KPRC TV COVERED A LOT OF GROUND TO WIN FOUR HEADLINERS AWARDS IN FIVE YEARS.

The Headliners Club of Texas knows news.
This organization is composed of leading news professionals of the Lone Star State.
Three of the last four years, they selected KPRC TV for its top television award.
This year, they chose us again, making it four out of five for KPRC TV News.
Our latest Headliners Award was for the production of a complete half-hour film report of the Huntsville State Prison break.
This award-winning news special was aired on KPRC TV only a few hours after the violent termination of the 11-day news event, which was covered round the clock by KPRC TV.
Texas is a big state, and to cover it, you've got to cover a lot of ground.
At KPRC TV, it's all in a day's work, and it shows in our newscasts every evening.

KPRC TV HOUSTON
Petry Television, Inc., National Representatives / NBC Affiliate
53rd Annual Convention

Las Vegas

April 6-9
In the last four NSI, ARB Rating Sweeps (Nov. '73-Nov.'74), WLBT has proved to be by far Mississippi's most popular television station.*

Homes—Viewers—Service Area—Demographics. Whatever it is, WLBT has it.

We're proud of our ratings, not arrogant about them. A progressive television station has no use for vanity. Our ratings have a special meaning for us, because they reinforce our basic tenets: Teamwork, individual respect and community service.

Our record shows we're a good television station; we intend to be an even better one. We promise our viewers, our advertisers and our community, that we shall always strive to serve them responsibly, truthfully and with great care. After all, it is they who have made us Mississippi's Number One Television station.

WLBT-TV 3, JACKSON, MISSISSIPPI

*Sources: NSI, ARB Nov. '73, Feb-Mar '74, May '74, Nov. '74

Represented Nationally by H/R Inc.
Affiliated with NBC
WGAL-TV was the first television station in this historic area. Today it is still first in that it delivers the most audience in all segments of the great Lancaster-Harrisburg-York-Lebanon market. The result of this impact is increased sales results for advertisers.

WGAL TV 8
LANCASTER-HARRISBURG YORK-LEBANON, PA.

(1) Chartered in 1783, Dickinson College is a nationally-known educational institution and one of several historic landmarks in Carlisle, an early Pennsylvania community a few miles west of Harrisburg. The college is an outgrowth of a grammar school which had been founded ten years earlier by John Dickinson, early American patriot, statesman and celebrated "Penman of the Revolution." (2) In the same vicinity is the Hessian Guardhouse, constructed in 1777 to quarter British mercenaries during the Revolutionary war. (3) The oldest church in Dauphin county was built in the town of Paxton, near Harrisburg. It is open for service at special times during the year.

Nielson, Feb.-Mar. '74 special Metro Area break-out. Estimates subject to inherent limitations of sampling techniques and other qualifications issued by Nielson, available upon request.
Performance standards. FCC will find itself faced later this month with question not so much of whether as of how it will become further involved in broadcasters' programming. Issue will be presented in connection with proposed statement on comparative renewal proceedings, to give licensee that shows "substantial" record of performance an advantage in contest with challenger. Substantial service would be measured by percentages of schedule devoted to nonentertainment programming, such as news and public affairs, according to staff draft. Commission suggested that approach in notice of inquiry that was issued in 1972 but later shelved.

Interim. There will be no immediate successor to Grover C. Cobb, senior executive vice president of National Association of Broadcasters, who died March 7 of heart attack (Broadcasting, March 10). Donald P. Zeifang, vice president, will direct government relations staff which Mr. Cobb headed. Status quo will otherwise remain until after annual convention in Las Vegas April 6-9. Meanwhile all department heads who reported to Mr. Cobb will report directly to president, Vincent T. Wasilewski.

