the fourth quarter jumped 42% compared to the previous year.
New Sony U-matic news team...
from action to broadcast in 30 minutes.

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The major networks, ABC, CBS, and NBC, and many stations nationally are using the new Sony U-matic VO-3800/2850 Videocassette System.

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Of course, the VO-3800 portable VideoRanger™ or the VO-2850 editor can be used independently of each other. In addition to electronic news gathering, these versatile new videocassette units can add new capability and economy in production of documentaries, on-site retail spots, and general studio use.

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Sony. The proven one!

Sony U-matic Color Videocassette System
TV reception simulated.
Foster's resignation
Editor: I cannot imagine how anyone could have concluded that my decision to leave the presidency of the National Cable Television Association had anything to do with disagreement over industry policies, as implied by the headline and first paragraph of your Feb. 10 article.

Anyone who heard my open-session presentation to the board on Feb. 3 and the board's response to it could only have concluded that we were remarkably in accord. There are, of course, and always will be, differences of opinion among members of the industry over the best policies and strategies to further the industry's fortunes, which is one of the elements that has made the job interesting and rewarding over the past three years.—David Foster, president, NCTA, Washington.

Union views on unions and news
Editor: There's an old proverb that states, "Engage brain before flapping jaws." It is evident that James H. Schoonmaker ("Open Mike," Feb. 3) did not.

I have 36 years of experience in the operation and maintenance of all types of antennas and transmitting equipment used in radio broadcasting, over 33 of those years with CBS in New York. Frankly, I do not recall ever meeting the gentleman, but I do know he's way off base in his thinking. He states that "skilled technicians and engineers are needed to procure, install and maintain broadcast equipment—not operate it." He cites "hundreds of radio stations across the country that stay on the air with only one qualified technician, who may be a part-timer." I've heard some of those stations and I was appalled at how lousy they sounded. All Mr. Schoonmaker has to do is look at the fines meted out by the FCC to radio stations for violations of the rules and regulations for improper transmitter operation, improper maintenance, improper logs, etc.

His ignorance showed when he stated "anybody who can operate a cassette recorder, CB radio and razor blade can work in radio." The FCC would really look askance at the use of unmodified CB radios to feed stories to the studio. Bob Foxworth was referring to 455 mhz UHF transceivers, not 27 mhz toys. Another blooper was his statement that "all a WCBS reporter can do is carry his Sony and hold the microphone." That is an outright lie. All the WCBS reporters and do feed stories via UHF radio from the mobile units, as well as by telephones, when in the field. Their cassette tapes are then dubbed when they return to the studio, after which they work with a technician to pick out the cuts which tell the story (not cuts I like). All WCBS reporters are pros.

No, Mr. Schoonmaker, unions and union technicians are not hindering the gathering and free flow of news. The hindrance is people like you who work for peanuts in "right-to-work" states and air their own concept of "news," because they aren't professional newsmen and newswomen; they let their prejudices and ignorance show.—Max Reznik, technician, WCBS(AM) New York.

Swears by 'Broadcasting'
Editor: The story you had ("McKinnon stands back of gospel in San Diego," Feb. 10) is just dynamite. Your fellows have a way of packing a ton of information in a very short space. No wonder you are all such a success.—Dan McKinnon, president, KSON-AM-FM San Diego.

Datebook

- Indicates new or revised listing

This week
Feb. 25—Tennessee Association of Broadcasters legislative reception for members of state general assembly, National Life Center, Nashville.
Feb. 25-26—Association of National Advertisers television workshop. Speakers include Richard E. Wiley, FCC chairman; Frederick Pierce, ABC Television president; Thomas Dillon, BBDO president, Plaza hotel, New York.
Feb. 26—Television Information Office meeting, luncheon & workshops. Stouffer's Inn, Cincinnati.
Feb. 25-26—Texas Cable TV Association annual convention. Dallas Fairmont hotel.
Feb. 27-28—Georgia Cable TV Association 1975 conference.

Broadcasting Feb 24 1975
Thanks for the first fifty years.
We're grateful to our friends who have called us since 1924 the number one "Good Neighbor to the Northwest."
It wasn't so hard to be number one in 1924. We were just about the only station in town.
Kids tuned us in on crystal sets made of oatmeal boxes and cats' whiskers. They heard long stretches of silence punctuated by the voice of a station secretary or engineer reading the weather and market reports.
We stood the mike in front of the Edison Victrola talking machine to play "I've Got to Cool My Doggies Now!" The audience was enthralled.
We had lectures. "Varnishes and Shellac, Origins and Use" began our permanent commitment to public service.
We had speeches. Barely. General Pershing, unnerved by an eight-trumpet fanfare in the tiny studio, nearly stomped out before he started. A prize Poland China hog squealed the St. Paul mayor right off the air.
But we were learning.
Then, as now, we recruited the announcers from down the block and down the road. They became everyone's friends. In the 30s it was Cedric Adams, a country boy who wrote racy jokes for Captain Billy Fawcett's "Whizbang." Airline pilots flying over the region reported lights blinking out precisely at 10:15 p.m. That's when Cedric's news show ended.
In the early 40s we reported news in live eye witness accounts when most stations were still in the rip-and-read wire service phase. We slipped in occasional "oh my God"...
But we were involved.
The 50s saw the departure of Minneapolis Mayor Hubert Humphrey (to Washington), "Ma Perkins" and "Helen Trent" (from the air). And the arrival of television.
But even television couldn't replace WCCO's "full-size complete radio." We talked with the listeners, not at them. And, for the first time, our listeners talked back to us and their neighbors on the complex circuitry developed for our "Open Mike" show.
Thanks to our unique brand of service and programming we are still number one as "Good Neighbor to the Northwest!" With bigger audiences than any TV station around.
Here's to the next fifty.

A Golden Mike Award on our Golden Anniversary is a great honor.
And a challenge.
annual convention. Speakers: FCC Chairman Richard E. Willey and NCTA President David Foster. Atlanta Marriott motor hotel.


March
March 1—Deadline for entries, Radio-Television News Directors Association Awards. Dave Riggs, RTNDA President, WSB-TV, 1601 West Peachtree Street, N.E., Atlanta.


March 5—Extended due date for comments regarding FCC’s cable rates and carriage of sports programs. Reply comments due March 17.


March 7—Women in Communications Inc., South-west region meeting. Houston.

March 7—Women in Communications Inc., South region meeting. Memphis.

March 9—Presentation of Kennedy Family Awards to radio/TV broadcasters and newspaper/magazine reporters who have made distinguished contribution to local, national or international Special Olympics for mentally retarded. Washington.

March 12—Data Communications Corp., BIAS seminar, Atlanta, Memphis.

March 10-16—Howard University School of Communications, Washington, Fourth Annual Communications Conference. Contact: (202) 636-7880.


March 13-16—Arkansas Broadcasters Association Mexico convention trip, Camino Real hotel, Mexico City.


March 14-18—American Advertising Federation seventeenth district meeting, Knoxville, Tenn.

March 17—Reply comments due at FCC on inquiry into need for federal regulations to avoid nonduplicative CATV rates at state and local levels.

March 17-18—Ohio Cable Television Association annual convention. Jim DeSorrento, chairman, (216) 464-1800, Scott’s Inn, Columbus.


March 25-27—Kentucky CATV Association spring convention, Continental Inn, Lexington.

April

April 1—Deadline for applications, National Endowment for the Humanities fellowships for journalists, C.O. Box 4400, Stanford University, Stanford, Calif. 94305, or Department of Journalism, University of Michigan, Ann Arbor, Mich. 48104.

April 2-5—U.S. Court of Appeals in Washington hears on banc Pensions fairness-doctrine case (Broadcasting, Dec. 23).

April 3-5—U.S. Phoenix, national honorary broadcasting society, annual convention, Las Vegas.

April 4-5—Region 6 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in North Dakota, Minnesota and Wisconsin. Eau Claire, Wis.


April 4-6—Women in Communications Inc., Great Lakes region meeting. Ohio State University, Holiday Inn, Columbus.

April 4-6—Women in Communications Inc., Northeast region meeting. Hartford, Conn.

April 4-8—Broadcast Education Association annual meeting. Las Vegas Convention Center.


April 6—Association of Maximum Service Telecasters, Washington, 21st annual membership meeting and dinner. 2 p.m. MGM Grand hotel, Las Vegas.

April 6-9—National Association of Broadcasters annual convention. Las Vegas Convention Center.


April 11-12—Region 1 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in New York, central and eastern Pennsylvania. New Jersey, Delaware, New England. Syracuse University, Syracuse, N.Y.

April 11-12—Region 1 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in Michigan, Ohio, western Pennsylvania, West Virginia. Ohio State University, Columbus.

April 11-12—Region 5 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in Indiana, Kentucky. Northwestern University, Evanston, Ill.

April 11-12—Region 7 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in South Dakota, Nebraska, Kansas, Iowa, Southern Illinois University-Edwardsville chapter, Kansas City, Mo.


April 13-17—National Cable Television Association 24th annual convention. New Orleans.

April 16—Council of Churches of City of New York annual awards luncheon for commercial and educational radio TV stations.

April 17-18—American Advertising Federation sixth district meeting, Chicago.

April 17-19—Louisiana Association of Broadcasters

Major meeting dates in 1975

April 5-9—National Association of Broadcasters annual convention. Las Vegas Convention Center, Las Vegas.


May 13-14—Annual convention. CBS-TV affiliates, Century Plaza hotel, Los Angeles.

May 18-20—Annual convention. NBC-affiliates, Century Plaza hotel, Los Angeles.

May 28-30—Annual convention. ABC-TV affiliates, Century Plaza hotel, Los Angeles.


June 8-11—Broadcasters Promotion Association 20th annual seminar. Denver Hilton hotel, Denver.


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

Nov. 12-15—The Society of Professional Journalists, Sigma Delta Chi, 66th anniversary convention, Benjamin Franklin hotel, Philadelphia.

April 4-6—Women in Communications Inc., Great Lakes region meeting. Ohio State University, Holiday Inn, Columbus.

April 4-6—Women in Communications Inc., Northeast region meeting. Hartford, Conn.

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April 11-12—Region 1 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in New York, central and eastern Pennsylvania. New Jersey, Delaware, New England. Syracuse University, Syracuse, N.Y.

April 11-12—Region 4 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in Michigan, Ohio, western Pennsylvania, West Virginia. Ohio State University, Columbus.

April 11-12—Region 5 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in Indiana, Kentucky. Northwestern University, Evanston, Ill.

April 11-12—Region 7 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in South Dakota, Nebraska, Kansas, Iowa, Southern Illinois University-Edwardsville chapter, Kansas City, Mo.


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South of the Mason Dixon Line. Exploding market in top 100. Beautifully equipped. FM is Class C and separately programmed. Excellent cash flow. 2X gross at $1,600,000. Terms.

Call Bob Dalchau Collect: 214-233-4334.

Broadcasting Feb 24 1975
The people of metropolitan Washington gave more than ever before, and gave more than any of the 43 markets in the Leukemia Radiothon.

Give they did, generously, over $71,000. In an economy where you'd expect charity to begin and stay at home, WMAL Radio 63 proved otherwise. In 24 hours, on a weekend no less, WMAL personality Bill Mayhugh collected the highest total of any other city. New York was second with $56,441 and a population over 4 times greater than ours. We even beat out cities with two stations conducting radiothons, like Buffalo.

The power of Washington's number one radio station, coupled with the buying, giving, very stable economy of our area proves money is still liquid here. Especially among the more than 750,000* adults listening to us each week. WMAL Radio 63 has been number one for over a decade. The ONLY buy you need in Washington.

As the saying goes among advertisers on Washington's WMAL Radio 63, "What recession?"


*Oct/Nov '74 Arbit. USA Come
April 17-19—Region 3 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in Alabama, Georgia, South Carolina, Florida and Tennessee east of eastern time zone, Orlando, Fla.

April 17-19—New Mexico Broadcasters Association convention, Rodwell Inn, Roswell.

April 17-20—American Advertising Federation fourth district meeting, Fort Lauderdale, Fla.

April 18-21—Indiana Associated Press Broadcasters Association annual meeting, Marriott hotel, Indianapolis.

April 18-20—Georgia Associated Press Broadcasters Association annual meeting and awards presentation, Marriott Motor Hotel, Atlanta.


April 22-23—Kentucky Broadcasters Association spring convention, Studioli Inn, Louisville.

April 22-24—Institute of Broadcasting Financial Management/Broadcast Credit Association quarterly board of directors meetings, Century Plaza hotel, Los Angeles.

April 23-28—International Communication Association annual meeting, LaSalle hotel, Chicago.


April 25-26—American Advertising Federation 11th district meeting, Boise, Idaho.


April 28-29—Television Bureau of Advertising fourth annual retail TV commercials workshop, Bitmore hotel, New York.

April 30-May 2—Washington State Association of Broadcasters 1975 spring meeting. Hotel to be announced, Yakima.

May

May 2-3—Sigma Delta Chi awards banquet and Region 8 and 9 conference. The Society of Professional Journalists, Sigma Delta Chi, for members in Oklahoma, Texas, Wyoming, Utah, Colorado, New Mexico. El Paso, Tex.

May 2-4—Illinois News Broadcasters Association spring convention. Raymond Inn, Champaign.


May 6—Kansas Association of Broadcasters convention. Hilton Inn, Salina.


May 13—Annual convention, CBS-TV affiliates, Century Plaza hotel, Los Angeles.

May 15-18—Western States Advertising Agencies Association annual conference. Canyon hotel, Palm Springs, Calif.

May 18-20—Annual convention, NBC-TV affiliates, Century Plaza hotel, Los Angeles.

May 19—National Academy of Television Arts and Sciences. Presentation of 1974-75 Emmy Awards, New York and Hollywood. To be televised on CBS-TV.

May 21-23—Ohio Association of Broadcasters spring convention. Imperial House South, Dayton.

May 22-24—Fourth Annual Public-Cable Conference, University of Kentucky, Lexington. Contact: Barbara Patterson (202) 833-4106.

May 28-30—Annual convention, ABC-TV affiliates, Century Plaza hotel, Los Angeles.

May 29-31—Oregon Association of Broadcasters spring conference, Holiday Inn, Medford.

May 29-31—Associated Press Broadcasters Inc. 1975 national convention. Keynote speaker will be Arthur Taylor, president of CBS Inc. Hotel Palacio Del Rio, San Antonio, Tex. Texas APBA annual meeting will be held at same time.


June

June 1-3—National Association of Broadcasters two-day workshop on children’s television, Washington.

June 1-3—1975 Video Systems Exposition and Conference (VIDSEC ’75), McCormick Place, Chicago.

June 1-4—Summer Electronics Show, sponsored by consumer electronics group, Electronic Industries Association. McCormick Place, Chicago.

June 3-5—Conference on “University Applications of Satellite and Cable Technology” sponsored by Universities of Wisconsin and Minnesota and Midwest Universities Consortium for International Activities, University of Wisconsin, Madison.

June 4-6—Indiana Broadcasters Association spring convention. Airport Hilton Inn, Indianapolis.

June 5-6—Missouri Broadcasters Association spring meeting. Lodge of the Four Seasons, Lake of the Ozarks.


June 8-10—Virginia Association of Broadcasters spring meeting, Virginia Beach.

June 8-10—Iowa Broadcasters Association annual convention. New Inn, Lake Okoboji.


June 20-21—Florida Associated Press Broadcasters 1975 convention, Miami (hotel to be announced).

June 22-25—Florida Association of Broadcasters 40th annual convention. Don Clark, WDAE(AM) Tampa.

You may never see the world’s longest beard.

But . . . you can grow to great lengths in the 43rd TV market with WKZO-TV.

What makes WKZO-TV such a sharp buy? You get 15% prime-time share in the nation’s 43rd TV market at one of the lowest CPM’s in the top 50 markets.

Furthermore, our Kalamazoo-Grand Rapids-Western Michigan coverage is a $5.5 billion market of consumer spendable income, which also makes it 15th in retail sales.

Ask your Avery-Knodel man for the latest measurements for lower Michigan. If you’re not on WKZO-TV, it can be pretty hairy.

*Hans Langseth (1846-1927), a Norwegian, had the longest beard ever recorded. At the time of his death, after 15 years in the United States, his beard measured 17½ feet. He was also known for his unusual walk.

Source: ARB, Nov. ’74

WKZO TV

100,000 WATTS * CHANNEL 7 * 1,000' TOWER Studied in both Kalmanzoo and Grand Rapids for Greater Western Michigan.

Avery-Knodel, Inc, Exclusive National Representatives

Broadcasting Feb 24, 1975
"LOVE, AMERICAN STYLE'S" debut season in syndication has been a head-over-heels success everywhere. Whether programmed as 30, 60 or 90 minutes, its 224 half-hours of love, laughs, comedy with 600 great guest stars, were all hard to beat.

On an average, wherever "LOVE" is telecast, stations are enjoying substantial increases in audience viewing.

In Washington, D.C. on station WTTG, "LOVE" was #1 in homes, #1 with total persons, #1 with women 18-34, #1 with women 18-49, #1 with men 18-34, #1 with men 18-49, #1 with teens, and #1 with children—against all its network and local competition from 7-7:30PM Monday thru Friday.

In Chicago on station WGN-TV, where it replaced "Mod Squad" in the Thursday, 7-8PM time slot, homes increased 60%—women in the 18-49 and 18-34 age categories increased 53% and 71%, respectively, and men in the 18-49 and 18-34 age categories increased 158% and 212%, respectively.

In Cleveland on WUAB-TV, where it replaced "Andy Griffith" in the 6:30-7PM slot Monday thru Friday, homes increased 26%—women in the 18-49 and 18-34 age categories increased 89% and 86% respectively, and men in the 18-49 and 18-34 age categories increased 93% and 58%, respectively.

In Miami on station WCIX-TV, where it replaced "Hogan's Heroes" in the 7:30-8PM slot Monday thru Friday, homes increased 48%—women in the 18-49 and 18-34 age categories increased 180% and 260% respectively and men in the 18-49 and 18-34 age categories increased 86% and 67%, respectively.

Buy "LOVE" now for your station, and let your heart skip a beat when you look at the ratings, and when the sponsors come proposing.
Chairman of the boards

You'll usually find Emie at his drawing board when he's not with the executive board. IGM's president is also one of the most innovative mechanical designers anywhere. His Instacart® has proven that point in more than 500 successful installations during the last few years. You can always look to Emie and IGM first for the products you need to satisfy your automation requirements. There's just one place to find the creative leadership that Emie's famous for, and that's at IGM, the automation company with the most experience in the industry. Whatever we're designing now, it's automatically...
8 Years old and he can’t master basic learning skills. Until we came along, his parents thought he was backward.

Learning disabilities. Until recently most people didn’t understand that certain children couldn’t master basic learning skills. Now through research we know that children with a learning disability may in fact be extremely bright.

But more people needed to understand this problem.

Molly McConnell knew this. Molly is a college graduate pursuing additional training in special education. She herself overcame a learning disability.

Her idea led to the production of a two-part documentary entitled “The Child Next Door Is Yours.” In the first half-hour we defined the term learning disability. We showed how learning disabilities appear in a child’s behavior, in his coordination and performance and in his abstract thinking. We expressed the need for parents to recognize and understand learning disabilities—then to take proper action.

Our program concluded with a discussion on the status of teacher-training for learning disabilities. And what the state government has done to date in helping solve the problem.

The second half-hour deals with special education and a community approach to the problem of learning disabilities. We stressed that one group of people can’t solve the learning disability problem. A team effort—including doctors, teachers, special educators, parents and legislators—is needed.

And needed now.

“The Child Next Door Is Yours” is unique and touching. It was so successful it drew a petition for rebroadcast from the Division for Disorders of Development and Learning.

“The Child Next Door Is Yours” is just another way Capital Cities is trying to reach people.

WTVD Durham—Raleigh.

One of the stations of Capital Cities Communications
We talk to people.
Results of the October/November 1974 Arbitron Ratings sweep confirm our expectations of the best performance, ratings-wise, to date of our subscribing stations. 70 markets are in the sweep - Bonneville has subscribers in 22 of these.

Many broadcasters are interested in our efforts and the results. Toward that end, this is a summary of our performance in each of the rated markets where our subscribers are located. Competition in some markets is very keen; in others, we have been so successful in our operating strategy that we have caused adult-oriented stations in those markets to seek other programming alternatives.

We believe that our programming style and ability to assess different market opportunities is stronger than ever. Of more than 50 subscribers in the country, 90% are doing well financially which is why they came to us in the first place. We are able to go to work in many markets, but will do so on a selective basis by assessing the market potential, facility of the station, and most importantly the commitment by station ownership/management to build a winner.

We are so pleased with the up-turn at our two properties in Los Angeles and Chicago, we are listing these first. Market summaries after that are in rank-order by SMSA population as structured by SRDS/January 1974.

**LOS ANGELES**

KBIG demonstrates substantial growth after changing call letters and launching a new promotional campaign. For the first time, KBIG outranked long time good music station KJOI in total survey area. KJOI is programmed by SRP/Schulke.

**GOOD MUSIC STATION TRENDS**

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*Call letter change from KXTZ to KBIG August, 1974.

KBIG is the #1 FM good music station in the greater Los Angeles market.
Wiley plan to clean up television goes to Hill

Commission report leans heavily on broadcaster self-regulation but also wants Congress to extend obscenity laws to TV and cable

When it comes to protecting children from undue sex and violence on television, the FCC told Congress last week, that buck is better passed to the broadcasters.

"The adoption of rules by the FCC might involve the government too deeply in programing content, raising serious constitutional questions, and judgments concerning the suitability of particular types of programs for children are highly subjective," the commission said in a long-awaited report to Congress.

But the Congress, many of whose members have frequently demanded that the commission act to curb programing they feel is polluting the airwaves, was given something more than theory in the FCC's report.

The commission presented a detailed history of the self-regulatory proposals, including one embodying the family-viewing concept, that the National Association of Broadcasters television board is expected to adopt at the NAB convention in April—and that FCC Chairman Richard E. Wiley plans to discuss with the Association of Independent Television Stations and public broadcasters in the hope they too will adopt restraints.

The new effort at self-regulation is the product of a movement begun by Chairman Wiley, who has held meetings with the presidents of ABC, CBS and NBC as well as with officials of the NAB. And the commission, in its report, commended the networks and the NAB code review board for the steps they have taken, said they have done "a long way toward establishing appropriate protections for children from violent and sexually oriented material," and added:

"This new commitment suggests that the broadcast industry is prepared to regulate itself in a fashion that will obviate any need for governmental regulation in this sensitive area."

The report also dealt with steps the commission has taken to prohibit the broadcast of obscene or indecent material which is prohibited by statute. It cited the declaratory ruling it issued two weeks ago in the case of WBAI (FM) New York, in which it sought to clarify its meaning of "indecent"language (Broadcasting, Feb. 17). And it disclosed that it would ask Congress for help in policing the airwaves of alleged obscenity and indecency; it wants legislation eliminating any doubt as to whether the obscenity and indecency statute applies to television as well as radio, and to extend it to cable television ("Closed Circuit," Feb. 17).