Speculation on designation of successor as second in command has centered on Robert Wells, Kansas broadcaster, former FCC commissioner (1969-1971) and close friend of late Mr. Cobb and Mr. Wasilewski. Mr. Wells had been offered NAB vice presidency three years ago but rejected it to return to broadcasting-newspaper business interests in Midwest. He has lately been under consideration for appointment as director of Office of Telecommunications Policy ("Closed Circuit," Feb. 17).

Superbicentennial. Dan Seymour, retired chairman-president of J. Walter Thompson Co., world's largest agency, has agreed to marshall broadcasting and show business forces for spectacular television celebration of Bicentennial on Saturday, July 3, 1976. Show is tentatively outlined to run 8 to 11 p.m. on eve of 200th anniversary. Mr. Seymour will put his prestige to work as entertainment chairman of event.

With more than year of lead time, Mr. Seymour is expected to recruit networks, motion picture producers, talent representatives, advertisers and agencies, under aegis of Honor America, project of Historic and Cultural Society, Inc. Vice chairman is Leonard Marks, Washington communications attorney and former director of United States Information Agency.

Popular subject. FCC already has to answer to communications and appropriations subcommittees in both houses of Congress on issue of TV sex and violence, and now there is possibility another subcommittee may get into act - House Government Operations Subcommittee on Government Information and Individual Rights, which has Representative Bella Abzug (D-N.Y.) as its chairwoman. At organizational meeting of subcommittee one of its members, Representative Clarence Brown (R-Ohio), suggested subcommittee explore in oversight hearings whether FCC's involvement in clean-up of early-evening TV programming runs counter to First Amendment.

Government Information and Individual Rights Subcommittee is new this session and is responsible for oversight of FCC, Justice Department, U.S. Information Agency, Postal Service and others. Among its members are Representative Torbert Macdonald (D-Mass.), chairman, Communications Subcommittee, and Representative John Moss (D-Calif.), chairman of Commerce Committee's Investigations Subcommittee.

Price of time. Latest estimates indicate TV networks' prices thus far this year have been running, over-all, about 6% higher on average than in same period of 1974. Most of that increase, derived from figures compiled by Broadcast Advertisers Reports, comes from rise in daytime prices. In BAR figures, prime-time minute during first couple of months of 1975 averaged about $61,500, or 3% more than in comparable 1974 months, whereas Monday-Friday daytime minute averaged around $10,750, up 20%. Total minutes sold were up almost 2%, contributing to over-all 8% gain in dollars.

Up again. Greater Washington Educational Television Association's long-pending and controversial proposal that FCC drop in short-spaced channel 12 in Washington on experimental basis is expected to be ready for FCC action in two weeks - and officials say betting on vote could be risky. Proposal was before commission in September 1973 and came close to approval, despite negative recommendation by staff ("Closed Circuit," Sept. 10, 1973). Since then, however, FCC composition has significantly changed. Ben Hooks is said to be only member still aboard who favored GWETA drop-in in 1973 consideration.

GWETA says it can design channel 12 operation to avoid harmful interference to adjacent-channel and co-channel stations - WWBT(TV) Richmond, Va.; WJZ-TV and WBAL-TV, both Baltimore, and noncommercial WHY-Y-TV Wilmington, Del. - but FCC staff has expressed strong doubts. Issue is to come up again when FCC considers proposed notice of inquiry into host of other drop-ins Office of Telecommunications Policy has proposed (see page 44).

Frights. Contrary to earlier reports (Broadcasting, March 10), one ABC-TV affiliate canceled network's March 4 "Trilogy of Terror" episode of Tuesday Movie of the Week (8:30-10 p.m., NYT), and 10 affiliates delayed it to later time periods (mostly into ABC-TV's late night Wide World of Entertainment at 11:30 p.m.-1 a.m. that same night). Nayayer was WDIO-TV Duluth, Minn., and satellite WIRT-TV Hibbing, Minn. Among those delaying it were said to be WPLG-TV Miami, WJVE(TV) New Orleans, WITI-TV Milwaukee and KJEO(TV) Fresno, Calif. Fresno station reported abnormally heavy mail overwhelmingly approving delay to late period.