In its WBAI ruling, which was attached to the report, the commission held that a comedy record by George Carlin was "indecent" under the law, and then offered its definition of the term—one that tied use of language that describes in "terms patently offensive as measured by contemporary community standards for broadcast media, sexual or excretory activities and organs, at times of the day when there is a reasonable risk that children may be in the audience." And when children are likely to be present, the question of whether the material has "redeeming social value" is irrelevant.

(The chairman expressed his personal view of the commission action in an appearance before the Radio and Television Commission to Congress:

"Parents, in our view, have—and should retain—the primary responsibility for their children's well-being...

Television, as a guest in the American home, also has some responsibilities in this area."

The FCC to Congress:

"I do not believe that the commission can sit back and responsibly allow valuable channels of radio communication to drive the American home down into the gutter."

But the burden of the report dealt with the effort Chairman Wiley has made to focus broadcasters' attention on what might be done to protect children from sexual or violent material which might be "inappropriate" for them, regardless of the networks' intentions.

Regulatory action in that area, the commission said, is undesirable. Not only would it raise "sensitive First Amendment problems," the commission said. It would "require finding an appropriate balance between the need to protect children from harmful material and the adult audience's interest in the programing." Furthermore, the commission said, rules "could create the risk of improper governmental interference in sensitive, subjective decisions about programing, could tend to freeze present standards and could also discourage creative developments in the medium."

Indeed, Chairman Wiley conceded in a public appearance last week that, in view of the First Amendment, he did not know what the commission could do if the industry took no self-regulatory action. The chairman, who was answering questions following a brief talk to the Washington chapter of Sigma Delta Chi, said he did not think that his views as to what should be seen on television should govern.

This was why Chairman Wiley initiated talks with the network executives on Nov. 22, 1974, looking to self-regulatory reform (Broadcasting, Nov. 25, 1974).

The chairman offered a number of proposals for consideration. Some, including one for a rating system similar to that used in the motion picture industry, were found to be unacceptable by the networks.

But each network developed individual guidelines for its programing. And while they differed in some detail, all contained a provision limiting the first hour of network entertainment programing in prime time to material that would be suitable for family viewing—which meant young children included.

And in time, the NAB television code review board proposed an amendment to the NAB television code—one that would become effective next September if approved by the NAB board—that would incorporate the family viewing idea but expand it to include the first hour of prime time as well as the first network hour—in short, the period from 7 to 9 p.m. The proposed amendment also calls for "viewer advisories" in audio and video form when a program in family viewing time is unsuitable for younger members of the family, as well as later in the evening if programs contain material that might be disturbing to significant numbers of the viewing audience. Another provision would require broadcasters to notify publishers of television listings about programs which will contain "advisories."

The commission acknowledged the inevitable area of disagreements over whether particular programs have been improperly slotted in family viewing time. But, it
The report said, "interpretation of which programs are appropriate for family viewing rests with the broadcaster."

The report also touched on other questions that have been raised about the practicality of the plan. It noted that because of time zone problems, family viewing will be presented at different times in different areas of the country. (It would end at 9 p.m. in New York but as early as 7 p.m. in some parts of the mountain time zone.) And it said broadcasters should not use advisories and advance notices "in a titillating fashion so as to commercially exploit the presentation of violent or sexually oriented material."

The commission's approval of the plan in large part constitutes an act of faith. The report says the success of the program depends on the good faith and responsibility of the networks and other broadcasters. It also indicates it has taken the network presidents at their word when they said, as they did, that there will be restraint in the selection of programming after 9 p.m. The networks do not view those later hours as a "time to be filled with blood, gore and explicit sexual depictions," the report said.

Only experience will indicate how well the principles are applied, the report added.

The commission's report was requested by the Senate and House Appropriations Committees in hearings on the commission's budget last year. For the past several years, members of the subcommittees reviewing the President's appropriation request for the commission roundly criticized the commission for its failure to police the airways. Last year, finally, the committees would no longer accept commission discourses on the problems posed by the First Amendment. They insisted on a report within a year on what the commission had done about the issue, and the House committee threatened "punitive" action if the directive were not honored.

The public, too, has been pressuring the commission. In its report to Congress, the FCC said the number of complaints it received about violent or sexually oriented programs rose from 2,000 in 1972 to almost 25,000 in 1974; however many of those were the product of what appeared to be organized campaigns.

The commission also cited as a cause of action the report of the Surgeon General's Scientific Advisory Committee on Television and Social Behavior, which had studied the effect of entertainment television on children's behavior at the request of Senator John O. Pastore (D-R.I.). That report, the commission said, "added support to the view that a steady stream of violence on television may have an adverse effect upon our society — and particularly on children."

Commission officials who worked on the report to Congress privately expressed satisfaction with it. One staffer described it as "hard-hitting." And the report itself is upbeat. It closes its discussion of the self-regulatory guidelines the NAB is expected to adopt with a description of them as representing "a major accomplishment for industry self-regulation," and with an expression of optimism that the "principles will be applied in a responsible manner which will be acceptable to the American people."

The section on obscene or indecent material closes with the expressed hope that the declaratory ruling on the WBAI broadcast and the proposed amendment to the statute will "prove effective in abating the problems which have arisen in these areas."

However, possibly troublesome loose ends remain. There is no certainty that INTV, for instance, will accept the same self-regulatory provisions as those the NAB is apparently favoring. And the ruling on WBAI is expected to be challenged in court.

The commission sent copies of the report to the chairmen of the Senate and House subcommittees that review the commission budget, as well as to the chairmen of the Senate and House Commerce Committees and of their communications subcommittees.

Word on Coast in pilot stage: Watch that sex and violence

But nobody knows what qualifies as family viewing fare or for broadcast at other periods

The uncertain business of pilot production is more uncertain than ever this year as producers and their three network customers wonder what's to be barred from the air under the emerging restrictions on sex and violence. At this point there are more questions than answers about the nature of the 1975-76 season.

As Aaron Spelling, whose Spelling/Goldberg firm has four pilots for ABC in gestation, puts it: "Oh, it's going to be different, all right. Everyone is motivated by that new hour of family viewing." Does family viewing at 8 to 9 p.m. in network schedules mean free rein after

Which shows will be auditioning for which network

<table>
<thead>
<tr>
<th>Title</th>
<th>Length</th>
<th>Title</th>
<th>Length</th>
<th>Title</th>
<th>Length</th>
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<tr>
<td>ABC-TV</td>
<td></td>
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<td>NBC-TV</td>
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<td>Greybar Hotel</td>
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<td>half hour</td>
<td>Ellery Queen</td>
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<td>The Last Detail</td>
<td>half hour</td>
<td>Big Eddie</td>
<td>half hour</td>
<td>Halifax</td>
<td>two hours</td>
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<tr>
<td>Charo</td>
<td>half hour</td>
<td>Rosenthal and Jones</td>
<td>half hour</td>
<td>One of Our Own</td>
<td>two hours</td>
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<td>The Orphan and the Dude</td>
<td>half hour</td>
<td>Popi</td>
<td>half hour</td>
<td>Medical Story</td>
<td>two hours</td>
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<tr>
<td>Father O Father</td>
<td>half hour</td>
<td>Doc</td>
<td>half hour</td>
<td>Look of Eagles</td>
<td>two hours</td>
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<td>Home Cookin'</td>
<td>half hour</td>
<td>Phyllis</td>
<td>half hour</td>
<td>Cheerleaders</td>
<td>90 minutes</td>
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<td>How to Succeed in Business</td>
<td>half hour</td>
<td>Wives</td>
<td>half hour</td>
<td>Delancey Street</td>
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<td>Mason</td>
<td>half hour</td>
<td>Grandpa Max</td>
<td>half hour</td>
<td>Enter Howlitz</td>
<td>90 minutes</td>
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<td>The Muppets Nonsense Show</td>
<td>half hour</td>
<td>Hello, Angel</td>
<td>half hour</td>
<td>Gibsburg</td>
<td>90 minutes</td>
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<td>Lily Tomlin</td>
<td>hour</td>
<td>Black Parrish</td>
<td>half hour</td>
<td>House Detective (Delaney)</td>
<td>90 minutes</td>
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<tr>
<td>The Oath</td>
<td>hour</td>
<td>Salt and Peppe</td>
<td>half hour</td>
<td>Invincible Man</td>
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<td>Search for the Gods</td>
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<td>Harry &amp; Maggie</td>
<td>half hour</td>
<td>Jigsaw Jones</td>
<td>90 minutes</td>
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<td>Swiss Family Robinson</td>
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<td>The Blue Knight</td>
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<td>Starsky and Hutch</td>
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<td>Sounder</td>
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<td>The Best Years of Our Lives</td>
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<td>Kate McShane</td>
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<td>River People</td>
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<td>The Kansas City Massacre</td>
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<td>Beacon Hill</td>
<td>hour</td>
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<td>New Orleans Force</td>
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<td>Shell Game</td>
<td>hour</td>
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<td>Barbara Coast</td>
<td>hour</td>
<td>The Keagans</td>
<td>hour</td>
<td>Shamus</td>
<td>90 minutes</td>
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<td>Friendly Persuasion</td>
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<td>Secret Force Five</td>
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<td>Matt Helm</td>
<td>hour</td>
<td>Switch!</td>
<td>hour</td>
<td>905 Wild</td>
<td>hour</td>
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<td>A Small Step Forward</td>
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<td>The Big Rickles Show</td>
<td>hour</td>
<td>Adventure with the Chopper</td>
<td>half hour</td>
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<tr>
<td>Panama Fargo</td>
<td>hour</td>
<td>Buckley</td>
<td>hour</td>
<td>Cop and the Kid</td>
<td>half hour</td>
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<tr>
<td>Wonder Woman</td>
<td>hour</td>
<td>Adventures of the Queen</td>
<td>hour</td>
<td>Fay</td>
<td>half hour</td>
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<tr>
<td>Blideger</td>
<td>hour</td>
<td>Crime Club</td>
<td>90 minutes</td>
<td>Flannery &amp; Guilt</td>
<td>half hour</td>
</tr>
<tr>
<td>The Best Years (tentative title)</td>
<td>hour</td>
<td>Fic's Place</td>
<td>half hour</td>
<td>Full House</td>
<td>half hour</td>
</tr>
<tr>
<td>How the West Was Won</td>
<td>hour</td>
<td>House Rules</td>
<td>half hour</td>
<td>Grady</td>
<td>half hour</td>
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<tr>
<td>The Daughters of Joshua Cabe</td>
<td>hour</td>
<td>Hereafter</td>
<td>half hour</td>
<td>Sunday Dinner</td>
<td>half hour</td>
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</table>

* Pilot running time: if chosen as series 90-minute and two-hour pilots probably will be hour long shows, except for those chosen to remain as long forms on alternating basis.
9 p.m.? That kind of question has more pertinence to Mr. Spelling than to some others in Hollywood. He produces The Rookies, which is often mentioned among the shows with strongest action (see story page 35) and is now playing at 8 p.m. on ABC.

Frank Barton, CBS-TV program development vice president, thinks that the next season will not be radically unlike this season, with perhaps a trend toward more comedies—"You can't always get The Waltons or The Little House on the Prairie," he said.

Harold (Bud) Austin of Paramount Television also foresees the return of "zany comedies" like the old motion pictures, "My Man Godfrey" or "Nothing Sacred," in television form. On a much more modern theme, he noted that Warner Bros.' Black Bart, a CBS pilot, is right out of "Blazing Saddles," Mel Brooks's outrageous comedy that has been a theatrical hit.

Lee Rich, whose Lorimar Productions' The Waltons is the one show all agree is safe for placement in family-viewing time, said he felt the new season will be toned down. Mr. Rich said the basic question seems to be: What exactly is family viewing?

Norman Lear of Tandem Productions and TAT Communications said that producers, he among them, were definitely beginning to hear more and more about family viewing programs for the first prime-time hour. The word to producers, he said, is: Watch the sex and violence.

John McMahon, NBC West Coast TV program vice president, noted a development toward greater diversification for the new season, and a greater emphasis on character development in comedies.

The number of pilots now in work is smaller than the number reported at this time last year (Broadcasting, March 11, 1974). ABC has ordered 28: CBS, 25, and NBC, 31, for a total of 84 this year. The figures a year ago were ABC, 36; CBS, 26, and NBC, 34, for a total of 96.

The spinoff carrousel continues to whirl. Phyllis, starring Cloris Leachman, for CBS, is a spinoff from the Mary Tyler Moore Show. Beacon Hill, also for CBS, is an Americanization of the British Upstairs, Downstairs, which was shown on public broadcasting this past year that would be set in Boston in the post World War II years. Metro Man, for NBC, is out of Police Story, and Grady, also for NBC, out of Sanford and Son.

And from feature movies of all vintages came Popi, Blue Knight, and Super-cops, for CBS; Best Years of Our Lives, The Last Detail, The Friendly Persuasion, How the West Was Won and Sounder, for ABC, and Shamus, for NBC.

Tape is moving into what was formerly the film world. NBC has Sunday Dinner and Strike Force, the latter being done in New York. ABC has five set for taping: Greybar Hotel, Charo, Father O Father, How To Succeed in Business and Mason —the last two to be done in New York.

There is even a nostalgia movement, slight but being watched, involving familiar faces. Harry and Maggie, a half-hour comedy pilot for CBS by MGM Television, will star Don Knotts and Eve Arden, both TV series veterans. Mr. Knotts best remembered for his role as Barney Fife in the Andy Griffith Show, Miss Arden out of radio, and TV's Our Miss Brooks.

The deficit financing issue which dominated Hollywood conversations a year ago is receding. Most of those who were vocal about the subject agree now that progress is being made, although Alan Hirshfield, president and chief executive officer of Columbia Pictures Inc., parent of Columbia Pictures Television (the old Screen Gems), recently said he was unwilling to continue what he called "the subsidization" of the networks. CPT has two prime-time shows on NBC: Police Story and Police Woman, as well as That's My Momma on ABC. It also has two daytimers: Young and the Restless on CBS, and Days of Our Lives, on NBC.

One of the most outspoken last year about the need for an increase in payments by the networks for TV shows was Grant Tinker of MTM. He agreed now that progress certainly has been made, but he noted that MTM passed on some projects because it couldn't get the money it sought for them. MTM is committed to making three pilots, instead of the seven or eight it would have liked to, according to Mr. Tinker. The deficit financing amuses one independent producer, Aaron Spelling. Nobody, he said the other day, stays in business if he is losing money. "Sure we'd all like to make more money," he said, "but I've got to laugh when I hear some of my colleagues complain about losing money as they drive their $22,000 Mercedes 450SLC's to their $600,000 homes."

Scorecard on program development for the 1975-76 season

<table>
<thead>
<tr>
<th>Production Company</th>
<th>Title and Remarks</th>
<th>Type</th>
<th>Length</th>
<th>Network</th>
<th>Start</th>
<th>Key creative people</th>
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<tbody>
<tr>
<td>ABC Circle Films</td>
<td>Sounder</td>
<td>drama</td>
<td>hour</td>
<td>ABC-TV</td>
<td>Harold Sylvester,</td>
<td>Robert Radnitz, Billy Graham</td>
</tr>
<tr>
<td></td>
<td>The Kansas City</td>
<td>detective</td>
<td>hour</td>
<td>ABC-TV</td>
<td>Robert Allen,</td>
<td>Dan Curtis</td>
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<tr>
<td></td>
<td>Massacre</td>
<td></td>
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<td>Acre Enterprises</td>
<td>Flannery and Oult</td>
<td>comedy</td>
<td>half hour</td>
<td>NBC-TV</td>
<td>Red Buttons,</td>
<td>Carl Reiner</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Harold Gould</td>
<td></td>
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<td>Alpine Productions</td>
<td>House Detective</td>
<td>drama</td>
<td>90 minutes</td>
<td>NBC-TV</td>
<td>Ed Lauter</td>
<td>Mal Stewart, Joe Hardy</td>
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<tr>
<td>(Charles Fries)</td>
<td>or Delaney (in association with MGM-TV)</td>
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<tr>
<td></td>
<td>Full House</td>
<td>comedy</td>
<td>half hour</td>
<td>NBC-TV</td>
<td>TBA</td>
<td>Budd Grossman</td>
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<td></td>
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<td></td>
<td></td>
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<tr>
<td>Abe Burroughs</td>
<td>How to Succeed in Business</td>
<td></td>
<td>half hour</td>
<td>ABC-TV</td>
<td>TBA</td>
<td>Abe Burroughs, Marshall Brickman</td>
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<td></td>
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<td>Columbia Pictures TV</td>
<td>The Last Detail</td>
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<td>half hour</td>
<td>ABC-TV</td>
<td>TBA</td>
<td>Jerry Ayres</td>
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<td></td>
<td>Matt Helm</td>
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<td>hour</td>
<td>ABC-TV</td>
<td>TBA</td>
<td>David Gerber, Buzz Kulik</td>
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<td></td>
<td>A Small Step</td>
<td>medical</td>
<td>hour</td>
<td>ABC-TV</td>
<td>TBA</td>
<td>David Gerber, Stirling Stilwilliant</td>
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<td></td>
<td>Forward</td>
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<td>Gibbsville</td>
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<td>NBC-TV</td>
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<td>Peter Katz</td>
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<td></td>
<td>Medical Story</td>
<td>anthology</td>
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<td>NBC-TV</td>
<td>TBA</td>
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<td></td>
<td>Metro Man</td>
<td>police</td>
<td>90 minutes</td>
<td>NBC-TV</td>
<td>TBA</td>
<td>Stan Kalis, Chris Morgan</td>
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<td></td>
<td>Shamos</td>
<td>detective</td>
<td>90 minutes</td>
<td>NBC-TV</td>
<td>TBA</td>
<td>Rod Taylor, Robert Weightman</td>
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</tbody>
</table>

Continues on page 30

Broadcasting Feb 24 1975

27
WXIA-TV
ATLANTA'S
NEW
YOUNG
LEADER...
ATLANTA OF THE '70's—
Exciting, vital, new!
Growing at a rate 2½ times that of the nation.
One of America's fastest-growing markets.
And Young!
68% of its adults are 18-49 years of age.
Keeping pace with this dynamic growth is WXIA-TV... in step with young Atlantans of all ages.

WXIA-TV 11 ABC ATLANTA
A Company of Combined Communications Corporation
Represented by PGW
<table>
<thead>
<tr>
<th>Production Company</th>
<th>Title and Remarks</th>
<th>Type</th>
<th>Length</th>
<th>Network</th>
<th>Stars</th>
<th>Key creative people</th>
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<tr>
<td>Douglas S. Cramer Co.</td>
<td>Joe and Sons</td>
<td>comedy</td>
<td>half hour</td>
<td>CBS-TV</td>
<td>Richard Castellano</td>
<td>Douglas S. Cramer, Bernie Kukoff, Jeff Harris</td>
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<td>D’Antoni-Weltz TV Productions, Inc.</td>
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<td>police</td>
<td>90 minutes</td>
<td>NBC-TV</td>
<td>Cliff Gorman, Don Blakely</td>
<td>Barry Weitz, Philip D’Antoni</td>
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<td>Filmways</td>
<td>Mason</td>
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<td>TBA</td>
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<td>Rosenthal and Jones</td>
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<td>Larry Kasha, Wesley Kenney</td>
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<td>The Four’s Company</td>
<td>Father O Father</td>
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<td>TBA</td>
<td>Jerry Weintraub, Rick Eustis, Al Rogers</td>
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<td>The Muppets Nonsense Show</td>
<td>comedy/variety</td>
<td>half hour</td>
<td>ABC-TV</td>
<td>—</td>
<td>Jim Henson</td>
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<td>International TV Productions/Allied Artists</td>
<td>Friendly Persuasion</td>
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<td>hour</td>
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<td>Eva Marie Saint</td>
<td>Herbert Leonard, E. W. Swackhamer</td>
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<td>Lorimer</td>
<td>The Best Years of Our Lives</td>
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<td></td>
<td>Enter Horowitz</td>
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<td>NBC-TV</td>
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<td>River Man</td>
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<td>Boris Sagal</td>
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<td>Oliver Clark</td>
<td>Joe Goodson, James Parker, Arnold Margolin</td>
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<td></td>
<td>How the West Was Won (prospectus, not a pilot)</td>
<td>western anthology</td>
<td>hour</td>
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<td>Al Ruddy</td>
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<td>Harry &amp; Maggie (in association with Parker-Margolin Pons.)</td>
<td>comedy</td>
<td>half hour</td>
<td>CBS-TV</td>
<td>Don Knotts, Eve Arden</td>
<td>Jim Parker, Arnold Margolin</td>
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<td>Supercops</td>
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<td>hour</td>
<td>CBS-TV</td>
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<td>Bruce Geller, Bernard Kowalski</td>
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<td>Buckley (in association with UGO Productions)</td>
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<td>Bruce Geller, Richard Donner</td>
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<td>Nevada Smith</td>
<td>drama</td>
<td>90 minutes</td>
<td>NBC-TV</td>
<td>Cliff Potts, Lorne Green</td>
<td>Martin Rackin</td>
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<td>Flo’s Place</td>
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<td>NBC-TV</td>
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<td>Jigsaw John</td>
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<td>90 minutes</td>
<td>NBC-TV</td>
<td>Jack Warden</td>
<td>Everett Chambers, Robert Monroe, Daryl Duke</td>
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<td>MTM Enterprises</td>
<td>Doc</td>
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<td>CBS-TV</td>
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<td>Ed Weinberger, Stan Daniels, David Lloyd, Robert Moore</td>
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<td>Phyllis</td>
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<td>CBS-TV</td>
<td>Clovis Lechman</td>
<td>Ed Weinberger, Stan Daniels, Jay Sandrich</td>
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<td></td>
<td>Three for the Road</td>
<td>family drama</td>
<td>hour</td>
<td>CBS-TV</td>
<td>Alex Rocco, Vincent Van Patten, Leif Garrett</td>
<td>Jerry McNulty, Boris Sagal</td>
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<tr>
<td>Omnipotent Inc.</td>
<td>Lily Tomlin</td>
<td>variety</td>
<td>hour</td>
<td>ABC-TV</td>
<td>Lily Tomlin</td>
<td>Irene Pinn, Jane Wagner</td>
</tr>
</tbody>
</table>

Continues on page 32
All four networks, dozens of independents and now the affiliates
are replacing film cameras with the Ikegami Camera System. Its NTSC video signal can go directly on the air. Or be taped and played without film delays. Your station gets a priceless “first with the news” image... and it shows up in the ratings. Proof: VARIETY reports the Ikegami is the first piece of hardware to have a substantial effect on news ratings in Chicago.

This is the only micro-mini electronic news gathering system that delivers the picture quality, reliability and ruggedness of film cameras. And it's truly portable... only 12 lbs. with an auxiliary backpack of 22 lbs. Operating costs are much lower than film, too. Join the trend. Be the first “instant news” station in your market. With the Ikegami Portable Color Camera System.

For further information and/or demonstration, call or write:
IKEGAMI ELECTRONICS INDUSTRIES INC. OF NEW YORK
35-27 31st Street, Long Island City, New York 11106/Telephone: (212) 932-2577
<table>
<thead>
<tr>
<th>Production Company</th>
<th>Title and Remarks</th>
<th>Type</th>
<th>Length</th>
<th>Network</th>
<th>Stars</th>
<th>Key creative people</th>
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<td>Paramount</td>
<td>Barbary Coast</td>
<td>action/adventure</td>
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<td>Kate McShane</td>
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<td>hour</td>
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<td>Anne Meara, Charles Held, Sean McCloy, Cal Bellini</td>
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<td>Wives</td>
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<td>comedy</td>
<td>half hour</td>
<td>CBS-TV</td>
<td>Penny Marshall, Candy Azzara, Jaynie Sell, Jackie Colton, Phyllis Elizabeth Davis</td>
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<td>drama</td>
<td>90 minutes</td>
<td>NBC-TV</td>
<td>Walter McGinn</td>
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<td>Patience Co.</td>
<td>Trial and Error</td>
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<td>half hour</td>
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<td>Jack Weston</td>
<td>Alan Alda, Mark Merson</td>
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<td>Big Eddie (Deezdemandroza Productions)</td>
<td>comedy</td>
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<td>CBS-TV</td>
<td>Sheldon Leonard, Sheree North</td>
<td>Bill Persky, Sam Danoff</td>
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<td>Cop and the Kid</td>
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<td>Jerry Davis</td>
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<td>Quinn Martin</td>
<td>Undercover Man</td>
<td>police</td>
<td>90 minutes</td>
<td>NBC-TV</td>
<td>James Paretino, Ramon Bieri</td>
<td>Phil Saltzman</td>
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<td>Charo</td>
<td>comedy</td>
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<td>CBS-TV</td>
<td>Larry Best</td>
<td>Aaron Ruben, John Rich</td>
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<td>Beacon Hill</td>
<td>family drama</td>
<td>hour</td>
<td>CBS-TV</td>
<td>Steven Elliott, Nancy Marchand, Kitty Winn, George Rose, Beatrice Straight'</td>
<td>Beryl Vertue, Jacqueline Babbin, Fielder Cook</td>
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<td>The Oath</td>
<td>drama</td>
<td>hour</td>
<td>ABC-TV</td>
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<td>Aaron Spelling, Len Goldberg</td>
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<td>The Best Years</td>
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<td>Aaron Spelling, Len Goldberg, Joseph Naar, Barry Shear</td>
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<td>Aaron Spelling, Len Goldberg, Jay Presson Allen</td>
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<td>hour</td>
<td>ABC-TV</td>
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<td>New Orleans Force</td>
<td>police</td>
<td>hour</td>
<td>ABC-TV</td>
<td>Peter Graves, Tom Rosqui</td>
<td>Robert Sweeney, William Finnegan, Bruce Bisson</td>
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<td>Panama Fargo</td>
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<td>ABC-TV</td>
<td>Jackie Gleason</td>
<td>Norman Lear, Richard Wechsler</td>
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<td>Hello, Ann</td>
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<td>half hour</td>
<td>CBS-TV</td>
<td>Bonnie Franklin, Mackenzie Phillips</td>
<td>Norman Lear, Alan Manings</td>
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<td>Hereafter (in association with Don Kirshner Productions)</td>
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<td>half hour</td>
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<td>Fay</td>
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<td>Lee Grant, Joe Silver, Margaret Willack</td>
<td>Paul Witt, Alan Arkin</td>
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<td>Thoroughbred Productions</td>
<td>Shell Game</td>
<td>action/adventure</td>
<td>hour</td>
<td>CBS-TV</td>
<td>John Davidson, Robert Sampson, Maria O'Brien</td>
<td>Harold Jack Bloom, Chann A. Jordan</td>
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</tbody>
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Continues on page 34
**ARBR-34%**
MORE ADULTS THAN
THE SECOND STATION!

**Pulse-63%**
MORE ADULTS THAN
THE SECOND STATION!

* Mon. thru Sun. 6am to midnight, Oct./Nov. 1974 Syracuse ARB Total Survey Area Avg. 1/4 hr. Adults 18+
**Mon. thru Fri. 6am to midnight, Oct./Nov. 1974 Syracuse Pulse Radio Station Area. Avg. 1/4 hr. Adults 18+

All measurement data are estimates only—subject to defects and limitations of source materials and methods.
Is network TV too permissive?

In NATPE survey more broadcasters say yes than no, but syndicators split the other way on question

Many station executives think the networks are getting away with too much sex and violence in their prime-time shows, according to a National Association of Television Program Executives' survey released last week. The findings were culled from printed ballots distributed at the NATPE conference in Atlanta earlier this month (Broadcasting, Feb. 17).

Fifty-seven percent of the executives from stations and station groups returning the questionnaire said the networks were "too permissive" in prime time. Forty percent said the prime-time content is "just about right," the other 3% claiming the networks are "not permissive enough."

Among the producers and distributors answering the same question, however, only 20% said the networks are too permissive, with 50% putting themselves in the just-about-right category and 30% in the not-permissive-enough column.

Local programing and syndicated shows, though, were predictably given clean bills of health by the station executives and syndicators. Only 2% of the station respondents said local shows are too permissive, and only 8.3% of them put syndicated shows in that category. In addition, only 20% of the TV syndicators said local programing is too permissive (compared to 50% who found it not permissive enough and 30% who regarded it as just about right). Not one of the polled syndicators found syndicated programing too permissive, whereas 70% found it just about right and the other 30% not permissive enough.

Some of the other findings:
- 50.5% of the station respondents said minority groups should "never" have the right "to pressure for script revisions;" whereas 70% of the syndicators said the
CBS, ABC each have four shows in 'McCall's' 10 most violent

Magazine's poll of TV critics picks three in planned family-viewing slot; many consider sure for syndication

Another slant on TV violence was provided last week by McCall's magazine, which published a list of "10 most violent TV shows" as rated by television critics on newspapers and magazines.

The 10: Hawaii Five-O (CBS, Tuesday, 9-10 p.m. NYT); Mannix (CBS, Sunday, 9:30-10:30); Cannon (CBS, Wednesday, 9-10); Kojak (CBS, Sunday, 8:30-9:30); Police Woman (NBC, Friday, 10-11); Police Story (NBC, Tuesday, 10-11); Streets of San Francisco (ABC, Thursday, 9-10); The Rookies (ABC, Monday, 8-9); Get Christie Love (ABC, Wednesday, 10-11) and Kung Fu (ABC, Saturday, 8-9).

Three of the 10 currently start within the 7-9 p.m. period designated for "family viewing" under a proposed amendment to the National Association of Broadcasters television code: Kojak, Rookies and Kung Fu.

Some also are sure-fire entries for syndication sooner or later. Hawaii Five-O, for example, has been repeatedly reported as ticketed for syndication by Viacom Enterprises when the series ends its CBS run; however, Viacom itself has not officially confirmed those reports and would not comment on the McCall's poll last week. Officials of Paramount TV, which is widely expected to syndicate Mannix when that series leaves CBS, could not be reached for comment on the McCall's listing.

McCall's said 80 TV critics participated in its poll, rating 63 prime-time programs. The project was undertaken, McCall's said, to test network claims that violence is what people want to watch. By Nielsen measurement, the magazine said, these "are not the most popular" shows, with none among Nielsen's top 10 for the latest period available at McCall's press time.

The magazine didn't say how the critics rated the 53 other prime-time shows. It did say almost none of them "thought that violence could—or should—be totally eliminated from television. It was violence for the sake of violence that upset them."

The magazine also said that the NAB code seems "perfectly adequate"—this was written before the family-viewing amendment was proposed—but that "unfortunately, broadcasters haven't paid much attention to the code." It also told readers how to make themselves heard: Write to their congressional representatives, to Sen. John O. Pastore (D-R.I.) and his Senate Communications Subcommittee, to the stations involved, to the FCC—and "above all, if a television show upsets you, turn it off. Poor ratings speak louder than words."
Wink Martindale's Music
Two for later.
tion schedule and cast
sociates, Hollywood, has released
Renewal special. National Telefilm
Boulevard, 
Owens' TV
Weisfeld,
reflects on
the
Weisfeld
producers
and general
producers
will
bring
program for Easter
Cheesehead
and
Syndica-
tions, New York, now is
half an
episode
of
DBWJ
9255 Sunset
More Bill Balance.
viewings.
America
Jeans
in
state.
production.
and
renumber.

FDR special. NBC-TV announced
development of three-hour dramatization of
Jim Bishop's recent biography
Edwards-produced Name
and
producers
as
such
is
expected
to
be

FDR's last."  

Stanley R. Greenberg (The Missiles of October, Pueblo) will do adap-
tation, and former Viacom Vice President
Wink Martindale's Music Scene U.S.A.,
and general manager, American Radio
Programs, Hollywood, announces forma-
tion of a Savage Communications Co., 977
Wilshire Boulevard, Suite 908, Beverly
Hills, Calif, 90202. (213) 473-6095.
Production and syndication division, S and
B Programing, Box 55042, Hollywood
90072, (213) 466-3695, has also been
formed by Mr. Savage with Les Biegel,
announcer and owner of Underdog Rec-
cording Studios, same city, as vice presi-
dent.

Again, Ralph Edwards-produced Name That Tune has been renewed for another
year on NBC owned-and-operated TV
stations, according to Sandy Frank Sta-

‘Omnibus' on file. Robert Saudek Asso-
ciates Inc., producers of 1950's Omnibus
televisioin series, has donated its archives
to Wesleyan University, Middletown,
Conn. Archives include more than 200
files of broadcast manuscripts and pro-
duction records of 166 programs that
constituted eight seasons of Omnibus
broadcasts. Series brought to TV classi-
cal and contemporary drama, ballet,
 opera, music, comedy and historical
perspectives on American political insti-
tutions.

Easter Radio. Sacred Heart Program
is offering 30-minute program for Easter
season, Winter Trees, dramatic, nonde-
nominational narrative with music that
reflects on nature, awaking with new life,
and the resurrection. Script is by award-

- winning production director of Sacred
Heart Program, Rev. Bert Akers, S.J.
Disk may be obtained at no charge.
Order deadline is Feb. 14, 1975. Sacred
Heart Programs, 3900 Westminster
Place, St. Louis 63108.

More Bill Balance.
- Total of 68 radio stations in U.S. are now
buying Bill Bal-
ance Show, as well as 10 in Canada and
one in New Zealand, it was announced
last week. Latest U.S. subscribers to series
syndicated by Creative Radio Shows, Los
Angeles, are WLS(AM) Chicago and
WCLC(AM) Columbus, both Georgia, and
KO22(FM) Grand Junction, Colo.
Newest Canadian customer is CJJC(AM)
Dawson Creek, B.C. New Zealand subscriber
is 2zw(AM) Wanganui, a New Zealand
Broadcasting Corp.-owned station.

Trends. Veterans Administration is in-
augurating new feature "Your Musical
 Scrapbook," within its long-running pub-
lic service radio series, Here's to Veterans.
Segment spotlights musicians who have
set musical trends over past 20 years.
Fairway-court suggestions. Series of
one-minute golf and tennis tips (basics in
playing, selection of equipment, playing
under par) is being offered by DWJ Asso-
ciates. Featured are Nick Seitz, editor of
Golf Digest, and Shep Campbell, editor of
Tennis. DWJ As-

- Sociates, 295 Madison Avenue, New York
10017, (212) 342-7676.

giving them Fitz again, Shake-up at
RKO's work(AM) New York will include
return of Ed and Peggeen Fitzgerald to
station after two-year absence. Mr. and
Mrs. Fitzgerald, both in their 80's,
enjoyed 34-year station tenure with daily
program. Work's moves also involve can-
cellation of The Martha Deane Show,
which has operated with guest hosts since
Miss Deane's death last year. Fitzgeralds
will occupy 1:15-2 p.m. slot, replacing
discussion show with Arlene Francis, who
will move to 10:15-11 a.m., replacing
Deane show.

AFTRA makes concession. Move by
American Federation of Television and
Radio Artists, permitting stations using
singers and/or other talent to buy out
complete production for single fee (rather
than have to pay residuals after 13 weeks),
is expected to bring this type of business
to Hollywood. Under old rule, most of
such business went to non-union cities
such as Dallas, Memphis and Nashville.
One of first to announce availability of
service under new AFTRA rules was
Charles H. Stern Agency, Los Angeles
talent agency.

Sonny sue.
Sonny Bono, singer-comed-
iain, filed $25-million lawsuit against his
wife and former partner, Cher, charging
conspiracy on her part and others, in-
cluding David Geffen, recording execu-
tive, to defraud Mr. Bono of profits from
TV, recording and appearance contracts.
Suit relates to five-year con-
tract signed by Bonos in 1972 that pro-
vides that each share in other's income
Bonos are now separated and have sued
for divorce. Their breakup caused their
Sonny and Cher Comedy Hour, on CBS
for four years, to be canceled at end of
last season.

'B Khan!' can’t

CBS-TV drops detective series
after two shows, while 'Cher'
premieres to big numbers

Not to be outdone by NBC-TV, which
needed only two telecasts of its second-
season private-eye series, Archer, to realize
it had a dog on its hands (Broadcast-
ning, Feb. 17), CBS-TV announced last
week it was canceling Khan! after only
two airings.

'B Khan!' (Friday, 8-9 p.m., NYT), a
detective series, staggered to a 9.7 rating
and 16 share on Feb. 14 after a dismal
12.9 rating and 20 share on Feb. 7. The
network said next Friday's (Feb. 28)
episode will be Khan's last. The previously
announced documentary, Gorilla, will

go into the time period on March 7. On
March 14, CBS will replace Khan! with
two half-hour series, The Friday Comedy
Special (8-8:30 p.m.) and We'll Get By
(8:30-9 p.m.). The former will be a
catch-all for comedy pilots the network
is developing for the upcoming season.
The latter, a contemporary comedy serial
and written by the director Alan Alld
(M*A*S*H), was originally scheduled
to begin in the same Friday time period
last September but was bumped by CBS
when the courts rejected a prime-time
access-rule revision by the FCC that
would have given an additional hour a
week to all three networks.

If Khan's ratings spelled bad news for
CBS last week, the debut of Cher (Sun-
day, Feb. 16, 7:30-8:30 p.m.) on the
network was nothing but good news. The
series racked up a 23.0 rating and 35
share to finish first in its time period,
early beating a Ringling Bros. circus
special on NBC and the first hour of the
movie musical, "Oliver," on ABC.

If Cher continues to chalk up solid
ratings, CBS may end up being blessed
with three second-season new-show win-
ners. The others are The Jeffersons
(Saturday, 8-9 p.m.), which hit a
28.3 rating and 45 share the first week
and Tony Orlando and Dawn (Wednesday,
8-9 p.m.), which got a 21.2 rating and
32 share on Feb. 12.

ABC came up with some good initial
samplings for its two new Monday-night
cop shows, S.W.A.T. made its debut on
Feb. 17 sandwiched together with The
Rookies (both shows are produced by
Spelling-Goldberg) as a two-hour made-
for-TV movie (8-10 p.m.) and scored
with a 28.1 rating and 41 share. With
that strong lead-in (8-9-11 p.m.) harvest
a 20.7 rating and 34 share.

All of the other second-season shows are
plodding along with marginal shares of
audience.

Broadcasters among Freedoms winners

At ceremonies near the historic Revo-
lutionary War encampment, the Freedoms
Forces Valley Forge, Pa., honored 33
people and organizations, including
several broadcasters, for "constructive
words and deeds which support America,
suggestions to basic problems benefiting the nation, contribute to responsible citizenship and inspire love of country." Among those receiving the National Freedom Awards Feb. 17 were: Actor Hugh O'Brian, of "Wyatt Earp" TV fame, who received a Freedom Leadership Award for work through the O'Brian Youth Foundation leadership seminars.

Dr. George S. Benson, president of the National Education Program, Harding College, Searcy, Ark., journalist and radio commentator for nearly 40 years, received a National Recognition Award.


**NBC to spend more evenings with Disney**

Seven three-hour programs to be patterned after '74 special

Walt Disney Productions President E. Cardon Walker has announced that Disney and NBC had concluded an additional agreement whereby the network will telecast seven Disney feature films for one run under the "Evening With Disney" format instituted last year.

Of the seven films, four have just completed their theater runs and normally would have been withdrawn from distribution for seven or eight years. They are "That Darn Cat," "Lt. Robin Crusoe, USN," "Old Yeller" and "Absent-Minded Professor." Three other films previously were aired on network TV: "Great Locomotive Chase," "Moon-Spinners" and "Tonka." The new package will commence in the fall of this year and must be completed by Dec. 31, 1976.

The 1974 agreement involved three Disney movies: "20,000 Leagues Under the Sea," "Parent Trap" and "Beaver Valley." The three-hour long "Evening With Disney" format, to be scheduled by NBC as Saturday Night at the Movies during 1975 and 1976, will use various Disney shorts and features in conjunction with the movie feature.

Disney officials last week also amplified a reference by Donn B. Tatum, Disney chairman, that the company may consider producing a new version of the "Mickey Mouse Club" in light of the superior ratings of the reruns of 1950 half-hour episodes. The officials said that it would be proper for the company to consider making a new series when the present 390 episodes run out, if current high ratings continue, but that nothing is in the works at the present time.

**Panelists find side effects in cures for children's TV**

A network vice president had a kind word for activists who have been clamoring for ad-laden and higher quality children's TV shows.

Squire Rushnell, ABC vice president of children's programming, said that the critics have overstated their case, but they have had some affirmative results. "When you actually get the presidents of the three TV networks to sit down face to face and talk about children's TV ... and now family entertainment in the first prime-time hour ... that's good," Mr. Rushnell said at a seminar sponsored by the Hollywood chapter of the National Academy of Television Arts and Sciences.

Mr. Rushnell and others on the panel vigorously opposed banning commercials on children’s shows. Bob Keeshan (Captain Kangaroo) noted that five years ago Saturday morning was a major profit center for the networks. But not anymore, he said, because the attacks on advertising in children's shows have impelled good advertisers to leave that time period. Sally Baker (Hobo Kelly of KBJ-TV Los Angeles) expressed fear that the movement to ban commercials on kiddie shows could be so counterproductive as to entirely dry up funds for that type of programming. What is needed, she said, is "really stringent rules" for commercials in children's shows.

And the cries for quality programming in children's TV shows were labeled more talk than deed by Joseph Barbera, of Hanna-Barbera Productions, Hollywood. Last year, for ABC, Hanna-Barbera did an animated version of "Cyrano de Bergerac," using the voices of Joe Ferrer and the Broadway cast, performing at the time in Los Angeles. None of the critics or the activists, Mr. Barbera declared, gave his company or the network credit for broadcasting this production.

**So much history**

ABC Television Network president James E. Duffy said that ABC's dramatic re-enactment of historical events represent an important new form of television programming that will increase both on ABC and on other networks.

Citing high ratings and critical acclaim accorded ABC's "Death Be Not Proud, The Missiles of October," and Judgment: Court Martial of William Calley, Mr. Duffy expressed confidence in the future of this "new form of quality entertainment," in remarks delivered to the Denver Advertising Club last Wednesday.

He also announced the development of several dramatic specials which will treat similar subjects in similar depth, including the story of the Korean War meeting between President Truman and General MacArthur at Wake Island, a multi-part special based on Joseph Lash's book, "Eleanor and Franklin," and a dramatization of the investigation and manhunt following the Lindbergh kidnapping.
Looking to '85: a bigger pie, but more slices

Things look good for broadcasting and cable, according to survey of 158 experts by Cox Broadcasting

Cox Broadcasting Corp. last week released results of an in-depth analysis of radio and television which concluded on the basis of interviews with industry leaders that the future of broadcasting is bright and that there is no significant threat from cable television.

However, the report also predicted that future television audiences will be "considerably fractionalized" by the increase in programing effected by the growth of cable TV and UHF, implying that it will be harder to reach masses as large as those networks now command.

Cox Broadcasting, which is publicly traded, owns a major radio-television station group and holds a controlling position in Cox Cable Communications Inc., fifth biggest cable-system owner. The company's new report indicates "substantial growth for both broadcast media and cable over the next 10 years without serious competition between the two industries."

Other significant findings, the company said, include "strong growth of advertising expenditures in broadcast media, particularly local, and increased time spent viewing TV and listening to radio."

The report said the 158 experts interviewed also came to a consensus that indicated relaxation of FCC cable rules would allow substantial growth in the penetration and the emergence of cable television as a "limited advertising medium."

James A. Landon, Cox vice president for planning and research, who supervised the three-month study finished last December, said that the company considered the survey findings significant and that it had already begun to make decisions based on the results.

Cox conducted what is known as a Delphi survey, a technique developed by Pentagon-sponsored think tanks and which had mixed success during the war in Vietnam. Basically the survey technique consists of interviewing experts, correlating the results according to a weighting formula, and then recirculating the findings to the same experts, giving them an opportunity to change their opinions in light of the opinions of others.

As Cox reported the summary of the findings, the more significant were:

- Advertising volume will increase at an accelerated pace (7% between 1975-80 and 8% between 1980-85), reaching about $60 billion in 1985.
- Local TV and radio will have significant increases in their shares of ad volume by 1980, but network and spot TV will only modestly gain.
- Time spent watching television will increase .7% annually for the average family, from 380 minutes in 1973 to 413 minutes in 1985.
- Pay TV and video cassettes will cut into free television's audience by only 1.2% by 1980 and by 4% by 1985.
- FM's share of the radio audience will go from 28% in 1973 to 48% by 1985 in the U.S. as a whole and from 35% to 55% in the top-25 markets.
- FCC rules for distant-signal importation will be relaxed for cable, and antiphonping rules will be relaxed for pay TV.
- Cable will increase its national penetration from the current 13% to 19% by 1980 and to 29% by 1985, and in the top-25 markets the figures will go from 4% to 10% to 17%.
- About 10% of American families will have pay cable by 1985, and they will watch an average of 5.5 programs a week, which represents, assuming two hours per program, 2.2% of all time spent watching TV in the U.S.

The experts interviewed by the Cox survey team were categorized as representing advertising, programing, broadcast technology, government regulation, and cable and pay TV. The findings of the advertising group included the statement: "The only major medium to increase significantly in number by 1985 will be FM stations. UHF TV stations will increase slightly in number, while VHF outlets, AM radio stations and newspapers will remain at about the present level."

The figures supplied by Cox for increases in station numbers were as follows: The number of UHF stations is predicted to increase from 192 to 270, a jump of 28%, and the number of FM stations is seen as rising from 2,482 to 3,000, an increase of 17%.

Another finding from the programing tabulations reported: "Increased cable penetration with relaxed rules and slightly more UHF stations will enable the average home to receive 9.1 stations in 1980 and 11.0 in 1985, producing considerably more fractionalization in television."

Other expectations reflected in the survey findings: TV networks will deliver programs to affiliates by direct satellite-to-station transmission; the FCC will modify but not completely repeal the prime-time access rule, and rating reports will have much greater depth and contain more detailed information on the audience.