Macy's window. If Representative Torbert H. Macdonald (D-Mass.), chairman of House Communications Subcommittee, has his way, FCC and perhaps other regulatory agencies will be acting, and probably squirming, in full public view. It's known that Representative Macdonald was deadly serious in suggesting last week that commission hold its meetings in public (see page 23); it was not simply result of his pique at being scooped by AT&T official on word of commission action in AT&T proceeding, although that triggered it.
Macdonald emerges as antisiphoning stalwart in critical quizzing of OTP

Representative Torbert Macdonald (D-Mass.), chairman of House Communications Subcommittee, served notice last week that Congress will not tolerate pay cable siphoning of programs from commercial television. "The antisiphoning rules originated here in this subcommittee, so we're interested in the entire question of antisiphoning," he said. "We doubt Congress will hold still for siphoning - of sports, particularly, but of other areas as well."

Representative Macdonald expressed that view while quizzing John Eger, acting director of Office of Telecommunications Policy, during overview hearing on OTP's activities. Mr. Eger had indicated OTP takes more liberal stance toward siphoning question than does FCC, although he noted that Cabinet Committee Report on Cable Television has recommended that commission retain siphoning regulations with respect to sports until Congress decides to lift them.

Exchange occurred as FCC was preparing to complete work on new pay cable rules, designed to guard against cable siphoning sports events and films from television. OTP's general counsel, Henry Goldberg, said agency would like to see suspension of "some rules" to obtain evidence of what effect of "liberalized rules would be."

Mr. Macdonald's statement regarding subcommittee's interest in antisiphoning rules was reference to flurry of legislative activity that was generated in Congress by FCC's adoptrion in 1969 of over-air pay television rules. Legislation never emerged, but proposal in subcommittee bill dealing with sports was later incorporated into commission's rules. It denies to pay television any sports event seen on conventional television in last five years. Commission originally had drafted two-year rule.

OTP appeared to be out of sync with views of Mr. Macdonald and some other members on additional matters as well. OTP's proposed cable television bill, with its stress on local regulation and its stripping from FCC of some of its regulatory authority, was one. Mr. Macdonald indicated he did not see virtue in "two different types" of rules and regulations, and asked for memorandum on why OTP did not feel cable should be subjected to same kind of federal legislation as that imposed on broadcasters.

OTP's opposition to fairness doctrine also led to critical questioning. Mr. Eger noted that OTP opposes case-by-case application of doctrine, and feels that, as means of avoiding second-guessing journalists, commission should consider broadcaster's fairness record on over-all basis at license renewal time. But Representative Charles J. Carney (D-Ohio) said that "If a guy is doing something wrong, he should be straightened out right away; the commission shouldn't wait two years and then take his license away."

New deal for baseball between ABC, NBC

National broadcast coverage of major league baseball, NBC exclusive for 28 years, will be divided between NBC and ABC under TV contracts announced last week. Radio rights have not been assigned. Television contracts, with office of Baseball Commissioner Bowie Kuhn, cover four years and generally follow lines indicated earlier (Broadcasting, March 10): They move Monday Night Baseball to ABC-TV for all four years, alternate World Series (on NBC-TV 1976, 1978; ABC-TV 1977, 1979) and All Star game and league playoffs (ABC-TV 1976, 1978; NBC-TV 1977, 1979) and keep Saturday Game of the Week on NBC-TV all four years. Total rights price put at $92.8 million, up from estimated $72 million paid by NBC for four years ending this year.

Informed sources said ABC would pay somewhat more than half of almost $93 million, NBC "somewhat less than half." Others narrowed this down - unofficially - to about $50 million to be paid by ABC, $43 million by
AT KY-3-TV,
THE BRAND OF REPORTING
AND THE BRAND OF FILM HAVE
A LOT IN COMMON.