Macdonald sets up two dates with FCC

Oversight hearing next week to be get-acquainted sessions with heavier agenda on return trip in June

The House Communications Subcommittee has scheduled one day each of FCC and Office of Telecommunications Policy "overview" hearings next week. The subcommittee has invited all seven FCC commissioners to testify on March 5, and on March 6 it will hear from the acting director of OTP and the director of the Department of Commerce's Office of Telecommunications.

The subcommittee will also extend a second invitation to the FCC chairman and six other commissioners as well as the FCC staff to testify at further, "more exhaustive" oversight hearings in June, according to an aide to Representative Torbert Macdonald (D-Mass.), chairman of the subcommittee. But the March 5 appearance is intended for a general exchange of commission and subcommittee views and concerns on communications matters. A further aim is to permit the FCC commissioners to become acquainted with the new members of the subcommittee and vice versa (see BROADCASTING, Feb. 3).

The FCC hearing will not focus on any specific issues the commission or subcommittee is currently pursuing, the aide said, but among those topics sure to figure in the dialogue are the FCC's report on TV violence and obscenity (see page 25), children's television programing and legislation to strengthen the commission's authority to deal with common carrier rate increases, such as that recently proposed by AT&T (BROADCASTING, Feb. 3).

Subcommittee Chairman Macdonald had hoped to hold the overview hearings

Hypotenuse. This is the long side of a triangularly shaped building that is the new studio and offices of WPRI-TV Providence, R.I. Designed by William Kessler & Associates of Grosse Pointe, Mich., the building with equipment cost about $2,000,000. The triangle was chosen because of its relationship to the site and the approach road.

Broadcasting Feb 24 1975

38
Can a chief engineer afford to think only like an engineer?

Put a good picture on a TV set. That's always been the first thing a chief engineer has to think about.

But it doesn't seem to be the only thing anymore. Today, more and more chief engineers are thinking more and more like station managers.

They have to. They've got staff meetings to go to, they've got equipment to buy, they've got cameramen to keep happy, they've got program directors to keep happy.

Now they've got this whole new thing—electronic journalism to think about.

How can their station adapt?

Most agree the way to do that is with one of those little portable color videotape systems.

But what about the chief engineer who doesn't agree. What is he thinking about?

Probably not about the guy sitting at home in front of his TV set—who doesn't know anything about film or tape or any of it.

All he knows is that if he sees the news or he doesn't.

If there was a fire downtown at 4 o'clock and he hears about it on the radio while driving home, he wants to see it at 6 o'clock. Instead of hearing about it, again.

And if one station can get that kind of news on the air consistently, chances are the guy at home will be watching that one station. Consistently.

And chances are that station will be using the Akai VTS-150, the portable color videotape system that's been used by more stations in more states than any other system.

If you'd like to find out why, just write us and we'll send you a brochure.

If you'd like to see why, just write us and we'll come and show you. It's something to think about.
this week, but postponed a week out of concern that the full Commerce Committee may not have finished organizing itself in time. Indeed, he technically does not have a subcommittee, nor does the full committee have rules to guide its conduct until the full committee ratifies the new subcommittee jurisdictions, chairmen and committee rules.

The full committee sat last Wednesday to deliberate the rules passed by the committee's Democratic caucus (Broadcasting, Jan. 27), but following an hour of debate over whether to permit voting by proxy—opposed by conservative Democrats and Republicans on the committee—the meeting was adjourned with no progress made.

Representative Harley Staggers (D-W. Va.), chairman of the Commerce Committee, vowed during last Wednesday's meeting that when the committee meets again tomorrow (Feb. 25) it will continue morning, afternoon and night until it has finished its rules. Major obstacles still to be overcome before the full committee and subcommittees can begin work formally include the allocation of staff members and subcommittee budgets.

Media Briefs

Pettit wants out. John Pettit, former FCC general counsel, has asked that his nomination to board of Corporation for Public Broadcasting be withdrawn. In letter to President Ford, Mr. Pettit, who is now practicing law in Washington, said press of business in recent weeks and demand on his time that he foresees indicate he would not be able to devote adequate time to duties as director.

Not so fast. Administration spokesmen are attempting to ease concerns about educational broadcasting facilities program that were set off by President Ford's reference to "phasing out" federal support of that program (Broadcasting, Feb. 10). One spokesman said there is no intention of terminating the President's language, contained in message asking Congress to cut back appropriate for facilities program in 1975 by $12 million to $7 million, and administration statement to last Congress referring to a "phasing down" of that program over five-year period beginning with fiscal 1976. So there is no intention to terminate program next year, spokesman said, adding: "Whether it ends at the end of five years remains to be seen."

Search fee adopted. FCC has adopted fee schedule to cover direct costs of searching its records. Fee will be exactly as proposed in commission's earlier rulemaking inquiry (Broadcasting, Feb. 3), with $5-per-hour base charge for time required to find records over initial 60-minute period. No charge will be made if records are not located, or located but not made available. Also, waivers from fee assessment will be granted on showing of public interest—citizen groups, student publications. FCC spokesman noted most record requests are routinely made available in less than one hour.

Please exclude. Public Broadcasting Service has petitioned FCC for reconsideration of its latest prime-time rule to make clear that rule does not include public stations. PBS contended that rule as presently drafted appears to cover operation of PBS station members with respect to their carriage of PBS programming. Problem lies with definition of national network, according to PBS, which does not exclude a public broadcasting station submitted that commission had "inadvertently" included PBS once time proceeding dealt exclusively with commercial networks.

Moving score. CBS Inc. has presented its collection of manuscripts of original music, which is "conservatively" valued at more than $500,000, to New York public library. Collection consists of about 200,000 pieces of music, including 10,000 scores for symphonies, concertos, operettas, ballets and chamber music commissioned from leading modern composers over the past 45 years. It includes works by such composers as Aaron Copland, George Antheil, Charles Ives, Darius Milhaud, Norman dello-Joio, Percy Faith, Deems Taylor and Alfredo Antonini.

Changing Hands

Announced

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

* WEZL (FM) Charleston, S.C.: Sold by Fine Arts Broadcasting Inc. to Gemini Communications Inc. for $275,000. Seller, Charles N. Barton, has no other broadcast interests. Principals in buyer are C. A. Barton (no relation to seller), W. Oscar Jones, William W. Dixon and Martin Kilpatrick. C. A. Barton is operations manager at WEZL. Messrs. Jones and Dixon have interests in WRMA (AM) Montgomery, Ala., and WHSL (AM), W Willie (FM) Wilmington, N.C. Mr. Kilpatrick is Atlanta-based investor. WEZL (FM) is on 103.5 mhz with 25 kw and antenna 275 feet above average terrain. Broker: Blackburn & Co.

* WBUX (AM) Doylestown, Pa.: Sold by Norwalk Broadcasting to group headed by Don Meredith for $219,000. Seller is executor of James C. Stolez estate. Buyers include Mr. Meredith, NBC sports personality; James A. Michener, author; Robert Valimont, local attorney, and local businessmen: Herbert Barnes, Walter Conti and John Knoell. WBUX is daytimer on 1570 kHz with 5 kw and directional antenna. Broker: Hamilton-Landis Associates.

Approved

* Sales approved by the FCC last week include: KEWP (AM) North Little Rock, Ark.; WJAZ (AM) Albany and WTLF (AM) Tifton, both Georgia; WDXC (FM) New Orleans; Wimetrv Charlotte, N.C.; KLAW (FM) Lawton, Okla., and WDXC (FM) Fayetteville, Tenn. See page 56 for details.
WBBM-TV tries to avoid one equal-time snag, gets caught by another

It sets policy limiting number and frequency of spots for sale to candidates, but then allows one to gang his at end of campaign; opponent persuades FCC this is unfair;

Broadcasters who adopt a policy for selling time to candidates in political campaigns depart from it at their peril. CBS-owned WBBM-TV Chicago found that out after its departure from a set policy involving the Democratic mayoralty campaign made it the subject of a complaint to the FCC. And the ruling the commission handed down, on Feb. 14, also had an effect at ABC-owned WLS-TV Chicago.

Both stations had departed from announced spot-selling policies in response to equal-time demands by Mayor Richard Daley. But the commission directed WBBM-TV to sell six 30-second spots to Mayor Daley's principal opponent for the nomination, William Singer, in the two weeks preceding the primary on Feb. 25.

And when word of the decision reached Chicago, WLS-TV acceded to Mr. Singer's request for five additional 30-second spots in prime time.

CBS announced at the start of the campaign last month that WBBM-TV would limit its sale of prime time to candidates to three 30-second spots each week. (The policy was designed to recognize the equal-time risks the station faced in a campaign involving four candidates and to allow it "flexibility" in scheduling equal-time requests, CBS told the commission.) WLS-TV's policy limited candidates to four 30-second spots per week.

Mr. Singer last month placed orders for the maximum permitted at each station for each week of the campaign beginning with the last week in January. Mayor Daley asked for equal time, but did not attempt to buy time until the last two weeks of the campaign. His advertising agency said the spot had not yet been prepared.

The stations said the mayor was entitled to the time under the equal-time law. But Mr. Singer, in the protest aimed at WBBM-TV that he filed with the FCC on Feb. 13, said Mayor Daley was being accorded "more than equal opportunities" since the mayor would be running one spot each night while the station would be limiting Mr. Singer to the original three per week. He said he should be allowed to purchase another six prime-time spots in the final two weeks of the campaign.

A three-member board of the commission consisting of Commissioner Robert E. Lee, acting chairman, and Commissioners Glen O. Robinson and Abbott Washburn (the other commissioners were unavailable), upheld Mr. Singer.

"Singer relied on CBS's policy in planning his campaign," the commission said in a letter to the company. It said that Mayor Daley was entitled to 15 spots over the five weeks beginning Jan. 28, when his representative first made the demand for equal time, and that it was "incumbent upon CBS to take steps to assure that its three spots per week policy was followed as closely as possible in according other candidates equal opportunities."

Mr. Singer had made a request for an additional five 30-second spots at WLS-TV to run in the last two weeks of the campaign. "Since we felt we came under the commission ruling," Peter Dane, general sales manager, said, "we sold him the time."

WBBM-TV, in responding to Mr. Singer's complaint, expressed concern that granting Mr. Singer's request would subject the station to new equal-time demands by Mayor Daley or other candidates, since Mr. Singer would have been sold more time than anyone else. However, as of Wednesday, there was no indication that additional complaints would be filed against either WBBM-TV or WLS-TV. Nor had the commission heard from the station, which could appeal the board's ruling to the full commission.

Money to go for Pay TV

Pay Television Corp., New York, reported last week it has signed a letter of intent with Decoder System Development, Edmonton, Alberta, under which the Canadian firm will supply Pay Television with working capital and financing for final design and pre-production engineering for encoding and decoding equipment. The amount of financing was not disclosed. Pay Television Corp. (formerly Teco Inc.) holds rights to over-the-air pay TV systems of Zenith, Phonevision Corp. and STV Inc. George Wiemann, president of Pay Television Corp., said the company hopes to have a franchise holder signed by the end of 1975 and to begin operations shortly thereafter. He said the company's equipment can be used in all forms of pay television, including over-the-air, cable and hotel.

A listing WETA-TV loses its skipper

Taverner's health reported behind resignation at Washington ETV that wallows deeper in problems

Donald V. Taverner resigned last week as president and general manager of non-commercial WETA-TV Washington amid reports of his own failing health and criticism of the station's inability to resolve persistent financial problems and attract larger audiences.

Mr. Taverner is in his fourth year at WETA-TV. When he arrived there, after a stint as president of the National Cable Television Association, the station was $900,000 in debt. He obtained a non-interest, $1.05 million loan and a grant...
of $875,000 from the Ford Foundation, and a degree of financial stability was restored. Nevertheless, the Ford debt comes due next year, and the station's efforts to raise an initial $250,000 for payment this June have reportedly faltered.

The station's current budget is about $2 million a year. In addition, the Greater Washington Educational Telecommunication Association (the name of the WETA-TV-FM board of directors) also administers the annual $2-million budget for the National Public Affairs Center for Television, a production center created two years ago largely by the Ford Foundation. "The budget is up 1.4 million for special productions. The prestige, higher salaries and attraction for talent offered by NPACT reportedly created serious administrative problems for Mr. Taverner.

In addition to these problems, WETA-TV's operation on UHF ch. 26 at relatively low power has been cited as a reason for the station's poor ratings. The station has had an application before the FCC to switch its transmission to a dropped-in VHF ch. 12 channel.

In-service training for black groups

NBMC plans several regional sessions for media reformers; first points up talk-first, petition-later tactic

The National Black Media Coalition has undertaken a series of regional training conferences designed to provide blacks around the country with information and skills to enable them to work for what NBMC refers to as the "reform of commercial and public broadcasting and CATV."

The first session was held over the Feb. 15-16 weekend in the offices of the National Urban League in New York. Fifty representatives of black citizen communications groups from 11 cities heard presentations by Curtis Wright and Edward Hayes Jr., present and former members respectively, of the staff of Communications Center; Sherrill McMillion and William Polk, of Cable Communications Resource Center; Clarence McKee, of the FCC's Industry Equal Employment Opportunity Unit, and Tony Brown, producer of noncommercial broadcasting's "Black Journal."

Janet Whitaker, chairperson of the Philadelphia Communications Coalition and New England regional vice-chairperson of NBMC, noted in her opening remarks that the news release as having summed up the mood of the participants: "We want to negotiate agreements [with broadcasters]. We don't want to have to challenge any license renewals. But if it's necessary, we want to be well-equipped as possible, as aware and sophisticated as possible. Then if it's clear that a station has utterly disregarded the black community, we can develop the kind of record which the FCC must consider in hearing.

NBMC said it would hold similar training conferences in the Midwest, Southeast, Southwest and West within the next few months. Along with the regional training conference, the NBMC executive committee met and considered a number of policy matters. Among other things, it said it will urge the FCC to rescind a recent proposed rule change which would allow the station to carry a program on the FCC's new broadcast-network crossownership rule on the ground it requires the breakup of existing cross- ownerships only in "very small cities where few blacks live," to consider legal action to refuse to renew licenses with the FCC in resolving petitions to deny and other citizen complaints, and to press for commission action on NBMC's proposal for a national task force on VHF television allocations.

High prices paid for skipping ID's

Number of stations are fined up to $2,000 for failing to identify sponsors of "Hollywood Report"

Three radio stations have been fined $2,000 each by the FCC as part of a crackdown on what allegedly violated the sponsorship identification rules in airing the Dick-Strout-produced five-minute program, "Hollywood Report."

The commission said that although Mr. Strout received compensation from the subject programs, three stations—KKXL (AM) Golden Valley, Minn.; WJL (AM) Niagara Falls, N.Y., and WSLR (AM) Akron, Ohio—failed either to announce sponsors or to identify them in log entries. Mr. Strout bought the time for the program that is distributed on a seven-inch disk. Another Strout program, distributed on tape, is not involved in the crackdown.

The FCC vote was 4 to 3, with Glen O. Robinson the only commissioner voting for the order; Chairman Richard E. Wiley and Commissioners Robert E. Lee and Benjamin L. Hooks concurred in the result. The dissenters—Commissioners Charlotte Reid, Abbott Washburn and James H. Quello—joined in a statement issued by Mr. Quello criticizing the commission for imposing "greater sanctions than were justified."

Five stations had previously been fined for the same offense: KCOH (AM) Houston, $2,000; WBAK (AM) Waushesa, Wis., $1,000; WEAW (AM) Evanston, Ill., $2,000; WWXL (AM) Indianapolis, $1,000, and KMO (AM) Tacoma, Wash., $1,000. The remaining nine, which face fines ranging from $250 to $2,000 are KCBC (AM) Des Moines, Iowa; KIBE (AM) Palo Alto, Calif.; WATF (AM) Philadelphia; WBNR (AM) Brookline, Mass.; KXTR (AM) Kansas City, Mo.; KOOU (AM) Omaha; KRU (AM) San Antonio, Tex.; KJIM (AM) Fort Worth, and KXTL (AM) St. Louis.

Interstate aspects of lottery clarified

The FCC has amended its broadcast and CATV rules to conform to the new federal law that permits broadcasters to broadcast advertising and information about their own state's lottery as well as those of adjacent states (Broadcasting, Dec. 23, 1974). The FCC pointed out that it is the licensed location of a station, rather than the actual location of a transmitter or studio, which will be used to classify what is considered adjacent.

The commission, in applying the law to its cable television rules, noted that lottery information could be carried by cable systems located in the same state as the broadcast station, or located in adjacent states that also conduct lotteries; and by cable systems located in another state if the system is integrated with a system falling in the first two categories. The commission added that in cases where a cable system receives a transmission from another system outside the state that contains lottery information and deletion of such material would be technically infeasible, the receiving system can carry the program.

Wanting in on WARC

The National Association of Broadcasters and the Association of Maximum Service Telecasters have urged the FCC to allow broadcasters full opportunity to participate in all aspects of the 1979 World Administrative Radio Conference. Both also stressed that the FCC was taking enough time for responses to any proposals in its notice of inquiry on the WARC that would advocate any changes in the present broadcast system.

Hill members join fight against relaxation of nonduplication

Several representatives and senators, at the urging of the National Association of Broadcasters and its members, have written FCC Chairman Richard E. Wiley exhorting the commission to hold oral arguments on its proposed modification of the nonduplication rules. The rules currently afford protection to broadcasters against cable importation of distant signals that duplicate local broadcasts.

Senators Howard Baker and William Brock, both Republicans from Tennessee, wrote in a joint letter, dated Feb. 11, that broadcasters in Tennessee are concerned that the FCC proposal might fractionalize their audiences and cause economic hardship for the small broadcasters, particularly the cable broadcasters. The two senators urged that the FCC hold oral arguments and "seriously consider the effect of the proposed action on small-market broadcasters."

Representative E. G. Shuster (R-Pa.), in a letter notifying a broadcaster constituent that he had written Chairman Wiley to urge oral argument, said: "I, too, feel that the spoken word is the most significant way to bring a matter of this importance into its best focus."

Similar written pleas to the FCC were made by Senators Clifford Hansen (R-Wyo.), J. Glenn Beall (R-Md.), and Representatives Edward Madigan (R-Ill.) and John Murtha (D-Pa.).
Preview of NAB’s Las Vegas program

The National Association of Broadcasters had filled in by last week nearly all the blanks in the program for its 53rd annual convention and exhibition to be held in Las Vegas, April 6-9. The plans call for conferences for radio and television management, small and secondary market television, along with 21 morning workshops. The workshops will take place from 9 to 10:30 a.m. each day, Monday through Wednesday.

The conferences

Radio management (Tuesday morning, April 8). In a simulated radio phone-in show, a panel will discuss the FCC’s rules and their effect on radio licensees. Panelists: Richard Shiben, chief, FCC Renewal and Transfer Division, and Howard Klein, senior executive vice president; Mike Deas, president of the Radio Advertising Bureau, and Claude Hail, radio editor for Broadcasting. Harold Kleimenger, Phoenix Stations, Memphis, and chairman, NAB radio board, will preside.

Small market radio (Monday afternoon, April 7). The concept of using a small market broadcast station to score the common problems facing a small market broadcaster in applying for renewal, in the last year, will be presented by Robert Mead, ABC New York. This program will be broadcast in conjunction with the Indianapolis Management Conference, NAB, and the Small Market Broadcasters Forum.

Television management (Monday afternoon). A special presentation on “how to attract FCC scrutiny. will be made by William J. Ryan, WNOG(AP) Nashville, Fla., and Charles A. Bishop, Washington station manager, WNOG(AP) St. Louis. Also featured will be a panel of three broadcasters, to be announced later, who will discuss their experience and problems.

Joint workshops

FCC enforcement (Monday). Topics currently under close watch by the FCC—hyping, joint sales and rate setting, and indecency—will be examined. Panelists: Ashton Hardy, FCC general counsel; and William B. Ray, chief, FCC Complaints and Dispute Resolution, Moderator: Brenda Fox, NAB legal department.

Up your bottom line (Monday). Ways and means of improving your bottom line will be discussed by San Francisco broadcasters.


Networking


AM frequency is loose in Chicago market

The FCC has denied Globetrotter Communications Inc.’s request for authority to keep WVON(AM) Cicero, Ill., silent for 90 days while a sale of the station was negotiated (Broadcasting, Feb. 10). The sale went off the air Feb. 5 upon Globetrotter’s acquisition of WNUS-FM Chicago from the McLendon Corp. for $3,550,000. Globetrotter surrendered the wvon license to comply with the commission’s visual prohibiting ownership of two stations in the same service. In the same market. For the 90-day grace period to complete a sale agreement with Lotus Communications, a station group that offered $850,000 for wvon, Globetrotter paid $9 million for the station four years ago.

An earlier sale of wvon to Latino American Broadcast Systems Inc. for $1.2 million was called off after the commission said it would not approve Latino without a hearing. Wvon has operated on 1450 kHz with 1 kw day and 250 w night.
**RCA stockholders to get AIM material**

SEC refuses to let corporation exclude resolution that suggests system for NBC news complaints

Accuracy in Media, which has sought to have resolutions critical of journalistic practices put before stockholders of parent companies of the three major networks, last week succeeded on at least one count. Federal Communications and Exchange Commission turned down RCA's request that an AIM resolution be excluded from proxy materials sent to stockholders in advance of its annual meeting.

The thrust of that resolution, according to Reed J. Irvine, chairman of AIM, would be to have stockholders insist that the post of "ombudsman" or "in-house critic" be established within NBC "to handle complaints from the public and take steps to insure that NBC news programs are accurate, fair and balanced."

The SEC has yet to act on CBS's request that its AIM resolution be excluded from proxy materials. That would ask stockholders to direct that a "blue-ribbon" committee be established to investigate charges of bias and one-sidedness by CBS in coverage of national defense issues—charges made by the Institute for American Strategy. The AIM plan would call for three public members, three affiliate representatives and three from CBS itself.

AIM on an earlier occasion had sought to have RCA, CBS and ABC put codes of ethics before their stockholders for approval. That initiative was denied by the SEC. Mr. Irvine said there is no concentrated effort to renew the resolution matter with ABC at this time.

**Newsroom gains for WGA**

The Writers Guild of America reached a tentative agreement Feb. 19 with ABC, CBS and NBC on wage increases for certain employees. The original WGA-networks four-year contract stipulated that wage talks be reopened at the two-year mark. That wage-reopener provision deadline expired Feb. 14. The agreement is subject to ratification by 330 members in the East and 30 in the West.

The reopeners talked involved editors, news writers, researchers, desk assistants and production assistants working in newsrooms of the networks and owned-and-operated stations in New York, Washington, Chicago and Los Angeles. The negotiators reached a settlement calling for a wage increase and certain fringe benefits. News writers, for example, will go from $320 to $340 weekly and to $377 by November 1976. The four-year contract expires on March 1, 1977. The guild membership had rejected an earlier management proposal Feb. 14 and authorized its negotiation committee to call a strike if it seemed appropriate.

**Penelope on 'Pensions.'** FCC Chairman Richard E. Willey continues to feel regret over the fairness-doctrine controversy that has arisen over NBC's Pension: The Broken Promise. The commission's position that the network violated the doctrine in failing to present any views contrary to the generally negative ones the program aired regarding private pension plans was overturned by the U.S. Court of Appeals in Washington. However, the full nine-court bench has agreed to rehear the case. But, to the chairman, the case has always been one that had not have happened. And he reflected that view again in an appearance before the Washington chapter of Sigma Delta Chi, the professional journalism society, last week. "I think it was unfortunate," he said of the case. "The network said the program would be the only one dealing with the subject. Normally, the commission looks across the spectrum of [a broadcaster's] programing in considering a fairness doctrine complaint. And normally, issues are covered by a number of programs. So [Pensions] is the unusual case."

**Stopping the news short of tragedy**

Journalists are credited with saving lives in separate incidents

Two broadcast journalists—one in Baltimore and one in Rochester, N.Y.—got so involved in the news that each had a human life on his hands. The FBI and local police are crediting a deskman at WCBM(AM) Baltimore with assisting in the capture of a would-be bank robber and the safe release of his female hostage, the bank manager.

David Bryan, heading the local news desk at the time, heard of the robbery at a nearby bank over the station's police monitors. He called the bank; [a] and the voice on the line answered that there was a robbery in progress and that "I am the robber." Mr. Bryan managed to maintain contact for nearly 20 minutes as police were surrounding the bank outside.

The suspect assured Mr. Bryan that he did not want to hurt his hostage and that he didn't want any shooting; he was just "scared" and had been "surrounded all my life" anyway. Meanwhile, Dave Humphrey, the station's journalism desk and Mr. Bryan's co-anchor on the station's morning news, called the police to inform them of WCBM's contact with the robber.

A police sergeant was tied into Mr. Bryan's line to the gunman and shortly thereafter the suspect surrendered. Mr. Bryan said afterwards that he was "shocked and frightened" by the experience and was afraid at the time that he would not be able to keep the gunman on the line. "I stopped asking questions as a newsman, and tried to concentrate on keeping something tragic from happening," he said.

In Rochester, a 92-minute drama, on and off a sixth-floor window ledge, ended without loss of life thanks primarily to the efforts of a television newsmen.

Al White, reporter for WTOK(TV) Rochester, was instrumental in dissuading a distraught father from a suicide jump. Arnold Gale had remained perched on a ledge with his two baby daughters while his wife, Susan, two dozen police, a priest and reporters talked to him. When police failed to gain his confidence, Mr. White persuaded him to leave the window ledge for a televised interview about his problems. Mr. Gale consented, then during the interview, jumped onto the ledge for a second time. He ordered everyone but Mr. White outside the room, and held a locked-door discussion with the reporter for 12 minutes.

When police were allowed to re-enter the room, Mr. Gale was subdued and the two children rescued unharmed.

**Push on for Florida access**

Post-Newsweek Stations of Florida has initiated an effort to open up the Florida state courts to cameras and microphones. Post-Newsweek, licensee of WJXT(TV) Jacksonville and WPLG(TV) Miami, petitioned the state supreme court to change the caption of judicial rules which like the American Bar Association rule bars such equipment from courts except under limited conditions. Counsel for the stations, Tatlock D'Alemberto, said the decision to seek a rule change came after the stations ran into "major problems" in attempting to cover a number of state trials, some involving public officials. Using sketch artists in the courtroom and getting pictures of principals outside the court and in the corridors is not satisfactory, he said. Under the proposed canon, cameras and microphones would be permitted in the courtroom subject to controls by the judge designed to "insure decorum and prevent distractions."

**Journalism Briefs**

Honors for another 10. Citation winners in Alfred I. duPont-Columbia University Awards were KAUM(AM) Houston for Mass Murders; KMOX-TV St. Louis for Sixteen in Webster Grove, Eight Years Later; KNBC-TV San Francisco for The European Connection; Marilyn Baker and KQED-TV San Francisco for SLA and Hearst kidnapping coverage; KQED-TV for 2,251 Days; WCIA-TV Champaign-Urbana, Ill., for CIA Reports; WHAS-AM-TV Louisville, Ky., for tornado coverage, April 3, 1974; WMC-TV Memphis for Trouble in Mound Bayou; WNEM(AM) New York for The Hidden Passenger, and WTVJ(TV) Miami for The Sex Offenders. Citations were in addition to 11 top awards (Broadcasting, Feb. 3).

O'Connor on Daley. "Clout: Mayor Daley and His City," written by Len O'Connor, has been published by Henry Regency Co., Chicago. Mr. O'Connor, chief political analyst at WGN-TV Chicago and a generation of Chicagoan, tells the story of that city's mayor whose extraordinary career has affected national politics.
Sterndent attempts to block takeover by Geneve Corp.

Suit claims selling stockholders had not been briefed on activity of group within purchaser

The Sterndent Corp., a Mount Vernon, N.Y., dental equipment maker and supplier of precious metals, last week filed suit in federal court to prevent a takeover bid by an investment group that includes the Kuwait Investment Co. and several American Jews including Alfred R. Stern, chairman of Warner Cable.

Sterndent named as defendants Cable Funding, the Geneve Corp. (with a 45% interest in Cable Funding), Magus Corp. (a Cable Funding subsidiary formed to acquire Sterndent stock), and the Starwood Corp., an investment vehicle for members of the family of the late Julius Rosenwald, Sears, Roebuck & Co. financier. Starwood's chairman is Alfred R. Stern. The suit alleges that Sterndent's stockholders have not been provided with "the identity, background, financial condition or restrictive policies" of the Kuwait Investment Co. in deciding whether to sell their stock to Magus.

This information is material, the suit says, since Kuwait Investment has participated in the blacklisting of American Jews doing business with Israel. "There exists the real possibility that a number of Sterndent customers and suppliers may themselves refuse to deal with Sterndent in the future based on Kuwait's involvement in the take-over," the suit said.

The end-of-the-year book value of Sterndent's gold and silver inventories was $17.5 million, reportedly less than their market value and salable at the going rate without tax liability.

Formed in 1971 with Kuwait Investment as one of its original owners, Geneve acquired its interest in Cable Funding two years ago.

Geneve's purchase of a controlling interest in Cable Funding was prompted by the fact that Cable Funding had raised about $11 million in cash through stock issues and had commitments for $30 million in bank loans and then found that the cable industry was too much of a "high risk" to warrant more than three loans totaling $2 million. Since Geneve acquired control, Cable Funding has made no further cable loans.

Duet: Please release me

The city of Paducah, Ky., and John W. Witt, city attorney for San Diego, have expressed their concern to the FCC about federal interference in local governments' authority over cable television.

The comments came in response to the commission's inquiry into the need for additional rules in the area of "duplicitous and excessive" regulation of CATV. (Due date for comments has been extended to March 19.)

Mr. Witt noted that his city's experience with cable regulation has not disclosed any burdensome over-regulation, and pointed out over the past 11 years, with respect to setting subscriber rates, outlining technical standards and mediating subscriber complaints. If the present three-tier system (federal-state-local) is substituted by a two-tier one (federal-local), Mr. Witt fears that the state through a public utilities commission will end up assuming the local regulatory function. In that case, he added, "much of the incentive for innovation to tailor the medium to local needs" will be lost.

Paducah expressed similar views against federal usurpation of local authority as an abridgement of a city's franchising authority. While Paducah agreed with the need for streamlining the present three-tier system into a two-tier setup, it suggested that the state level be omitted. The local authority in a two-tier system should be defined as the "most local unit of government," Paducah added.

Mr. Witt said that's a regulated industry tends to feel over-regulated, but conceded that in the present cable issue there is simply a lack of evidence to justify federal interference.

On the Island, Viacom Inc., Viacom International subsidiary, and Home Box Office Inc., Time Inc. subsidiary, have announced agreement to provide Viacom's Suffolk (N.Y.) Cablevision subscribers with Home Box Office pay cable service. Viacom's Long Island subscribers—over 60,000 homes—will be offered approximately 60 hours weekly of HBO programs as optional addition to their cable service, beginning in April.

West moves east. Western Communications, MSO serving 65,000 subscribers in five California systems, has purchased CATV system serving Las Cruces, N.M., with 8,700 from Cablevision Projects Inc., wholly-owned subsidiary of Daniels Properties Inc. for undisclosed amount.

Run it up the pole. Federal District Court, Ninth Circuit, San Francisco, recently denied all motions filed by Pacific Gas & Electric for dismissal and to strike all allegations in antitrust suit brought by California Television System after utility last year failed to provide pole attachment fees from $3 to $6.

Pennsylvania buy, Blue Ridge Cable Television, Inc., Palmerton, Pa., has purchased D & E Cable TV, Inc. serving 7,400 subscribers in Lancaster county communities of Bowser and Ephrata, Pa., owned by the Denver and Ephrata Telephone & Telegraph Co. for undisclosed price. Milt Schmidt, former general manager of D & E Cable, continues as president of newly acquired corporation. Robert Niethe is treasurer of Pennsylvania CATV Association. Purchase was brokered by Blackburn & Co., Washington.


Anyone expecting exposure of scandals or debacles of music moguls will be disappointed by ex-Columbia Records president Clive Davis's much-publicized autobiography, which seems concerned with maintaining myths, including the author's own, wherever possible. His book is, nonetheless, an engaging look into the late sixties giant of the record business, Columbia Records, and the artists who principally accomplished its success.

Mr. Davis apparently sees talent acquisition as the core of a successful record operation, and takes credit for much of Columbia's roster of superstar: Dylan, Janis Joplin, Chicago and Loggins and Messina in the contemporary field, and Vladimir Horowitz and Leonard Bernstein in the class of the" Many significant artists are involved in the book.

Mr. Davis's analysis of the workings of record promotion is likely to be of interest to radio broadcasters, particularly in its view of the interrelation of FM progressive and top-40 airplay in gaining exposure on a release. Singles sales, he claims, are of minor importance in relation to potential album sales gained from airplay on a single release.

Mr. Davis demurs on much discussion of the reasons for his dismissal from CBS Records, citing advice of counsel (CBS still has a civil suit pending against him), and claims ignorance of drug and organized crime links to his administration. He seems to find CBS corporate politics as principal villain in the case.

Mr. Davis's tendency to lapse into press release prose or talk of "excitement" doesn't seem to dim the excitement of "show business" which permeates the book, and this will undoubtedly account for its appeal to many of those who read it.

Getting Into Broadcast Journalism, by Gregory Jackson, Hawthorn Books Inc., New York: hard cover, $6.95; 151 pages. There are no perfect primers, one supposes, on the subject of breaking into the burgeoning communications industry, but Mr. Jackson, now a correspondent with ABC News and a veteran of broadcast journalism experience, has compiled an extremely forthright and helpful book on how to make it in the news area of broadcasting. Among the subjects treated in this handy guide are opportunities for minorities and women in TV-radio news, broadcast unions, network vs. local station organizations, description of the various kinds of jobs available and experience and education required for each. There are also overviews of the industry as a whole and a brief discussion of the alternatives—cable, FM, UHF news—to mainstream broadcast news.
Liggett Group hitches its image to a ‘76 star

Public-service bicentennial spots offered by $10-million TV client

Liggett & Myers, a prominent force in TV advertising before cigarette commercials were banned and still a $10-million-a-year TV spender thanks largely to its Alpo dog food, is producing 12 one-minute spots, keyed to the U.S. Bicentennial, that it hopes TV stations will carry over the next two years at no charge.

President Raymond J. Mulligan, previewing the spots for newsmen in New York last Wednesday (Feb. 19), said "our primary objective is to enhance the identity of our new corporate trademark, 'Liggett Group,' and to associate it with upscale, prestigious public service messages related to the bicentennial celebration." The films feature recording artists such as Bette Midler, Bill Withers and Jay and the Americans. Each spot emphasizes a spirit of friendship, brotherhood, love and the like, concluding with the voice-over, "Learning to live together—the spirit of '76 is group spirit." Then comes the visual signature: "Presented as a public service by Liggett Group."

Liggett & Myers officials said the films would be mailed to stations at the rate of one a month, beginning this month, and that they hoped the stations would schedule them in good viewing periods but that this was "of course" left to each station's discretion since it is not a paid campaign. President Mulligan said it was expected that in the next two years the series would reach "practically everyone who watches television."

The films are being produced by Master Mind Communications Inc., New York, and in some cases use words and music commissioned for this series, including an adaptation of "I Am Your Child" by Barry Manilow, whose Mandy is in its fifth week as number one on Broadcasting's Playlist (page 48).

**TVB sets 16 training dates**

The Television Bureau of Advertising has scheduled 16 sales-training sessions for its member stations' personnel this year, including four in a new advanced course for sales people. The five-day basic course is scheduled on eight dates and the four-day course for station sales managers on four.

Robert McGredy, former top executive with Westinghouse Broadcasting's Television Advertising Representatives and with U.S. Communications Corp., now president of the Oly Institute training organization, conducts the courses for TVB. From a half-dozen to a dozen or more sales people make up each class.

One session in the basic course was held last month and a second will be held today through Friday (Feb. 24-28) at TVB headquarters in New York. Other classes in the basic course are scheduled as follows: March 9-13, Chicago; May 11-15, New York; July 13-17, Atlanta; Sept. 14-18, Los Angeles; Oct. 12-16, Dallas, and Nov. 9-13, New York.

Classes in the new advanced course are set for April 6-10, Chicago; June 22-26, Atlanta; Sept. 7-11, Los Angeles, and Dec. 14-18, New York.


Business Briefs

Polaroid's focus on TV. Polaroid Corp., Cambridge, Mass., next month will introduce its new Super Shooter camera and Polacolor 2 film with $12-million campaign that will run through second quarter of 1975 and be heavy in television. Approximately $5 million will be spent in network TV to promote new camera that can use six different color and black-and-white films and is priced under $25. New film is priced at about $6.50 for eight pictures and can be used in new camera and other Polaroids. Doyle Dane Bernbach, New York, is Polaroid agency.


Consolidating. Pharmacist Consumer Products Division of Pennwalt Corp., Rochester, N.Y., has reassigned about $4 million in advertising billings from Carl Ally Inc. to Rumrill-Hoyt Inc., New York, in consolidation move aimed at maximizing division's marketing potential. Rumrill-Hoyt adds Allerest, Sinarest, Coldene and several new products, raising R-H billings from Pharmacist to about $8 million, of which estimated $6 million is in broadcast.

K&E buys FCI. Kenyon & Eckhardt Inc., New York, has acquired Frankfurt Communications Inc., New York, creative marketing organization headed by Stephen O. Frankfurt, formerly president of Young & Rubicam-U.S. Mr. Frankfurt and other principals of FCI have acquired shares in K&E and FCI will operate as separate subsidiary. FCI is engaged in packaging several television properties; creating market development programs for companies that range from book publishing to fast food and pharmaceuticals and in creating new products and special programs and properties.

More accent on sports. Simpson/Reilly & Associates, Portland, Ore., station
Music

Ronstadt takes off

Capitol has a new hitmaker, up from cutliss obscurity with her 'You're No Good'

The widespread popular acclaim that has been extended to Linda Ronstadt's 'You're No Good' is startling in its breadth and its rapidity. Once an artist with consistent FM airplay and critical acclaim, but without a reputation as a major generator of sales, Linda Ronstadt has seen her 'Heart Like a Wheel' album reach the top of national sales charts and had two singles from that album top contemporary and country charts simultaneously.

If there is a trend to which her success can be tied, it is the growing acceptance of country sounds in pop formats, since, from the beginning of her career in Tucson, Ariz., in the mid-sixties, Ms. Ronstadt's choice of material has always favored the pedal steel. Her powerful voice and range first received public attention with her performance of 'Different Drum,' penned by ex-Monkee Mike Nesmith, with a group called the Stone Poneys in 1968. The group broke no other single hits, put out two albums, and disbanded soon after. And Ms. Ronstadt's solo career, which should have followed immediately, was delayed, apparently because of her shyness in concert. Her tours began with the club circuit, then moved up to larger halls where she opened for performers such as Neil Young and Jackson Browne.

The closest thing she had to a national hit during this period was 'Long Long Time,' still an FM favorite. In 1973 she changed record labels, from Capitol to Asylum, and put out one album before returning to the Capitol fold the next year.

'You're No Good' was a popular concert number for Ms. Ronstadt long before its release as a single, but the speed with which it broke is still surprising. Asked to name stations or areas in which the single got its start, Capitol New York promotion chief Bob Edson finds the list too long: "It happened everywhere at once—and all in one week." The single's rise as charted by the "Playlist" seems to bear this out. After a Dec. 9 debut at 75, 'You're No Good' was a top 20 item in national airplay after only five weeks, and as Mr. Edson points out, it's not unusual for a country single to work a single six weeks or more before receiving any play at all. In five more weeks, the single had reached its present status of second in airplay, and first in sales.

Even more impressive is the breakthrough of another single from the same album on country charts while 'You're No Good' was rising in pop ranks. Ms. Ronstadt's remake of the Hank Williams standard "I Can't Help It (If I'm Still In Love With You)" is in the top 10 of national country sales and airplay charts and still gaining, with some stations also playing 'You're No Good.'

Some weight may be given to the record promotion cliche that "it has to be in the grooves" by the fact that Capitol has two or three choices from 'Heart Like a Wheel' for follow-up singles to both hits. For an artist who has long benefited from a dynamic voice and good production, it must be a jump in the quality of her material that has brought Linda Ronstadt her new fame, recognition, and apparently established her success for some time to come.

American Music honors: crossovers score big

Olivia Newton-John and Gladys Knight and the Pips tied for top honors, each receiving four wins in the second annual American Music Awards, broadcast Feb. 18 over ABC-TV. Charlie Rich was a close second, winning three awards.

Indicative of the crossover trend that developed strongly last year, several artists (Olivia Newton-John, Charlie Rich and Gladys Knight and the Pips) won in two of the three categories—pop, country and soul.

Balloting for the awards was from a cross section of more than 40,000 randomly selected homes throughout the United States. The winners in pop, country and soul, respectively:


Breaking In

Don't Let Go—Commander Cody and His Lost Planet Airmen (Warner Brothers) * This assemblage of country and rockabilly musicians has long had a substantial following among FM and concert audiences and had a major pop hit
### Top Songs