When the people in this picture wave 3 fingers in the air, what they're saying is, "We're number one" at Springfield, Missouri, Channel 3. Thanks to hard-nosed reporting and hard-hitting promotion, KYTV is the undisputed broadcast king in the Queen City of the Ozarks. By a margin of 3 to 1.

In addition to top-notch journalism, smart programming has meant using plenty of film. And the film they use is Eastman film.

Over the past year, Channel 3 news cameras unlocked the secret of behavior modification programs in a Missouri federal prison; dug up a problem in the underground water supply; whooped it up at a genuine hoe-down; and made friends with a mountain hermit whose only other visitors dropped in by UFO.

Besides winning viewers, their documentaries have won a silver gavel from the American Bar Association, a certificate of achievement from the state medical association, and an Emmy nomination.

When the KYTV cameras aren't recording news, the KYTV people are busy making it, through locally produced sports and entertainment shows. Take Virgil Ward (front row left) and the capable assistant you see perched on his lap. You can catch their weekly fishing show on 87 markets in the U.S. and Canada. And when Virgil packs his rod and reel, he includes a reel of Eastman film.

Then there's Promotion Director Clarence Martin (front row right). His 10-second-film ID spots for the station not only built awareness, but they helped develop a new market for locally produced commercials.

In the words of News Director Bill Williams (2nd row, 4th from right), "Film is essential to everything we do. After all, TV is the visual medium, and it wouldn't do to have a person on camera merely reading a piece of paper. We use film to tell our story. And, besides, our anchormen just aren't that pretty."
Energy from the sun? Eventually.
But let's put coal to work now.

We're high on solar energy—rays from the sun that can spin this laboratory radiometer at 3,000 revolutions a minute. Fact is, Mobil is investing up to $30 million in the development of solar cells to convert sunlight into electricity.

But let's not be deluded. Solar energy on a scale significant to the U.S. economy is a decade or more away. Despite its eventual promise, America must depend in the interim on energy from conventional sources. Nuclear power, sure. But mostly oil and natural gas. And coal.

Right now, one of the best hopes for making up U.S. energy scarcity is coal. This country has enough in the ground to last more than 200 years. Yet, we're using less of it than we did in the late 1940s.

Why? Partly because coal has been driven out of energy markets by oil and especially natural gas (because the price was kept artificially low by Federal Power Commission regulation).

Today, the problem is that under existing sulfur-content regulations, much of America's coal can't be burned.

What's the answer? Continue to protect public health through concern for clean air. But temper regulation with common sense. For example, allow utilities to burn coal with a higher sulfur content on days when atmospheric conditions and wind directions are right.

Perhaps by the 1990s, coal can provide the U.S. with synthetic crude oil and, maybe even earlier, with synthetic gas. Several gasification plants are already being built. Liquefaction will take longer, because the process is so costly, and because there are research bugs still to be overcome. (Mobil recently signed a contract with the U.S. Office of Coal Research to produce gasoline from coal-derived methanol.)

With coal coming back into style, America must update quickly the long-neglected coal industry. Needed are new mines, new equipment, skilled manpower, plenty of research. It will take time and a great deal of money. But we can't afford to wait. Not if our country's dependence on costly foreign oil is to be reduced.

So let's give coal a chance. It's another way to make 1975 the Year of Energy Action.
Presidential reception. President Ford spent more than hour last Wednesday mingling with broadcast executives at White House reception following two-hour briefing on energy and economy (see page 25). Shown with President are (l to r) Norman E. Wait, McGraw-Hill Broadcasting; John T. Reynolds, Golden West Broadcasters Stations and C. Wrede Petersmeyer, Corinthian Stations. Among other administration figures on hand were Secretary of Defense James R. Schlesinger; Secretary of Interior Rogers C. B. Morton; Director of Management and Budget James Lynn; Donald Rumsfeld, White House chief of staff, and his assistant, Richard Chaney, and William Seidman, presidential assistant. Administration officials and broadcasters both were enthusiastic about get-together. Broadcast executives used opportunity at briefing — at which officials forecast improvements on all economic fronts in months ahead — to ask questions, and President and administration officials made point at reception that government officials would be available for appearances on stations’ talk shows.

NBC. ABC said it would carry 16 Monday night games in 1976, 18 each year thereafter. League playoff series will be carried as day-night doubleheaders in most cases. World Series will follow present schedule: weekend games in afternoon, with Tuesday, Wednesday and Thursday games at night. NBC-TV plans 25 Saturday afternoon games each season as now. Baseball commissioner said ABC also agreed to special prime-time telecast night before 1976 All-Star game as baseball’s participation in bicentennial, and that both networks will work with baseball in providing pre-season promotion.

Radio network rights, held by NBC in past, were not covered in deal. They are controlled, like TV rights, by commission’s office subject to approval of club owners.

Reduction in NAB joint board proposed
By-laws committee of National Association of Broadcasters — under chairmanship of Donald Thurston, WMNB-AM-FM North Adams, Mass. — has proposed changes in NAB board structure that would have net effect of reducing authorized size of joint board from 51 members to 42, and would disenfranchise immediate past chairman. In detail:

- District seats on radio board would be increased from 17 to 20 and eight at-large seats would be eliminated, bringing total radio board membership down from 30 to 25.

- Membership of TV board, which under existing by-laws can be increased to 18, would be locked in at present 15.

- Seat currently held on joint board by immediate past chairman would be eliminated. Seat currently reserved for past chairman on executive committee would be filled instead by active radio board member for six months and active TV board member other six months.

- Board members would change office at first regular meeting after annual convention rather than at convention as is current practice (because membership on executive committee does not change until first regular meeting after convention).

- Definition of network would be revised so that interconnected program suppliers, such as AP Radio and UPI Audio, would not be eligible for automatic board seats.

Proposed changes are being mailed out for comment to all members of present board, newly elected members who will not be sworn in until April, and any past members who served within last four years. By-laws committee plans to formulate final recommendations at Las Vegas convention in April.

Close, but no pay cable cigar
FCC last Thursday discussed but did not resolve some questions left hanging week before in meeting at which commission all but wrapped up its new pay cable rules. Most time last week was spent on definition of market — whether it should be 35-mile zone around station, station’s Grade B contour or Area of Dominant Influence (ADI). National Association of Broadcasters is pressing for Grade B, and on Friday some staff members met with Broadcast Bureau staffers to present data backing up asserted need for Grade B standard. Another question left unresolved was kind of rule to be written regulating pay cable’s opportunity to transmit games of new teams or in new sports. Commission will probably complete work on pay cable this week.

Still another star in satellite crown
Midwestern Relay Co. and Western Union Co. will announce today (March 17) agreement to connect WU’s Western satellites to Midwestern’s microwave network, allowing terrestrial carrier to link 52 television stations in 18 cities with WU ground stations in New York, Los Angeles, Dallas and eventually Atlanta.

Five-mile interconnection between WU’s ground station at Lake Geneva, Wis., 60 miles northwest of Chicago, and existing Midwestern facility is scheduled to be built by Midwestern by summer. Arrangement initially will allow for cross-country relays for sports events, such as when Los Angeles team is playing in Minneapolis. George Comte, president of Midwestern, which is owned jointly by the Journal Co. of Milwaukee and American Microwave & Co. of Iron Mountain, Mich., said new interconnection would serve 24 cable systems now using Midwestern and noted that company also provides networking for Wisconsin educational television system, as well as feeding programing of three major networks to upper Midwest.

Agreement with Midwestern is second firm video commitment for satellite company; first was announced weeks ago by TV News (Dec. 12) which will use Westars to relay feeds to 75 stations. Two cable television programing services are also considering satellite distribution (see page 41).