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Artist/Label</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Mandy</td>
<td>(3:15) Arista</td>
</tr>
<tr>
<td>2</td>
<td>You're No Good</td>
<td>(3:35) Capitol</td>
</tr>
<tr>
<td>3</td>
<td>Black Water</td>
<td>(3:52) Warner Brothers</td>
</tr>
<tr>
<td>4</td>
<td>Have You Never Been Mellow</td>
<td>(3:28) RCA</td>
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<tr>
<td>5</td>
<td>Best of My Love</td>
<td>(3:27) Eagles</td>
</tr>
<tr>
<td>6</td>
<td>Midnight Train</td>
<td>(3:12) Atlantic</td>
</tr>
<tr>
<td>7</td>
<td>Pick Up the Pieces</td>
<td>(3:00) Atlantic</td>
</tr>
<tr>
<td>8</td>
<td>Mr. Postman</td>
<td>(2:46) Capitol</td>
</tr>
<tr>
<td>9</td>
<td>Some Kind of Wonderful</td>
<td>(3:16) Capitol</td>
</tr>
<tr>
<td>10</td>
<td>Lonely People</td>
<td>(2:27) America</td>
</tr>
<tr>
<td>11</td>
<td>Lady</td>
<td>(3:53) Private Stock</td>
</tr>
<tr>
<td>12</td>
<td>Up in a Pull of Smoke</td>
<td>(3:20) Philadelphia</td>
</tr>
<tr>
<td>13</td>
<td>Shame, Shame, Shame</td>
<td>(4:10) Columbia</td>
</tr>
<tr>
<td>14</td>
<td>Ever Can See Goodbye</td>
<td>(2:55) MGM</td>
</tr>
<tr>
<td>15</td>
<td>Laughin' Rain</td>
<td>(2:50) Capitol</td>
</tr>
<tr>
<td>16</td>
<td>Roll On Down the Highway</td>
<td>(3:56) Capitol</td>
</tr>
<tr>
<td>17</td>
<td>Get Dancin'</td>
<td>(3:32) Capitol</td>
</tr>
<tr>
<td>18</td>
<td>Disco Sex &amp; the Sex-O-Lettess</td>
<td>(3:55) Philadelphia</td>
</tr>
<tr>
<td>19</td>
<td>Minnie Rippey</td>
<td>(2:50) Columbia</td>
</tr>
<tr>
<td>20</td>
<td>Don't Let Go</td>
<td>(2:30) Capitol</td>
</tr>
<tr>
<td>21</td>
<td>Shame, Shame, Shame</td>
<td>(4:10) Columbia</td>
</tr>
<tr>
<td>22</td>
<td>#9 Dream</td>
<td>(2:58) RCA</td>
</tr>
<tr>
<td>23</td>
<td>John Lee-Apple</td>
<td>(2:41) Apple</td>
</tr>
<tr>
<td>24</td>
<td>Express</td>
<td>(3:25) Capitol</td>
</tr>
<tr>
<td>25</td>
<td>Lucy In the Sky With Diamonds</td>
<td>(5:58) RCA</td>
</tr>
<tr>
<td>26</td>
<td>Don't Call Us, We'll Call You</td>
<td>(3:41) Capitol</td>
</tr>
<tr>
<td>27</td>
<td>Sugarloaf</td>
<td>(3:30) Capitol</td>
</tr>
<tr>
<td>28</td>
<td>Kung Fu Fighting</td>
<td>(3:19) Capital City</td>
</tr>
<tr>
<td>29</td>
<td>You Are So Beautiful</td>
<td>(2:39) Capitol</td>
</tr>
<tr>
<td>30</td>
<td>I'm a Woman</td>
<td>(3:25) Capitol</td>
</tr>
<tr>
<td>31</td>
<td>Night Light</td>
<td>(3:32) Capitol</td>
</tr>
<tr>
<td>32</td>
<td>Morning Star</td>
<td>(2:55) Capitol</td>
</tr>
<tr>
<td>33</td>
<td>Poetry Man</td>
<td>(3:15) Capitol</td>
</tr>
<tr>
<td>34</td>
<td>My Boy</td>
<td>(2:55) Capitol</td>
</tr>
<tr>
<td>35</td>
<td>Do It Again</td>
<td>(3:25) Columbia</td>
</tr>
<tr>
<td>36</td>
<td>Big Tree</td>
<td>(3:55) Capitol</td>
</tr>
<tr>
<td>37</td>
<td>Angie Baby</td>
<td>(3:29) Capitol</td>
</tr>
<tr>
<td>38</td>
<td>Helen Reddy</td>
<td>(2:55) Capitol</td>
</tr>
<tr>
<td>39</td>
<td>Boogie Woogie Reggie Woman</td>
<td>(4:05) Capitol</td>
</tr>
<tr>
<td>40</td>
<td>The No-No Song</td>
<td>(2:30) Capitol</td>
</tr>
<tr>
<td>41</td>
<td>When Will I See You Again</td>
<td>(2:58) Capitol</td>
</tr>
<tr>
<td>42</td>
<td>Cats in the Cradle</td>
<td>(3:29) Capitol</td>
</tr>
<tr>
<td>43</td>
<td>Al Martino</td>
<td>(3:20) Capitol</td>
</tr>
<tr>
<td>44</td>
<td>One Man Woman, One Man Woman</td>
<td>(2:57) Capitol</td>
</tr>
<tr>
<td>45</td>
<td>Paul Anka</td>
<td>(3:50) United Artists</td>
</tr>
<tr>
<td>46</td>
<td>Movin' On</td>
<td>(3:21) Capitol</td>
</tr>
<tr>
<td>47</td>
<td>Can't Get It Out Of My Head</td>
<td>(3:06) Capitol</td>
</tr>
<tr>
<td>48</td>
<td>Part of the Plan</td>
<td>(3:18) Capitol</td>
</tr>
<tr>
<td>49</td>
<td>Sad Sweet Dreamer</td>
<td>(3:10) Capitol</td>
</tr>
<tr>
<td>50</td>
<td>Lock In My Eyes Pretty Woman</td>
<td>(3:40) Capitol</td>
</tr>
<tr>
<td>51</td>
<td>Swiss Sensation</td>
<td>(3:24) Capitol</td>
</tr>
<tr>
<td>52</td>
<td>Tony Orlando &amp; Dawn</td>
<td>(3:21) Capitol</td>
</tr>
<tr>
<td>53</td>
<td>Chevy Van</td>
<td>(2:54) Capitol</td>
</tr>
<tr>
<td>54</td>
<td>Sam Jones</td>
<td>(3:00) Capitol</td>
</tr>
<tr>
<td>55</td>
<td>Selly G</td>
<td>(3:25) Capitol</td>
</tr>
<tr>
<td>56</td>
<td>Paul McCartney &amp; Wings</td>
<td>(3:21) Capitol</td>
</tr>
<tr>
<td>57</td>
<td>Hey Won't You Play Another Somebody Dona Someone Wrong Song (3:23) Capitol</td>
<td>(3:21) Capitol</td>
</tr>
<tr>
<td>58</td>
<td>My Melody of Love</td>
<td>(3:08) Capitol</td>
</tr>
<tr>
<td>59</td>
<td>Bobby Vinton</td>
<td>(2:54) Capitol</td>
</tr>
<tr>
<td>60</td>
<td>Chicago-Columbia</td>
<td>(3:05) Capitol</td>
</tr>
<tr>
<td>61</td>
<td>Barry White</td>
<td>(2:57) Capitol</td>
</tr>
<tr>
<td>62</td>
<td>Let Her Go</td>
<td>(2:56) Capitol</td>
</tr>
<tr>
<td>63</td>
<td>Big Yellow Taxi</td>
<td>(3:10) Capitol</td>
</tr>
<tr>
<td>64</td>
<td>Jackson Five</td>
<td>(3:20) Capitol</td>
</tr>
<tr>
<td>66</td>
<td>Miss Davis</td>
<td>(3:21) Capitol</td>
</tr>
<tr>
<td>67</td>
<td>I Got Lifted</td>
<td>(2:52) Capitol</td>
</tr>
<tr>
<td>68</td>
<td>The First, the Last</td>
<td>(3:15) Capitol</td>
</tr>
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<td>69</td>
<td>Harry White</td>
<td>(2:57) Capitol</td>
</tr>
<tr>
<td>70</td>
<td>Let Her Go</td>
<td>(2:56) Capitol</td>
</tr>
<tr>
<td>71</td>
<td>I Am Love</td>
<td>(3:09) Capitol</td>
</tr>
<tr>
<td>72</td>
<td>Don't Let Go</td>
<td>(2:30) Capitol</td>
</tr>
<tr>
<td>73</td>
<td>Michael Holm</td>
<td>(2:57) Capitol</td>
</tr>
<tr>
<td>74</td>
<td>I Found the Law</td>
<td>(2:15) Capitol</td>
</tr>
<tr>
<td>75</td>
<td>Sam Neely</td>
<td>(3:05) Capitol</td>
</tr>
<tr>
<td>76</td>
<td>Long Tall Glasses</td>
<td>(3:05) Capitol</td>
</tr>
<tr>
<td>77</td>
<td>Leo Sayer</td>
<td>(3:05) Capitol</td>
</tr>
<tr>
<td>78</td>
<td>Love Unlimited</td>
<td>(3:09) Capitol</td>
</tr>
<tr>
<td>79</td>
<td>Killer Queen</td>
<td>(3:30) Capitol</td>
</tr>
<tr>
<td>80</td>
<td>Like a Sunday Morning</td>
<td>(3:00) Capitol</td>
</tr>
<tr>
<td>81</td>
<td>Lana Gaddis</td>
<td>(3:09) Capitol</td>
</tr>
<tr>
<td>82</td>
<td>Jeff Long</td>
<td>(3:09) Capitol</td>
</tr>
<tr>
<td>83</td>
<td>Ace</td>
<td>(3:16) Capitol</td>
</tr>
<tr>
<td>84</td>
<td>Jackie Blue</td>
<td>(3:16) Capitol</td>
</tr>
<tr>
<td>85</td>
<td>Ozark Min. Daredavits</td>
<td>(2:35) Capitol</td>
</tr>
<tr>
<td>86</td>
<td>Thanks for the Smiles</td>
<td>(2:35) Capitol</td>
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<tr>
<td>87</td>
<td>Bobby Vinton</td>
<td>(2:54) Capitol</td>
</tr>
<tr>
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<td>Thanks for the Smiles</td>
<td>(2:35) Capitol</td>
</tr>
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<td>89</td>
<td>Commander Cody</td>
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<td>90</td>
<td>Michael Holm</td>
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</tr>
<tr>
<td>91</td>
<td>I Am Love</td>
<td>(3:09) Capitol</td>
</tr>
<tr>
<td>92</td>
<td>Don't Take Your Love from Me</td>
<td>(2:05) Capitol</td>
</tr>
<tr>
<td>93</td>
<td>I Don't Know</td>
<td>(3:20) Capitol</td>
</tr>
<tr>
<td>94</td>
<td>Theatrical Society</td>
<td>(2:35) Capitol</td>
</tr>
<tr>
<td>95</td>
<td>The Man with the Magic Horn</td>
<td>(3:17) Capitol</td>
</tr>
<tr>
<td>96</td>
<td>It Ain't a Sin</td>
<td>(2:55) Capitol</td>
</tr>
<tr>
<td>97</td>
<td>I Don't Know</td>
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<td>The Man with the Magic Horn</td>
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<td>I Don't Know</td>
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<td>100</td>
<td>The Man with the Magic Horn</td>
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**Alphabetical List**: (This week's over-all rank) **Angie** Baby (36), Best of My Love (6), Big Boy (56), Black Water (3), Boogie on Reggae Women (37), Bungle in the Jungle (27), Butthead Boy (54), Can't Get It Out of My Head (44), Cats in the Cradle (40), Chevy Van (46), Doctor's Orders (13), Don't Call Us, We'll Call You (26), Don't Let Go (60), Don't Take Your Love from Me (74), Emotion (65), Emotion (65), Fire (2), Future Shock (75), Get Dancin' (17), Harry Truman (52), Have You Never Been Mellow (5), Hey Won't You Play Another Somebody Done Someone Wrong Song (50), How Long (7), I Am Love (65), I Belong to You (68), I Can Help (60), I Bought the Law (66), I Gave It Up (53), I'm a Woman (30), Jackie Blue (72), Jenny's Farm (55), Killer Queen (69), Kung Fu Fighting (29), Lady (12), Lady Marmalade (14), Laughin' in the Rain (15), Like a Sunday Morning (70), Lonely People (11), Long Tall Glasses (87), Look in My Pretty Woman (47), Lovin' You (18), Lucky in the Sun (26), Take No Prisoners (25), My Melody of Love (51), Mandy (1), Morning Side of the Mountain (32), Movin' On (76), I'm a Boy (34), My Eyes Adored You (4), Never Let Her Go (61), Nightline (31), No No Song (58), Number Nine Dreams (23), One Man Woman (1), One Woman Woman (1), Part of the Plan (45), Pick Up the Pieces (8), Please Mr. Postman (9), Poetry Man (33), Rock & Roll (I Save You the Best Years of My Life) (24), Roll on Down the Highway (16), Sad Sweet Dreamer (63), Shame, Shame, Shame (21), Some Kind of Wonderful (10), The South's Gonna Do It (32), Sweet Surrender (32), Thanks for the Smiles (73), To the Door of the Sun (41), Up in a Pull of Smoke (20), When I See You Again (39), Who Is a Child Is Born (64), You Are so Beautiful (29), You're No Good (2), You're the First, the Last, Every-
for Paramount Records with Hot Rod Lincoln three years ago. The group has recently entered the Warner fold and has received immediate pop reaction on its first single for the new label. Don't Let Go continues the band's interest in the folk and rock and roll country. It was a successful single for Roy Hamilton in 1958 and retains much of its original flavor in this updated version. The single breaks into the "Playlist," bolstered at 63 this week, and has been added by KEX(AM) Los Angeles, KRLD(AM) San Francisco, and KAFY(AM) Bakersfield, Calif.

Killer Queen—Queen (Elektra) * Rock groups with heavier sound have found pop playlists rather unfriendly places in recent months, with only a small number of such releases receiving much attention. The latest incursion comes from a British group with three albums and numerous American appearances to its credit. Killer Queen reached number one on British pop charts, and while such singles often don't achieve success with American audiences, a number of pop stations are finding this release a popular item. It has been added by WREX(AM) Boston, WRC(AM) Washington and WPRO(AM) Providence, R.I.

I'll Be Holding On—Al Downing (Chess) * The label "anthem of the discos" is often applied of late to club hits beginning to achieve airplay recognition, and one of the more recent of the genre belongs to Al Downing (who has no relation to the baseball player of the same name). I'll Be Holding On is a fast-paced, full-sounding dance tune reminiscent of the mid-sixties efforts of the Four Tops, Temptations and others. Breaking first out of WXHI(AM) Atlanta, the single has been picked up by WIFJ(AM) Philadelphia, WSAI(AM) Cincinnati and WZOO Asheville, N.C.

Long Tall Glasses—Leo Sayer (Warner Brothers) * Mr. Sayer is best known for his composing efforts. His The Show Must Go On was a substantial hit for Three Dog Night last year, and his Giving It All Away (which he performs on his second Warner LP, Just A Boy) received some airplay in a version by Roger Daltry of the Who. With the release of the second album, Leo Sayer's solo career is receiving its greatest boost, and the single from it, Long Tall Glasses, is beginning to pick up substantial pop airplay. It has been added by KJZ(AM) Seattle, WRC(AM) Washington, WSAI(AM) Cincinnati, KDWB(AM) Minneapolis and KUPD(AM) Phoenix.

Extras. The following new releases, listed alphabetically by title, are making a mark in Broadcasting's "Playlist" reporting below the first 75:

- Before The Next Teardrop Falls, Freddy Fender (ABC/Dunhill).
- Berta Butt Boogie, Jimmy Castor (Atlantic).
- Changes, Loggins & Messina (Columbia).
- Hush/I'm Alive, Blue Suede (EMI).
- I Have A Dream, Donny Osmond (MGM).
- I Want To Learn A Love Song, Harry Chapin (Elektra).
- I'll Still Love You, Jim Weatherly (Buddah).
- I've Been This Way Before, Neil Diamond (Columbia).
- My Elusive Dreams, Charlie Rich (Epic).
- No Love In The Room, Fifth Dimension (Arista).
- Once You Get Started, Rufus (ABC/Dunhill).
- Shaving Cream, Benny Bell (Vanguard).
- Turn To Stone, Joe Walsh (ABC/Dunhill).
- We May Never Love Like This, Mau reen McGovern (20th Century).
- You Are You, Gilbert O'Sullivan (Mam).

Tracking the 'Playlist.' Mandy's fifth week in the first position on the "Playlist" equals the record, held by several other artists, for longevity in that spot, and with solid MOR play still being accorded the song, Barry Manilow's pop status seems assured. Linda Ronstadt's You're No Good, at two for a second week, has brought her solo career to a peak, and the Doobie Brothers' Black Water, their greatest success in over a year, moves into the third position. Last week's two biggest gainers, from Frankie Valli and Olivia Newton-John, each move up one notch, to four and five respectively. It is farther down the list, however, that the greatest chart mobility for the week is apparent. Minnie Riperton's Lovin' You, with heavy pop and MOR play, moves from 47 to a bolted 18, with Polly Brown's Up In A Puff Of Smoke making an even larger gain, from 51 to 20, and disco favorite, Shame, Shame, Shame, from Shalley & Co. close behind at 21. John Lennon's ethereal #9 Dream moves to 23, with a new album reported due on the heels of his successful Walls and Bridges. After two weeks of relative inactivity, Carole King's Nightingale has become hot again, moving up to a bolted 31. Elvis Presley's My Boy continues to gain, moving to 34, with Emma, by Hot Chocolate, breaking that group nationwide, bolted at 35. Sammy Johns's Chevy Van bolted at 48, is proving to be his largest hit and a major success for the Atlanta-based GRC label. Following in the line of comeback artists in recent months is B. J. Thomas's Hey Won't You Play Another Somebody Done Somebody Wrong Song, bolted at 50. Charlie Daniels's The South's Gonna Do It is beginning to do it, and is bolted at 53. Strongest among new additions to the chart is Don't Let Go by Commander Cody (see "Breaking In"), bolted at 63, with Helen Reddy's version of the powerful Pati Danstead composition, Emotion, bolted at 65. Also making first "Playlist" appearances are singles from Queen, Lana Cantrell, Ace, the Ozark Mountain Daredevils and the Manhattans.
ABC convinced circular polarity is good for TV

A year's try-out at its WLS-TV leads it to ask the FCC to allow TV stations to switch to system which it says reduces ghosting.

ABC has filed a petition for rulemaking that asks the FCC to authorize circularly polarized transmission for TV services. The petition was accompanied by an interim report on ABC's experimental use of circular polarization transmission on its WLS-TV Chicago for over a year. That report and a separate study by M. S. Siukola of RCA contend that circular polarization can either eliminate or minimize ghosting, improve reception with indoor antennas and improve the overall picture quality of TV transmissions.

ABC pointed to those findings as reason for the one-way conversion to circular TV stations to operate using circular polarization in connection with transmitting antennas, although ABC noted that it was not advocating the elimination of conventional horizontal polarization authority. Since conversion to the circular method would necessitate certain costs including new antenna configurations and increased transmitter power, ABC said that stations not wishing to convert to the new system should not be required to do so. But while such conversion would increase immediate costs to the broadcaster, ABC believes the advantages—chiefly a reduction in ghosting—will outweigh the initial costs and prompt many stations to make the change.

Aside from the reception advantages, ABC claimed that granting circular polarization authority would not disrupt FCC allocation policies, since no appreciable increase in service contours or interference potential would result. Additionally, ABC noted that co-channel interference will be less likely when circularly polarized receiving antennas are used by station translators. Present home receiving antennas would be fully compatible with any changes the broadcaster chose to implement, said ABC.

Basically, the idea of circular polarization suggests both vertical and horizontal polarization. Neil Smith, the consulting engineer who wrote the WLS-TV interim report, explained that the waves of circularly polarized signals would follow either a clockwise or counterclockwise rotation. When the waves bounce off an interfering object—a tall building, for example—the rotation would be reversed. Receiving antennas would be preset to accept only waves rotating in the same direction in which they were transmitted, and would reject any reflected signals, thus eliminating the ghosting effect.

In order to accomplish the conversion to circular polarization, Mr. Smith noted it might be necessary for broadcasters to change their transmitters and redesign their antennas. Since a horizontally polarized signal's gain is cut in half when circularly polarized, it would be necessary to double transmitter power to offset the difference.

Similarly, some antenna systems may have to be redesigned to incorporate configurations that would allow for higher gain, while keeping the same over-all height. Each change would be dependent on a series of variables, including the particular equipment type involved, noted Mr. Smith, and therefore would be difficult to translate into a general cost figure to broadcasters.

A conversion, similar to the one ABC is proposing for television, took place in the mid-1960's, when the FCC permitted FM stations to use a circularly or, as the commission calls it, "dual," polarized system, instead of just horizontally polarized antennas. The changeover was attributed basically to the increased use of radios in cars and the inherent need of vertical polarization for the benefit of automobile aerials.

ABC noted that its petition for rulemaking is intended to bring on additional field-test data to determine just how "circular" circular polarization should be and what specifics are necessary before the commission can choose whether or not to permit such operation.

Neal McNaughten, chief of the FCC Broadcast Bureau, said last week that he had not yet had the opportunity to analyze ABC's proposal, but for the moment could not foresee any "obstacles" to the suggestions. He did note, however, that circular polarization for TV transmission might figure into the present debate over the Office of Telecommunications Policy proposal for short-spaced VHF drops.

1 kw transistorized transmitter unveiled

Harris cites greater efficiency, says it is a first in AM

Harris Corp. last week announced development of the first fully transistorized AM broadcast transmitter for commercial stations designed to meet FCC specifications.

The transmitter is a 1 kw model and can be used by about half of the 4,400 AM stations licensed in the U.S. Company officials said the design of the transmitter, the Harris MW-1, provides improved signal quality through 125% positive peak modulation and that the unit is equipped with redundant circuits similar to spacecraft back-up systems, allowing it to stay on the air when components are removed for checking or repair.

The Quincy, Ill., company has applied for a patent for the transmitter's progressive series modulator, which it describes as a simple series regulator, connected so as to provide efficient high-level modulation without the use of modulation transformer, modulation reactor, power supply choke or 70 KHz filter, allowing an over-all transmitter efficiency in the MW-1 of 50% or greater, with PA efficiency approaching 90%.

Additional features include complete remote control capability, built-in dummy load, and quiet cooling.
Collins offers eight new FM transmitters

Phase 4 exciter is integral unit in company's guaranteed clean sound

Collins Radio of Rockwell International Corp., Dallas, last week introduced eight generation 4 FM broadcast transmitters that features the Collins's redesigned Phase 4 exciter.

An exciter determines the quality of the audio signal generated by the transmitter and, according to Collins, the Phase 4 exciter component produces sound so "clean" that the company will guarantee specifications on IM distortion of only .50% in stereo and half that in mono.

The Phase 4 exciter also has a built-in capability to accept discrete four-channel signals. The component also employs phase-locked loop automatic frequency control and provides typical frequency stability of plus or minus 100 cps at any modulation level, regardless of program material.

The eight transmitters introduced by Collins cover the full FM power range, including 40 kw (model 831H-2), 22.5 kw (831G-2B), 20 kw (831G-2), 10 kw (831F-2), 5 kw (831E-2), 2 kw (831D-2), 1 kw (831C-2), and 10 watt educational transmitters (model 831A-2).

**Technical Briefs**

Allocation help. Research and standards division of FCC Office of Chief Engineer has made available two reports: VHF-TV Computer Assignment Program (designated FCC/OCE R574-01) and VCTY*VHFSIGN (designated FCC/OCE R574-02). Both were prepared by Gary K. Wynn of applied propagation branch, and are to be used in assessing future VHF-TV channel allocations. VHF-TV Computer program is written in Fortran V for use on Univac 1108 computer, and determines channels at locations throughout U.S., Canada, and Mexico which would result in most efficient assignment plan. Program is available from National Technical Information Service, Springfield, Va. 22161 at $3.75 for paper copy and $2.25 for microfiche. VCTY*VHFSIGN is data card set containing table of VHF-TV assignments for same areas, including coordinate locations for assignments. Data deck is available at same address in magnetic tape for $97.50.

**Top tape.** Ampex Corp., Redwood City, Calif., announces availability of series 190 half-inch heavy duty, helical-scan video tapes, said to be preset to monochrome grading providing superior picture quality and chroma brilliance for both high-band color and monochrome clarity.

For emergency use. Norman L. Rivers Associates has begun production of "Du-alert 2" high stability generator for local or remote controlled initiation of two-tone signaling system as required by FCC for all AM, FM and TV stations. Commission adopted two-tone signaling system to replace present emergency broadcast attention signal, consisting of two five-second breaks followed by 1000 Hz tone for 15 seconds. New standard with audio tones becomes effective audio

**Financial Briefs**

Wometco record highs. Record per share earnings, net income and sales were reported by Wometco Enterprises Inc., Miami, for period ended Dec. 28. Net income rose 12.2% from $8,030,000 in previous year to $9,007,000 in 1974. Revenues rose 19% from $135,133,000 in 1973 to $160,871,000. Company's broadcasting division profits were up 5.2% on sales increase of 10.3%.

Billion for Interpublic. Interpublic Group, New York, which includes two international operations and five U.S. ad agencies, claims to be first advertising firm to reach one billion dollars in billings. Consolidated annual billing reached $1,007,800,000 in 1974, up 12% from $969,081,000 in 1973. Net income achieved record results, $6,955,000 or $2.93 per share compared with $8,838,000 or $2.74 per share in 1973. Gross revenues for 1974 rose to a record $156,894,000 from $149,305,000 in 1973. Current annual dividend rate is $1 per share.

Good year. Foote, Cone & Belding Communications, New York, reported record revenue and second highest income in its history for 1974. Operations
income from commissions and fees rose 3.1% over 1973 and income from advertising operations was $3,105,000 ($1.52 per share), down slightly from $3,356,000 ($1.58 per share) in 1973.

Acceptance. LIN Broadcasting Corp., New York, reported that holders of 2,664,900 of its privately held subordinated convertible notes had accepted company's offer to increase interest rate on their notes from 6% to 8% in return for elimination of conversion features of their notes (at 12%). Holders of additional $1,644,700 accepted similar offer made last November. Number of shares reserved for conversion has been reduced from 583,910 to 232,591.

Catching fish. ABC's Leisure Group II and Leisure Marine Corp. of San Diego will form joint venture to lease Seven Seas Seafish Park from city of Arlington, Tex., for five-year period beginning March 1, subject to satisfactory completion of negotiations between three parties. Park would become part of ABC Scenic and Wildlife Attractions, which also operates Silver Springs, a Weeki Wachee in Florida, wildlife preserve in Largo, Md., and Historic Towne of Smithville near Atlantic City.
Michael Luckoff, general sales manager of ABC-owned KGO (AM) San Francisco, promoted to general manager and will be nominated for ABC vice presidency. He succeeds Alfred Racco, named VP and general manager of ABC's WABC (AM) New York (BROADCASTING, Feb. 17).


Jack Hobbs, general manager, WRKO (AM)-WROR (FM) Boston, Rick Devlin, general manager, WXXL (FM) New York, and Al Kucin, general manager, WFRY (FM) Chicago, elected VPs of RKO General Radio, parent company.

James McQuade, general manager, WCBS-FM New York, becomes first CBS-owned FM station manager to be elected VP, CBS Radio division.

Matt Mills, sales manager and account executive, WRCB-AM-FM Philadelphia, named general manager of both stations.

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Lee Taylor, general sales manager, KTSK (AM) San Antonio, Tex., named general manager.
Paul Stoddard, formerly director of media, Hughes Tool Co.-Nevada operations, named station manager, KSJO-FM San Jose, Calif.

Wes Quinn, general sales manager, WFLA-TV Tampa-St. Petersburg, Fla., named station manager.