Consumer agency in renewal act — for now
Bill to establish Agency for Consumer Advocacy (S. 200) was voted out of Senate Government Operations Committee last week without provision that would have prevented agency from getting involved in FCC license renewal proceedings. Amendment to kill exemption was introduced by Senator James Allen (D-Ala.), who argued there is no activity in which consumers have greater interest than in seeing to it through license renewal process that broadcast stations continue to operate in public interest. But observers say real motivation behind Allen amendment is to draw broadcasters into fight to kill whole bill. Mr. Allen, along with former Senator Sam Ervin (D-N.C.), was principally responsible for filibustering measure to death last year.

Vote to remove FCC license renewal exemption was 5 to 3. Those who voted for Allen amendment were Senators Allen, Lawton Chiles (D-Fla.), Sam Nunn (D-Ga.), William Brock (R-Tenn.) and Lowell Weicker (R-Conn.). Those who voted to retain exemption were bill’s three pri-
We moved Connecticut closer to Washington.

Most voters lose touch with their elected representatives after the election. Maybe they don’t know the representative’s address. Maybe they feel their writing style is clumsy. Or maybe writing to an elected official is just an awesome task to many people.

Unfortunately, special interest groups don’t share this hesitancy.

So we set out to even things up. And to put Connecticut’s Senators and Representatives in direct contact with Connecticut’s people.

How? With our “Connecticut Asks Congress” project.

First we have people write and tell us what’s bothering them. And write they do. People who would never think of writing their elected officials don’t have the same qualms about writing us.

Next we make sure their Congressman gets the letter.

But we don’t stop there. We capture people’s thoughts on film. We let them ask questions, or voice opinions. We even illustrate problems on film when we can. Maybe an area threatened by floods. Or an industry where job lay-offs might hit.

Then we go to the Senator or Representative in Washington and film their response. We film several each month.

The content is current—filmed the week before each half-hour monthly documentary. And the people have a direct line to their leaders. We even have a check-back, to see if legislation or action results.

We realize a letter isn’t going to get a law passed immediately. But we can turn a lot of heat on an issue, and generate a lot of public awareness on pending legislation. Or a community need. Or an important problem.

And maybe, most importantly, we can give the people of Connecticut an ear, as well as a voice, in Washington.

WTNH-TV New Haven.

One of the stations of Capital Cities Communications.
We talk to people.
In Brief

Another liberating bill goes in. Senator Roman Hruska (R-Neb.), as promised, introduced bill last week "to guarantee all rights under the First Amendment to the Constitution to the electronic media," but "without infringing upon the right and necessity of the government to grant licenses."

Accelerating judgment. Department of Justice has asked U.S. Court of Claims to consolidate all FCC refund-fee cases now pending and to dispose of them on basis of motions for summary judgment. Eight cases, each involving number of broadcasters, are pending. Department had sought to have some dismissed, but in its latest motion it withdrew that request. It said its proposal for disposing of cases will result in their expeditious resolution.

Watchful waiting. As expected (Broadcasting, Jan. 27, 1974; Feb. 3, 1975) FCC has decided not to adopt rules on cable television-newspaper crossownership. Commission, after reviewing latest cable ownership reports, noted such crossownership exists in less than 1% of CATV industry and no evidence was presented to indicate growing newspaper involvement. Nevertheless, crossownership ruling has not been written off entirely, as FCC said it plans to re-evaluate issue after new revised ownership reports are completed and returned. Present FCC rules prohibit cable crossownership with national TV network, co-located TV station or co-located TV translator.

In the market. New activity by auto companies was evident last week as CBS-TV reported that Ford had placed its largest football order ever for spots on network's NFL games and NBC-TV said that Chrysler had signed on for another year of heavy sports sponsorship, particularly for network's football and baseball coverage.