Jerry Greenberg, director of information services, CBS Radio Spot Sales and AM Station Administration, CBS Radio, New York, named director of communications, CBS's WBBM-TV Chicago.

Dick Conrad, announcer, WDK (AM) Cleveland, Ohio, named to newly created position of assistant station manager in charge of programming and promotion.

Joe N. Gwathmey Jr., director of program development, National Radio, Washington, named to newly created position of assistant to VP.

Ben Salas, general ledger and payroll accountant, WLS (AM) Chicago, named assistant controller, WLS and WDAI (FM) Chicago.

Gladys Christian, promotion manager, KFI (AM) Los Angeles, named to same position at KIIS (AM) same city.

Lester Strong, formerly with WBT (TV) Charlotte, N.C., named community affairs director, WSB-TV Atlanta.

Thomas Antonietto, plant and auxiliary accountant, Ohio University, Athens, named director of finance, newly created Montanta Center for Public Broadcasting, Bozeman, scheduled to begin operation in early 1976.

Lawrence T. Frymire, executive director, New Jersey Public Broadcasting, Trenton, elected president, noncommercial Eastern Educational Network, Trenton.
Brenda Sulick, traffic manager, noncommercial wvum fm Coral Gables, Fla., named general manager. Chuck Bortnick, business manager, Miami Hurricane newspaper, named station manager, wvum. Bob Parza, program director, wvum, named operations director.

Leonard J. Patricelli, president of witci-am Hartford, Conn., at Hartford hospital recuperating from spine injury suffered in fall on ice.

Broadcast Advertising

Erica Farber, account executive, krth fm Los Angeles, named sales manager, wror fm Boston. Both are rko radio stations.

William R. Hall, salesman, Peters, griffin, woodward, Los Angeles, named sales manager, san francisco office. He is succeeded by jack kincalaid, formerly with katz agency, Los Angeles.

Judy Currier, with klkx am san jose, california, named local sales manager.

Gregory W. Rose, with wbtv tv charlotte, n.c., named local-regional sales manager.

Tom Girocco, sales manager, wood-am fm grand rapids, mich., named national sales manager, wbtv tv grand rapids.

Robert L. Eames, formerly with kiva tv farmington, n.m., named sales manager, kkop fm redondo beach, california.

Dave L. Cline, local sales manager, kool fm phoenix, named to same post, krux (am) glendale, arizona.

Matthew J. Hennessy, president and chief executive officer of sudler & hennessy inc., new york, advertising agency in health service field, named executive vp of s & h's parent company, young & rubicam international inc., new york.

Walter G. Burek, creative group head, ketchum, macLeod & grove, pittsburgh, elected vp-creative.

Richard A. O'donnell, vp-new york sales manager, west division, avery knodel, named to new position of vp-director of tv sales, stuart m. krane, account executive and regional sales manager, avery knodel, named new york sales manager.

Fran Sharp, senior media buyer, j. walter thompson, washington, named media director, warren adler ltd., washington.

Hector Del Sol, with budi mayer co., miami food broker, named merchandising director, wqba (am) miami.

Robert Huelster, local sales manager, wcco tv minneapolis, retires this month after 24 years in sales.

Programming

Patrick Betz, manager, film program operations, NBC-TV Los Angeles, promoted to director, film programs, NBC-TV, same city.

Lawrence Marks, veteran Hollywood and New York comedy writer (M*A*S*H, hogan's heroes, among others), named to newly created post of director of comedy development for Lorimar Productions, Hollywood.

Jay Kanter, president, first artists production co., new york, named vp-production, twentieth century-fox film corp., beverly hills, california.

Lew Hunter, manager, film program operations, NBC-TV, named manager, motion pictures for television, NBC-TV.

Bill Tanner, program director, wwhi (am) miami, named national program director, helfet rock stations (whyi, wktq fm miami, kmgq fm honolulu) and local program director, wktq, succeeding eddie rogers, who resigned.

Sheva farkas, producer-director, wjz-tv Baltimore, named to same post, wtop-tv washington.

Lon C. Lee, director of information services, wplo-tv miami, named program director, wjxt-tv jacksonville, fla. Both are post newsweek stations.

Patrick Jay, announcer, ksd (am) st. louis, named program director, kwic (fm) beamont-port arthur, texas.

Allen Hollen, director of news and programming, wcau-am-fm philadelphia, named program director, knbr-am-fm san francisco.

Donald A. Escen, assistant treasurer and assistant controller, walt disney productions, burbank, california, elected vp-financial administration and treasurer, buena vista international, company's foreign theatrical and tv distribution subsidiary.

David B. Stern, formerly local sports producer, wnbc-tv new york, named assistant to producer, nbc sports, new york.

Fred figenshu, assistant program director, wibz-fm philadelphia, named program director and announcer, wmod-fm washington.

Louis M. Heyward, veteran movie and tv producer and writer, named executive vp-international production, larry harmon pictures corp., hollywood, mr. heyward, who produced and wrote dick clark show, ernie Kovacs show and garry moore show, most recently was producer with four star international.

Tom Howe, senior producer-director, hawaii public television, named director of programming and operations, montana center for public broadcasting, bozeman, scheduled to begin operation in early 1976.

Broadcast Journalism

Ernie R. Mastroiannii, investigative reporter, wjxt-tv jacksonville, fla., named news director.

Vin burke, assistant news director and assignment editor, wben-tv buffalo, new york, named assignment editor, wcau-tv philadelphia.

Steve caminis, news producer, wpri-tv providence, r.i., named assignment editor, wjrar-tv providence. Peggy printz, reporter-writer for various publications and political-trade analyst for bank of america, hong kong, named consumer reporter, wjar-tv.

C. Robert zelnick, featured correspondent, national public radio, washington, named manager of npr's newly created national news and information bureau.

Jim russell, correspondent and news editor, upi and upi audio network, named executive producer of npr's all things considered. richard firestone, producer with npr, named producer of npr midday information service.

Alan S. goldstein, broadcast teaching director, michele clark fellowship program, columbia university graduate school of journalism, new york, named executive producer, wtop-tv washington.

Jack kavanagh, news reporter, wjar-tv providence, r.i., named recipient of george and james reilly annual award for distinguished service from society for prevention of cruelty to animals for his investigative film series.

Cable

Samuel cooper iii, attorney, office of legislative counsel, u.s. house of representatives, and faculty member, howard university school of law, washington, named assistant general counsel, national cable television association, washington.

Lou elkins, with televents inc., pleasant hill, california, named general manager of company's new cable system in el cerro, california.

Charles R. Bonkofsky, formerly with connecticut mutual life insurance co., named system manager, continental telecommunications corp.
Cablevision in Ohio, responsible for operations in Fairborn, and Bartow, Georgia.

### Equipment & Engineering

Edward Kopriver, chief engineer, Taft Broadcasting Co.'s WTVM-AM-FM-TV Columbus, Ohio, named assistant technical director for the company's Cincinnati operations.

Frank Giovanelli, laboratory manager, Babell Inc., New York, named product quality control manager, Byron Motion Pictures Inc., Washington, D.C.

Tom Jenkins, chief engineer, Film and Television Department, Montana State University, Bozeman, named to same post, Montana Center for Public Broadcasting, same city, to begin scheduled in early 1976.

### Allied Fields


**Jack Markward**, station manager, WTVY-(TV) Grand Rapids, Mich., joins Care Corp. of Grand Rapids, operator of nursing homes, bowling alleys and golf club, as executive VP.

### Deaths

**Francois Ryan Thomas**, 81, well-known hostess, wife and business partner of newscaster Lowell Thomas Sr., died Feb. 16 at Pawling, N.Y., estate after long illness. She is survived by her husband and one son, Lowell Thomas Jr., lieutenant governor of Alaska.

C. Glover DeLaney, 65, president and general manager, WHEC-TV Rochester, N.Y., and first president of WHEC, New York State Broadcasters Association, died Feb. 15 of cancer in Rochester. He is survived by his mother, two daughters and one son.

### For the Record

For Broadcasting, Feb. 10 through Feb. 14 and based on filings, authorizations and other FCC actions.


**New stations**

**TV license**

Broadcast Bureau granted following license covering new station:


**AM applications**

**Bemidji,** Minn., KNOX Radio seeks 1360 kHz, 5 kw-D. P.O. address: Box 1638, Grand Forks, N.D. Estimated construction cost $75,250, revenue $900,000. Format: pop, C&W. Principals: James Hoberg (56%), Wayne Lockhart (15%), et al., are employees of KNOX Grand Forks. Action Feb. 10.

**Carlsbad,** N.M.—Hughes and Hanners seeks 1240 kHz, 1 kw-D, 250 w-N. P.O. address: 1207 Christian, Pampa, Tex. 79065. Estimated construction cost $42,370; first-year operating cost $65,285; revenue $50,000. Format: rock. Principals: James B. Huha (30%) has interest in KCASAM. Stanton, Tex.; KP1N (AM) Casa Grande, Ariz.; and KQOR (AM) Pampa; Tex; Gerald M. Hanners is manager of KDRN (AM). Dimmitt, Tex.: Hught and Hanness, of limited facilities of KAVE Carlsbad. Action Feb. 10.

**Carlsbad,** N.M.—Western States Broadcasters seeks 1240 kHz, 1 kw-D, 250 w-N. P.O. address: Box 1538, Carlsbad 88220. Estimated construction cost $50,400; first-year operating cost $50,400; revenue $63,600. Format: country. Principals: Frank Cole (50%), and Joe B. Rock, Pampa. Action Feb. 10. Carroll is former owner of KAVEAM Carlsbad. KAVE's renewal was refused on Oct. 10, 1974, because of late filing. Action Aug. 15.

**FM applications**

**Cleveland,** Fla.—Avon Electronic Services seeks 106.3 mhz, 3 kw, HAAT 147 ft. P.O. address: Box 1390, Avon Park, Fla. 33825. Estimated construction cost $4,600; first-year operating cost $7,015; revenue $6,200. Format: KURL-FM. Principals: Charles A. and Helen Escobal (jointly 60%), John M. Taylor (40%) own WAFR Avon Park. Action Feb. 10.


**Chillicothe,** Ohio, Chillicothe Broadcasting Co. seeks 94.3 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 338 Beloit, Wis. Estimated construction cost $62,110; first-year operating cost $3,615, revenue $95,000. Format: Inb bus., Principals: Wendell A. Trippett (15%) and Robert S. Trippett (15%) own WOTO(AM)-WOWM-FM Brattleboro, Ohio; KYAN-FM Upper Sandusky, Ohio, and are applicants for new FM in Parkersburg, W.Va. Action Feb. 10.

**FM actions**

**Sandersville,** Ga.—Radio Station WNTK, Inc. Broadcast Bureau granted 94.3 mhz, 3 kw, HAAT 185 ft. P.O. address: Box 150, Sandersville 30405. Estimated construction cost $29,000, first-year operating cost $3,000; revenue $44,000. Format: pop, KURL-FM. P.O. address: Box 227, Georgetown 45121. Estimated construction cost $4,000; first-year operating cost $43,392; revenue $60,000. Principals: Barbara N. Stratzman (51%), Frances J. Stratzman (49%), et al. Mrs. Stratzman is housewife and Mrs. Stratzman is president of cable corp. in Willington, Ohio. Action Feb. 7.


### FM starts

**WVFH Arlington Heights, Ill.—Authorized program operation on 88.3 mhz T/P 10 w. Action Jan. 28.

**WRTE Cahokia, Ill.—Authorized program operation on 89.5 mhz T/P 10 w. Action Jan. 28.

**KDUB Brownsville, Tex.—Authorized program operation on 93.9 mhz, ERP 100 kw. HAAT 449 ft. Action Jan. 29.

### Ownership changes

**Applications**


**WJAZ(AM)** Albany, Ga. (960 ktw, 5 kw-D)—Broadcast Bureau granted assignment of license from James S. Rivers Inc. to Dowdy Brothers Broadcasting Inc. for $200,000. Seller: James S. Rivers Inc. (100%) has interest in WJEZ(AM) Wilson, WJUM(AM) Cordele, WTHJ(AM) East Point, all Georgia, and is in process of transferring his control of WJEZ(AM) to WJEZ(AM)-FM Jacksonville, Fla. (50%) each. Action Feb. 6. Seller: R. E. Dowdy (50%), owner of florist concessions at air force bases; Jim R. Dowdy (5%), truck driver. Action Feb. 10. Action Feb. 6.

**WTFM(AM)** Tifton, Ga. (1340 kHz, 1 kw-D, 250 w-N)—Broadcast Bureau grants assignment of license from Craft Broadcasting to WAFM-WLWL(AM)-FM Tifton Inc. for $200,000. Seller: Carl N. Todd (55%) and B. F. J. Timm (45%). Mr. Timm owns WAFM(AM)-WLWL(AM)-FM Tifton, (AM)-FM Tifton, Inc. (100%) at Tallahassee. WMG(AM) Jacksonville, all Florida; and has interest in WDQF(AM) Delta, WOZ(AM)-FM Warner Robbins, both Georgia. Buyers: William Brown, Clifton G. Moore and Albert M. Cohen (33.3%) each. Messrs. Brown and Moore are partners in engineering consultant firm and have interest in KLOL(AM) Austin, WACX(AM) Jacksonville, etc. Seller: Mr. Cohen is general manager of WACX(AM) Austin, Ga. Action Feb. 8. Action Feb. 6.

**WCVE-FM** Freeport, Ill.—Broadcast Bureau grants assignment of license and CP from Rock
Facilities changes

TV actions

- KBTV Denver — Broadcast Bureau granted request to operate station by remote control from 1080 Banock St., Denver (BCRT-233). Action Feb. 11.
- WBBM-TV Chicago — Broadcast Bureau granted authority to operate trans. by remote control from 630 North McClurg Court, Chicago (BCRT-232). Action Feb. 11.
- WHBF-TV Rock Island, Ill. — Broadcast Bureau granted authority to operate trans., by remote control from 211th St., Rock Island (BCRT-234). Action Feb. 11.
- WBBJ-TV Jackson, Tenn. — Broadcast Bureau granted authority to operate trans., by remote control from 346 Muse St., Jackson (BCRT-229). Action Feb. 11.
- KBJR-TV Superior, Wis. — Broadcast Bureau granted mod. of CP to make changes in transmission line (BMPCT-1572). Action Feb. 10.

AM applications

- WQX Jacksonville, Fla. — Seeks to change from 50 kW-D (10 kW DA) to 30 kW DA; make changes in ant. system. Ann. Feb. 10.

AM action


FM start

- Following stations were authorized program operating authority for changed facilities on date shown:

FM actions

- *WBBX Miami, Fla. — Broadcast Bureau granted CP to install new trans.; install new ant.; change TPO; ERP 100 kw; ant. height 840 ft; remote control from main studio location (BPED-1907). Action Feb. 7.
- *WWSW Steveram Point, Wis. — Broadcast Bureau granted CP to install new transmitter; ERP 300 W; antenn height 67 ft (BPED-1929). Action Feb. 7.

In contest

Case assignments

Chief Administrative Law Judge Arthur A. Gladstone is following cases on date shown:
- Cape Coral, Fla. — FM proceeding: Dr. E. Paul Eder and C. C. Broadcasting, competing for 103.9 mhz (Docs. 20343-4) — Designated AL James F. Tierney to serve as presiding judge; scheduled hearing for April 18.

Complaint

- WBAI(FM) New York — FCC issued declaratory order holding that language broadcast by WBAI(FM) in recorded comedy monologue was "indecent and prohibited" by Federal law. WBAI(FM) is licensed to Pacifica Foundation. Declaratory ruling will be filed but no sanctions will be invoked. Action Feb. 12.

Other actions

- *KTVI(S) Sacramento, Calif. — Broadcast Bureau granted waiver of rules to identify as Sacramento B. Action Feb. 7.
### Summary of Broadcasting

**FCC tabulations as of Dec. 31, 1974**

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<thead>
<tr>
<th>License</th>
<th>On air</th>
<th>Licensed Under</th>
<th>C/P's on air</th>
<th>Total C/P's</th>
<th>Not on air</th>
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<td>UHF</td>
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<td>Educational TV</td>
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<td>Total TV</td>
<td>929</td>
<td>1</td>
<td>932</td>
<td>1</td>
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</table>

*Special temporary authorization*

**Includes off-air licenses**

### Translators

**Actions**

- **K09KF** (chs. to K1JND) San Ardo and Bradley, Calif.—Broadcast Bureau granted CP to change frequency from Channel 9 to Channel 13, (BPTV-5214), Action Feb. 11.
- **K12HL,** South Shore of Lake Isabella, Calif.—Broadcast Bureau granted CP to change primary TV Station to KNXT Los Angeles. (BPTV-5199), Action Jan. 25.

### Cable

**Application**

Following operators of cable TV systems requested certificates of compliance, FCC announced Feb. 12 (stations listed are TV signals proposed for carriage):

- **Lincoln Village West Cable TV, Box 7567, Stockton, Calif. 95207, for Lincoln Village West, Calif. (CAC-4764)**: KCRA-TV, KVIE-TV, KXTV, KTIX, Sacramento, Calif.; KOVR Stockton, Calif.; KLOC Modesto, Calif.; KMUV Sacramento, Calif.; KTUU Oakland, Calif.; KTLA Los Angeles, Calif.
- **Liberty TV Cable, 2225 Coburn Rd., Eugene, Ore. 97401, for San Bernadino, Calif. (CAC-4474)**: WKHY-TV-Los Angeles.
- **Teleprompter of Tallahassee, 511 W. Main St., New Port Richey, Fla. 33551, for Clermont (CAC-4729), Groveland (CAC-4731), Mount Dora (CAC-4732), Orlando (CAC-4733), Leesburg (CAC-4734), Ocoee (CAC-4735), St. Cloud (CAC-4736), Apopka (CAC-4737), Kissimmee (CAC-4738), all Florida; De-WCTG Atlanta, and WGXC-TV Miami.**
- **Teleprompter of Holly Hill, Box P, Holly Hill, Fla. 32017, for Holly Hill (CAC-4738), and West Palm Beach (CAC-4739), both Florida; WLTW, WXC-TV Miami and De-WCTG Atlanta.**
- **Midwest Video Corp., 3609 Texas Ave., Bryan, Tex. 77801, for Bryan (CAC-4766) and College Station (CAC-4767), both Texas: Add KPVR-TV Houston.**
- **Cablecom-General, Box 512, Cedartown, Tenn. 37315, for Children's (CAC-4772), both Tennessee: Add KTVT XXTX-DT Dallas, KETA Oklahoma City.**
- **Teleprompter of Graham, 602 Oak St., Graham, Tex. 76046, for Graham, Tex. (CAC-4728): Add KSWX-TV Sweetwater, Okla; KBBC-TV Abilene, Tex.**
- **South Padre Cable, Box 47066, Dallas 75347, for South Padre Island, Texas (CAC-4745): Add KGBF-TV Harlingen, Tex.; KRGV-TV Weslaco, Tex.; KJUL-TV KZTV Brownsville, Tex.; KSAT-TV, KWEX-TV San Antonio, Tex.; XEFB-TV, XHX-TV Corpus Christi, Mexico.**
- **Center Cable Co., 916 City Boulevard, Austin, Tex. 78701, for Stamford, Tex. (CAC-4757): Add KTVK-TV Lawton, Okla.; KFOR-TV Oklahoma City, for Haskell, Tex. (CAC-4758): Add KSWO-TV Lawton, Okla.; KAUF-TV Wichita Falls, Tex.**
- **Box 1, Wellington, Box 7909, for Wellington (CAC-4766): Add KTVT, XXTX-DT Dallas, KETA Oklahoma City.**
- **Capital Cablevision, 511 broadcast St. E, Charleston, W. Va. 25301, for Charleston (CAC-4766) and Dunbar (CAC-4767), all West Virginia: Add WDTV Weston, W. Va.**
- **Box 17, Wayne, W. Va. 25570, for Lataville, W. Va. (CAC-4346): Add WBPO-TV Portsmouth, Ohio; WMRM Morehead, Ky.**

**Certification actions**

- **CATV Bureau granted following operators certificates of compliance for Lower Delaware CATV, Dagsboro (CAC-4417), Milwaukie (CAC-4411), and Surfside Beach (CAC-4412), both Florida: Add Trinity Broadcasting Co., all Delaware, Coastal Cable Broadcasting of North Carolina, all Kentucky: Add WDBR-TV Louisville, Ky.**
- **Teleprompter of Worcester, for Auburn (CAC-4749) and Fall River (CAC-4750), both Massachusetts: Add WOR-TV, WPXJ-TV New York.**
- **Micro Cable Companies Corp., Box 433, Oakland, Calif. (CAC-4567): WCBS-TV, WNBC-TV, WNEW-TV, WPIX-TV, WNYC-TV New York; WLTW Paterson, NJ.; WNET, WBDW Louisville, Ky.**
- **Teleprompter of Westville, for Atlantic City (CAC-4755), all Massachusetts: Add WOR-TV, WPXJ-TV New York.**
- **Micro Cable Companies Corp., Box 333, Oakland, Calif. (CAC-4567): WCBS-TV, WNBC-TV, WNEW-TV, WPIX-TV, WNYC-TV New York; WLTW Paterson, NJ.; WNET, WBDW Louisville, Ky.**
- **Cablevision of Dunn, Box 762, Dunn, N.C. 28345, for Dunn (CAC-4762) and Erwin (CAC-4763), both North Carolina: Add WREX-TV Charlotte, N.C.; WTGO Washington.**
- **Angus TV Cable Co., 925 Logan St., Toronto, Ontario 405964, for Richmond, Ohio (CAC-4030): Add WTVI Steubenville, Ohio; WTRF-TV Wheeling, W. Va.; KDKA-TVA, WTAE-TV, WJTV-C, WPST-TV Qued. Pittsburgh; WQTV-C Cambridge, Ohio.**
- **Portage Telephone, 2596 State Rte. 59, Box 647, Ravenna, Ohio 44266, for Streetsboro (CAC-4431), all Ohio: Add WXWT Lima, OH., WJTV-Winslow Falls, WFMJ-TV, WYTV Youngstown, Ohio.**
- **King Videocable Co., 320 Aurora Ave., N., Saint Paul, Minn. 55105, for Saint Paul (CAC-4477) Requests certification of existing CATV operations.**
- **Allegheny Valley Cable Co., Box 159, Tionesta, Pa., 16356, for Wheeling (CAC-4478), all Ohio: Add WOON-TV Canton, OH., and object to certification of WTVI, Strongsville, Ohio; WFMJ-TV, WYTV Youngstown, Ohio.**
- **Bonnieview Transvision Corp., 135th Street, Philadelphia, Pa., for Philadelphia (CAC-4479): WACV-TV, WJET-TV, WSEE, WQNI Erie, Pa.; WBEN-TV, WYTV Youngstown, Ohio.**
- **Bellefonte (CAC-4725), all Pennsylvania: Requests certification of existing CATV operations.**
- **Bonnieview Transvision Corp., 135th Street, Philadelphia, Pa., for Philadelphia (CAC-4479): WACV-TV, WJET-TV, WSEE, WQNI Erie, Pa.; WBEN-TV, WYTV Youngstown, Ohio.**

### Other action

- **FCC denied Home Box Office and Twentieth Century-Fox Film Corp.'s petition to permit distribution of "Butch Cassidy and the Sundance Kid" and 'Sound of Music': the petition requests pay cablecasting of feature films released to theaters only 10 years from the date of their theatrical release. FCC said to grant waiver to permit pay cablecasting of films of later release, and one that would tend to undermine rule and policies it was intended to serve (CSR-588, 632). Action Feb. 5.**
## Professional Cards

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATLANTIC RESEARCH CORP.</td>
<td>5393 Charnel Avenue, Alexandria, VA 22314</td>
<td>(703) 354-3400</td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td>Paul Godley Co.</td>
<td>Box 798, Upper Montclair, N.J. 07043</td>
<td>(201) 746-3000</td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td>Edward F. Lorentz &amp; Associates</td>
<td>1334 G St., N.W., Suite 500, Washington, D.C.20005</td>
<td>(202) 294-2722</td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td>A. D. Ring &amp; Associates</td>
<td>1771 N St., N.W. 296-2315</td>
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<td>Consulting Engineers</td>
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<tr>
<td>Gaultney &amp; Jones</td>
<td>2922 Telestar Ct., Falls Church, Va. 22042</td>
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<td>Consulting Engineers</td>
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<tr>
<td>Lohnes &amp; Culver</td>
<td>1156 15th St., N.W., Suite 406, Washington, D.C. 20005</td>
<td>(202) 294-2722</td>
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<tr>
<td>Steel, Andrus &amp; Adair</td>
<td>2029 K Street, N.W., Washington, D.C. 20006</td>
<td>(202) 233-4664</td>
<td>Consulting Engineers</td>
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<td>Silliman, Moffet &amp; Kowalski</td>
<td>711 14th St., N.W., Washington, D.C. 20005</td>
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<td>Consulting Engineers</td>
</tr>
<tr>
<td>Carl E. Smith</td>
<td>8200 Snowville Road, Cleveland, Ohio 44143</td>
<td>(216) 526-4366</td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td>John H. Mullaney</td>
<td>9616 Pinkney Court, Potomac, Maryland 20854</td>
<td>(301) 299-3900</td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td>Terrell W. Kirksey</td>
<td>5210 Avenue F, Austin, Texas 78751</td>
<td>(512) 454-7014</td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td>Hammett &amp; Edison, Inc.</td>
<td>Radio &amp; Television Box 68, International Airport, San Francisco, California 94128</td>
<td>(415) 342-5208</td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td>John B. Heffelfinger</td>
<td>9208 Wyoming Pl., Hiland 4-7010</td>
<td></td>
<td>Consulting Engineers</td>
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<tr>
<td>Carl E. Smith</td>
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<tr>
<td>Terrell W. Kirksey</td>
<td>5210 Avenue F, Austin, Texas 78751</td>
<td>(512) 454-7014</td>
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</tr>
<tr>
<td>Oscar Leon Cuellar</td>
<td>Consulting Engineer 1563 South Hudson (303) 756-8456</td>
<td>(303) 756-8456</td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td>DAWKINS ESPI</td>
<td>Consulting Radio Engineers Applications/Field Engineering P.O. Box 3177—Olympic Station 89122, BEVERLEY HILLS, CALIF.</td>
<td>(213) 272-3344</td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td>Hatfield &amp; Dawson</td>
<td>Consulting Engineers Broadcast &amp; Communications 906 - 36th Ave. Cleveland, Ohio 44122</td>
<td>(206) 324-7860</td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td>Midwest Engineering Associates</td>
<td>Consulting Engineers F. W. Hannel, P.E. BSEE, MSEE 7304 N. Oxford, Peoria, Ill. 61614</td>
<td>(309) 691-3428</td>
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<tr>
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<td>(213) 272-3344</td>
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## Service Directory

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<td>Commercial Radio Monitoring Co.</td>
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<td>Monitoring AM-FM-TV</td>
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<td>Cambridge Crystals</td>
<td>Precision Frequency Measurements, AM-FM-TV</td>
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<td>Cambridge Data</td>
<td>Accounts Receivable</td>
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<td>Processing for Cable Television</td>
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To Be Seen by 120,000 readers among them, the decision making station owners and managers, chief engineers and technicians—applicants for AM-FM TV and facsimile facilities. *1970 Readership Survey showing 3.2 readers per copy.*
Help Wanted Management

Midwest major market, 1,000 watt black daytimer is looking for qualified general manager. Highly competitive market. Sales and administrative ability a must. Some knowledge of FCC rules and regulations. Experience in radio a must. Box B-180, BROADCASTING.

Exciting opportunity for aggressive individual with radio. The station has a beautiful background and management ambitions. Small investment. Usually large return. All inquiries completely confidential. Call 602-987-1010 or Box Frank Lilly, 1287 Glen Avenue, Lakewood, OH 44107.

Help Wanted Sales

Sales manager needed for medium market, eastern N.C. Full time AM. Great market, excellent opportunity. Must have previous sales record. Apply to Box B-146, BROADCASTING.

New owner of growing AM/FM needs account executive. Some experience necessary. You’ll grow with us. Call KALO, 834-5504, Carrollton, MO.

Successful AM/FM needs ambitious combination Salesperson-Announcer. Exceptional moneymaking opportunity for right person. Contact Tom Gouzian, KDLS Perry, IA 50220. Phone 515-465-3537.

KKXU in Burlington, Iowa, needs an excellent salesperson. Are you a top biller in a small market? an ex-manager? or a pro who really knows selling? This opportunity on this daytime all country station under the same management past 7 years. Mail resume, with record of billing before 3 years to Manager KKXU, Burlington, IA 52620. Give phone number where you can be reached after 8 p.m. An equal opportunity employer.


Fast track to management. Midwest chain to add salesperson, trainee, and vault to management. Small station background important. Expansion on drawing board. Resume, pict., facts. Box 1423, Sioux Falls, SD.

Help Wanted Announcers

If you’ve got a good all round staff person, capable of announcing, production, news, etc., if you’ve been put out of work by industry cutbacks, if you can send a strong jingle and production, and if you don’t want an arm and leg for your services, you may be what we’re looking for. Mid Atlantic country music operation. No hobo types. Box B-149, BROADCASTING.

Taking applications for knowledgeable sportscaster; board awareness and experience needed. First phone preferred. Established midwest market. Equal opportunity employer. Box B-115, BROADCASTING.

Major market station needs experienced Schulke-type beautiful music announcers. Good pay. No beginners. Send resumes to Box B-230, BROADCASTING.

Radio as a career? Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested, contact program manager, DJ Devoe, KFOW, Box 968, Powell, WY 82435. An Equal Opportunity Employer.

Alaska’s #1 station doesn’t just want good jocks, we want good people minds as well! We’ve got an experienced air personality, dedicated to radio, our 50 kw country station wants to hear from you. Send tape, resume, to Bill Brink, Operations Manager, KYAK, 2800 E. Dewling Blvd, Anchorage 99507. No collect calls. We’re an Equal Opportunity Employer.

Wanted. announcer with first ticket. WAMD, Aberdeen, SD 21001.

Morning Personality: Experience and good voice a must; good production & be aggressive. Send tape and resume to Gen. Mgr., W.GAZ, P.O. Box 416, Beloit, WI 53511.

Midday and night personalities for #1 rocker. Immediate replies accepted and resumes accepted. Joe Ryder, W.BQ, Box 46, Canal Plaza, Portland, O 97211.

Help Wanted Announcers Continued

Play by play sports announcer. Must also announce or sell. College level baseball. Mississippi State University, Joe Phillips, WSOO, Starkville, MS 39759, 501-323-1211.

Kentucky—Immediate openings for versatile announcer. Sales pay additional to announcing. Top money for right individuals. Don’t write. Call 606-248-5942.

Good pay in great town for morning jock who gets terially involved in community. Contact Mgr. or Operations Dir., 614-238-5083.

Help Wanted Technical

Chief engineer. Midwest, major market. Experienced FM "pro." Must be able to do it all. Complete details and salary requirement first letter. Box B-174, BROADCASTING.

Chief engineer needed who cares about maintenance, FCC regis., station sound. Who prefers adult work atmosphere. Who can handle class B FM on control. Who looks for ways to improve operation. Most equipment new. Northeast medium market. $15,000 and references to Box B-182, BROADCASTING.

Missouri AM/FM Automation needs Chief. Top equipment, top people, small market, great opportunities, profits sharing and more. Move up. EOE. Box B-190, BROADCASTING.

Help Wanted News

Newsperson/assistant news director. Large northeastern market needs talented, experienced, non-nonsense ambitious, probing broadcast journalist. Creative, pro-active ability. Box B-142, BROADCASTING.

Newscaster-newswriter, strong air delivery a must. Plus experience in gathering, preparing news. Suburban New York area. Five-day week, company benefits. Equal opportunity employer. Box B-201, BROADCASTING.

 Experienced news director, must dig, write, air strong local news, occasional sports. Starting salary $110/wk. EOE. Tape, resume to Radio Box 70, Fort Knox, KY.

Help Wanted Programming, Production, Others

Radio-TV-Film teacher wanted. Ph.D. and good teaching experience preferred. Send letter and resume, by April 15, to Dean Rowland, Sch. of Journalism, Drake University, Des Moines, IA 50311.

Situations Wanted Management

Exsitive, Heavy experience all media. On and off air. Northeast only. Box B-131, BROADCASTING.

Big city wants country. Experienced Metro GM strong on sales, programming and administration seeks challenge in suburban or rural market. Box B-172, BROADCASTING.

Professional, profit oriented, experienced general manager looking for position with stable company. Will consider all geographical areas. Box B-192, BROADCASTING.

General Manager, Midwest 50,000 Watt FM showing 58% increase in sales in 1974 wants to relocate. Strong background in all areas including programming and news. Looking for AM/FM or single operation that needs strong leadership to either turn corner or increase dollars. Family man with teenage daughter presently employed and happy but seeking greener pastures. Available for interview at my expense. Let me know what you want and we’ll look together for a perfect marriage. Box B-198, BROADCASTING.

General Manager. Don’t answer this unless you want to work with the Old Pro with all the modern methods, solid know how in programming, personnel handling and station promotion. Excellent opportunity. Let me make you money. Box B-199, BROADCASTING.

Aggressive, hardworking account executive. 3 1/2 years experience with 10 market local sales management position to develop potential. 29, married. Box B-209, BROADCASTING.

Help Wanted Sales

Young, dynamic, well known New York Representative, radio and TV experience. Seeks expanded sales management position. Outstanding sales record, extensive references and contacts. Box B-147, BROADCASTING.

Ambitious MBA candidate with finance/ acctmg emphasis. Desires sales position with dynamic firm. Experience. BS bdst. mgt./film production. Don Blythe, 704/9 Arkansas, Lawrence, KS.

Aggressive salesman with small and top-20 market experience seeks sales management position. Straight sales or combination sales, play-by-play. First phone references. Box 205-660-4512.

Situations Wanted Announcers

DJ. 3rd phone, right board, good news and commercials, ready now, anywhere. Box H-5, BROADCASTING.

Looking for advancement, 3rd class, 2 yrs. experience DJ, sportscaster, production. S.E. area emphasis or北方. All inquiries answered promptly. Box B-136, BROADCASTING.

First phone, medium market, 4 years experience, will relocate. play by play. Box B-137, BROADCASTING.

D.J. 3rd Phone, 1 year small market progressive rock exp. Available now. Call David Scott, 201-789-1246 or write Box B-205, BROADCASTING.

Florida-Tampa Area South, rusty, experienced rookie from Ohio. Left radio 2 years ago to start own business, now closing but have good credit. 2 1/2 years experience mostly announcing and cappedrutting, big phone, no maintenance. No sales, hard rock, or C/W. Coming south for 3 weeks April 12. Would like to arrange interviews, audition in New York. Happy working, 30, and single. Box B-221, BROADCASTING.

MDR-OJ sportscaster. Football, basketball, baseball play by play. 12 years experience. All offers from $125 to $225 per week will be considered. Box B-222, BROADCASTING.

In these troubled times, don’t you need an honest announcer? Your profit results from my dedication. If you have any sense or pride, you can’t pass me up. Box B-233, BROADCASTING.

Young disc jockey looking for start in business. Graduated of Midwestern School of Broadcasting. Willing to work anywhere. Preston Smith, 9234 S. Bennett, Chicago, IL 60649.

Classical Music Host/Announcer seeks challenging position in creative environment. Bruce Thomson, 3339 Joanne, San Jose, CA 95127.

Two-Way Entertainer! Last five years at Washington (7th market) station. Talk or music/shtrick format. Box 2201, Rockville, MD 20852.

Nestaliga Nuulki. Experienced, 3rd. Former copywriter, time filler, turncoat! Look now for a strong, consistent sales conversational approach. Wants weekends with MOE personality station in suburban NYC. Call Dean Stuart, 312-1A. 9/6-17

First Phone. Experienced, stable, Excellent references. Night or all night MDT and or talk in college town. David, 513-274-6323.

D.J. 3rd phone, progressive rock experience, good news, commercials. Looking for progressive rock. Steve Schaefer, 266 N. Main St., Spring Valley, NY 10977.

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Broadcasting Feb 24 1975
Bill Brazzil's heavy commitment to local TV

Back in 1948, when Bill Brazzil was part of the team that put WMC-TV Memphis on the air as the nation's 14th television station, he said to himself, "Well, here goes nothing." But television was and is something, and Bill Brazzil is helping to make it what it is.

"We knew we were in on something big, good and important," he recalls, "but we really had no idea what a fantastically powerful medium it would become."

Helping the medium grow was challenging, but now the big growth is over and the challenge is different. "Now there is the potential to mold people's minds, to shape their thinking. And we can't carry that burden lightly."

Mr. Brazzil says that this is his chief concern today as Wometco vice president and general manager of its WTVJ(TV) Miami. The station is the "biggest single force in the community." More people watch WTVJ than read any newspaper published east of Dallas or watch any other station south of Washington. WTVJ's license is up for renewal this year, but so far, Mr. Brazzil says, the station has had no challenges "because we watch our stewardship and hire and program appropriately."

Watching "our stewardship" includes such details as using a mobile unit to make scenic station ID's from different parts of the coverage area. But one of the mainstays of insuring that the station is a true voice of the community is to require that upper-level staff personnel are themselves involved in community affairs.

Mr. Brazzil gets monthly reports from each staff member detailing his or her activities within the Miami area, and every morning he meets with his assistant general manager and the station manager "to get playback from the staff through them on our operations, public involve-ment, subjects for public affairs shows and public service efforts."

Indeed, Mr. Brazzil has structured the management of the station to facilitate the flow of information to him about the community. His assistant general manager's sole responsibility, except for special assignments, is compliance, "so that we know what's going on about our license and that we more than fulfill our trust."

Being involved in the community isn't something, however, that's just a requirement for the staff. Mr. Brazzil himself feels the responsibility, and the different types of organizations of which he is a member indicate his own sense of what it means for the people who hold a stewardship to be in touch with those whom they serve.

Mr. Brazzil is a member or has done work for a number of organizations that are logically associated with his business, such as the Economic Society of South Florida, Committee for Consolidated Tourist Industry of the Greater Miami Chamber of Commerce and the Miami Superbowl Committee.

In addition, however, he is also a member of such diverse groups as the Ad Hoc Committee for the Investigation and Prevention of Jailing the Mentally Ill, the Drug Abuse Committee of the Florida Association of Broadcasters, the Criminal Justice Coordinating Council of the Greater Miami Coalition and the Mental Health Association Legislative Information Seminar.

But it doesn't stop there because, even though he is head of the station, Mr. Brazzil is also part of a large, leisure-time corporation, the station is affiliated with a major network (CBS) and the station's operations are further monitored by the FCC. He may require of his staff and himself involvement in the community but Mr. Brazzil himself is the man in the middle who must reconcile the sometimes conflicting interests of the community, with corporate, network or regulatory designs. A thin line.

That he's been walking it successfully for 11 years he now attributes primarily to his talent for salesmanship. He says he got into radio before the war as an announcer because through a friend he got involved in doing a fire prevention radio program "and the magic of the microphone got to me. But I was the world's worst announcer."

Back in Memphis after the war, his boss took him off the air and set him to work as the local sales manager. "He was right. I could sell, and I became a damn good sales manager. It's a matter of learning how to handle people, of being permissive and persuasive. You have to be enthusiastic about the product, but let people make up their own minds."

"I try to do the same kind of thing at WTVJ, to be persuasive but recognizing that people must feel their own prerogatives are never compromised, that their own expertise and talent are given range."

He says there is almost never a conflict with his employees, as long as he does his own job of making sure that everything that needs doing is done. "Running a station doesn't mean just making a profit for the stockholders. If everything else happens, then the stockholders profit is automatic." It is a bit different with the FCC and the network, and as an example he talked about the dilemmas WTVJ faces with regard to the new prime time access rules.

"The FCC is trying to create a marketplace by fiat, but it is doomed because only marketplaces can create markets. Local station marketplaces just are not going to support the kind of costs necessary to produce quality programming."

He said WTVJ has been running a Saturday evening public affairs show that averages a 40 share and that he will leave it where it is rather than take a network show if CBS decides to distribute programming for that time slot as a result of the new rules.

In his 11 years of working with CBS, Mr. Brazzil says, "I have yet to receive a single thoughtless remark of chastisement from anyone there. They will try to dissuade me, but they accept my decisions. Networks are not the enemy; they're partners with us. If we can't have that, the relationship should be that of customer and supplier—and God forbid it should ever come to that point."

Profile

William Rubble Brazzil—vice president, sales management, Broadcast Division, Wometco Enterprises, Miami, and general manager of Wometco's WTVJ(TV) there; b. Jan. 25, 1919, Fort Worth; Texas Christian University, 1937-38; staff announcer, KFJJ(AAM) Fort Worth, 1938-39, and WMC(AAM) Memphis, 1939-41; U.S. Army Air Force, 1941-45; sales manager, WMC(AAM), 1945-48; production manager, WMC-TV Memphis, 1948-51; sales manager, KSTP-TV Minneapolis, 1951-53; Eastern regional sales manager, NBC-TV New York, 1953-56; national sales manager, WTVJ, 1956-57; vice president, sales, WTVJ, 1957-64; vice president and general manager, WTVJ, 1964-present; divorced; children—Pamela, 28; Angela, 26; Bill Jr., 25.
Suicide pacts

Among the more revealing comments made at the National Association of Television Program Executives conference a fortnight ago came from Peggy Charren, president of Action for Children's Television. Mrs. Charren announced that the FCC's recently issued policy statement on children's television programming and advertising had presented ACT with a "sword of Damocles" to hold over broadcasters' heads.

What Mrs. Charren was saying was that any licensee whose programming displeases the local chapter of ACT may expect to be the target of a petition to deny at the next license renewal time. Thus Mrs. Charren has suddenly found utility in a document that ACT denounced for inadequacies at the time it was released. And thus may broadcasters suddenly discover another trap they have laid for themselves by adapting their television code to the prevailing pressures in Washington.

The FCC policy statement that Mrs. Charren has now learned to welcome was adopted after the National Association of Broadcasters amended its code to impose limits on commercial loads in children's programs. Those limits and the standards separately embraced by the Association of Independent Television Stations were fashioned by FCC Chairman Richard E. Wiley and became the core of the FCC's new children's policy.

The making of another code accommodation to Mr. Wiley is well under way in response to his cry for help in sex and violence. Assuming this script plays out to its predicted end, the NAB code will contain restrictions on the kinds of television programming that may be broadcast between 7 and 9 p.m. Whether or not the FCC incorporates the "family viewing hours" in its renewal procedures, as it incorporated the children's rules, the code's new standards will present the Peggy Charrens everywhere, and their foundation-supported Washington lawyers, with another weapon to brandish in petitions to deny.

Surely those prospects will be considered when the NAB television board takes up this new amendment in Las Vegas next April.

As it should be

The FCC has acted with commendable forthrightness in arriving at a new definition of broadcast indecency that calls for prosecution under the U.S. Criminal Code. Whatever else may be said of its new ruling, the commission has at last had nerve enough to discard that vague "public interest" standard of the Communications Act as the all-purpose refuge for case-by-case judgments of indecency, according to the exigencies or fashions of the moment. It is now coping squarely with an explicit law that makes it a crime to broadcast obscene, indecent or profane language.

The FCC has erred, however, it seems to us, in assuming that it should take upon itself the incompatible roles of prosecutor and court in the application of the Criminal Code. Those functions more properly belong to the Justice Department and the federal judiciary system.

As reported here last week, the commission found that a recorded comedy routine broadcast by the noncommercial WBAI(FM) New York contained indecent language—words that were patently offensive and broadcast at a time when children might be in the audience. Although it elected not to punish WBAI, it announced that its judgment in the matter could be taken as a guide for future prosecution.

Most broadcasters would agree with the FCC that the language in the WBAI broadcast was offensive, and no commercial broadcaster that we know would play that record at any time. The FCC may never be called upon to put its new policy to the test of prosecution. Still, it would be tidier administration—and much better law—if the agency had confined its future role to one of referral to Justice for prosecution in indecency cases.

The restraint now contained in Paragraph 1464 of the U.S. Criminal Code was originally contained in the Communications Act—as an exception to the section that prohibits the FCC from acting as a censor. The purpose of removal was to make the broadcast of dirty language a crime, with punishment of up to a $10,000 fine or two years imprisonment or both. That transfer put jurisdiction in the federal court system, where it belongs.

A broadcaster charged with violation of the Criminal Code is entitled to trial in federal court, with innocence assumed unless guilt is proved, and with recourse to appeal based on the criminal law, not the Communications Act. Upon an ultimate conviction and an affirmation of constitutionality it would then be time for the FCC to act on whether the broadcaster was qualified to retain his license.

That may not be the way the FCC reads its assignment now, but it was what Congress intended back in 1948 when it removed the antiobscenity provision from FCC jurisdiction under the Communications Act and gave it to the federal courts under criminal law.

Wheel of fortunes

There is no easy resolution to be seen in the conflict now developing between the National Association of Broadcasters and the National Association of Television Program Executives for primacy as the trade show for television program distributors. As reported here last week, the latest NATPE convention drew some 250 station managers or owners, in addition to the program directors NATPE was originally founded to attract. The corporate presence substantially magnified the NATPE's values to the distributors.

If as it would admit, the NAB brought on some of its troubles itself. At its convention in Houston last year, the program distributors were given all but the bum's rush, and the resentment lingers despite the infinitely better accommodations that are available to distributors in Las Vegas April 6-9. In the end, the contest between NAB and NATPE must be decided by broadcasters themselves. The NAB might find it interesting to poll its television members.

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| Broadcast Journalism | 44 | Equip. & Engineering | 50 | Music | 47 |
| Cablecasting | 45 | Fates & Fortunes | 54 | Open Mike | 16 |
| Changing Hands | 40 | Finance | 51 | Playlist | 48 |
| Closed Circuit | 6 | For the Record | 56 | Profile | 65 |
| Datebook | 16 | Media | 38 | Programing | 25 |