Protest from the West. Plans of New York chapter, National Academy of TV Arts and Sciences, for "Salute to Sir Lew Grade" dinner have been questioned by Thomas W. Sarnoff of NBC, immediate past chairman of national academy, in light of $100,000 donation reportedly made to National Academy by Sir Lew, who is chairman and chief executive of Associated Television Corp. Ltd., London, and chairman of subsidiary Independent Television Corp., New York. Mr. Sarnoff, making clear he was acting personally rather than as NBC executive, expressed reservations in letter to national chairman, John Cannon. Mr. Cannon declined to discuss letter, saying it was "internal" academy communication. Mr. Sarnoff was reported out of country Friday and could not be reached. Tribute to Sir Lew is set for April 18 in New York; ABC-TV plans to tape dinner for broadcast as one-hour special, tentatively set for May 22.

Positioning. ABC-TV will make last-ditch effort to save its 60-minute cop series Barefoot by shifting it permanently from Fridays at 10 p.m. NYT (where it's averaging only a 25 share in national Nielsen's) to Wednesdays at 10, beginning April 2, ABC put Barefoot into Wednesday at 10 slot on its owned station, KABC-TV Los Angeles, as experiment earlier this month (Broadcasting, March 10), and on March 5 it got 37 share and on March 12 it went up to 41 share.

Fraud and fraud. Two private industry groups named by Federal Trade Commission and FCC to protect children from misleading television commercials — National Association of Broadcasters' Code Authority and Council of Better Business Bureaus — were themselves accused of "fraudulent and deceptive" efforts in petition by Robert Choate's Council on Children, Media and Merchandising, Washington. Petitions to FTC and FCC late last week charged broadcast industry's self-regulation in regard to protecting children has failed, citing number of drug-related accidents purportedly linked to enticements of ads and claiming those delegated authority have confined their child duties to only 10% of what children watch: Saturday and Sunday fare. Petition asks for relief within 60 days.

ANPA takes a stand. American Newspaper Publishers Association has petitioned FCC for partial reconsideration and clarification of its media crossownership rule.

New problem on PTV funding. Office of Telecommunications Policy and public broadcasting appear to have fallen out again over long-range funding bill administration has sent to Congress. Chairmen of three public broadcasting boards have written Senator John O. Pastore (D-R.I.), chairman of Senate Communications Subcommittee, asserting that administration's recommended ceilings are too low — and that they would defeat purpose of insulation from political control that five-year appropriation was intended to provide. Letter, written March 5, surfaced late last week, and angered and upset OTP officials, who said they had not been consulted.

Late Fates. Amon G. Carter Jr., president of Carter Publications division of Capital Cities Communications Inc. and publisher of its Fort Worth Star-Telegram, elected to board of Capcities. . . . FCC Commissioner Benjamin L. Hooks last Friday received Black Press Week award for "his efforts in democratizing the FCC." Award was co-sponsored by National Newspaper Publishers Association and Capitol Press Club . . . Frank Blair, newscaster retiring after 23 years with NBC-TV's Today show, was honored on March 14 telecast (his last) by show's former hosts, and by Epilepsy Foundation of America and National Press Club at reception. He is succeeded by Lew Wood, formerly NBC News Vietnam correspondent . . . Emmanuel Gerard, entertainment stock specialist who left his Wall Street firm of Roth, Gerard & Co. to join Warner Communications Inc. last fall as executive, elected executive VP and member of Warner board . . . Cedric Foster, 74, commentator for Mutual Broadcasting System for 26 years, and most recently with KVOD (FM) Denver, died March 12 at his Denver home of leukemia. For earlier reports see "Fates, & Fortunes," page 81.

Headliners

Eugene B. Dodson, general manager, WTVT(TV) Tampa-St. Petersburg, Fla., and executive VP of parent, WKY Television System Inc., elected president of parent, which is subsidiary of Oklahoma Publishing Co. Edward L. Gaylord continues as chairman and chief executive officer of WKY Television System, which owns, in addition to WTVT, WKY-AM-TV Oklahoma City, KTVT(TV) Dallas-Fort Worth, WVTW(TV) Milwaukee, KHTV(TV) Houston, KSTV-Tv Seattle-Tacoma and KRKE(AM) Albuquerque, N.M. Mr. Dodson will remain based in Tampa.

David Ogilvy has retired as chairman of Ogilvy & Mather International, New York, but will remain on board of directors as creative head. John Elliot Jr., chairman of Ogilvy & Mather (U.S.A.), replaces Mr. Ogilvy as chairman and chief executive officer of O&M International. Andrew G. Kershaw, president of O&M (U.S.A.), named to succeed Mr. Elliot as chairman. In turn, he has been succeeded as president of U.S. agency by William E. Phillips, who has been executive vice president.
A memo about satellite receive-only ground stations.

From: The experts.

You may be about to invest in a TV satellite receiving ground station.
We have extensive experience and expertise in this field.
So there's no point in being subtle here. We feel we are uniquely qualified to produce these receiving stations for you, and we would like to tell you why.

Scientific Atlanta has been engaged in the research, development and manufacture of advanced communications systems since way back in the early Fifties. We have been a major supplier of antenna and receiving systems since the very first communications satellites were orbited. We are the only company with our own network of receive-only service centers throughout the United States. And now our Scientific Atlanta systems are in operation all over the world—literally hundreds of them.

But we haven't earned our reputation by simply producing this equipment. Many of the innovations in satellite communications have been ours. In 1972, for example, we developed the first transportable "receive only" ground station for US domestic TV satellite use. And we developed and delivered it in less than 90 days.

We tell you all this to give you an idea of our qualifications. But even though our credentials are excellent, there is a better way to evaluate us. Talk to the people we've already developed systems for. They will tell you that we are the experts when it comes to satellite ground stations for video, voice and data. Or talk to us—call Howard Crispin, Vice President, Scientific-Atlanta, Inc., 3845 Pleasantdale Road, Atlanta, Georgia 30340. (404) 449-2000.
An advertiser throws $2 million of its weight against TV violence

On Saturday, Oct. 6, 1973, I sat expectantly in front of the TV screen in search of a pleasant evening's diversion. With four successive clicks of the remote channel selector, there were four almost identical scenes of a man pointing a murderous gun at another human being. In disgust, I picked up the paper. The lead story dealt with a Boston social worker who was imolated by teen-agers imitating a scene from the movie "Fuzz"—which had aired on TV the preceding Sunday.

Coincidentally, I was preparing a Lion's Club address on water pollution, an innocuously appropriate topic for a soap manufacturer. But this chance experience with television altered the course of my speech and, perhaps, the thrust of my advertising life. In that speech I would announce immediate cancellation of $2 million Miracle White advertising participation in violent television programming.

What happened? Newspapers picked it up. Not water pollution, but mind pollution. One man's impulse became a modern day crusade, leading me on an exhausting trek through 100 radio and TV talk show interviews in every major market, a Today Show stint with Barbara Walters and culminating in my testimony before Senator John O. Pastore's (D-R.I.) Communications Subcommittee. What has the consumer and viewer response been? Over 100,000 letters of support were received after Miracle White announced its $2 million cancellation of advertising on crime shows. We are shipping five transfer cases containing these 100,000 letters to the chairman of the FCC, Richard E. Wiley.

Incidentally, letters from viewers who are irate about violence and sex on TV numbered 26,644 at the FCC in the year ended last June 30, up from only 2,142 two years before. In view of the fact that I alone received over 100,000 antiviolence protests, one might question whether the viewer is responding to what he sees or to his own personal opinion. If I received 100,000, I think the FCC should expect a million. Many viewers write in with their reactions to the press and the antiviolence movement, which are printed in the FCC Journal.

As Mike Shapiro, executive vice president of WFAA-TV Dallas-Fort Worth wrote me in October 1973: "As a former chairman of the TV board of directors of the National Association of Broadcasters and a former member of the FCC, I believe it's important to convey that the trends toward violence and sex have been totally out of hand, but nobody seemed to listen. Based on our audience mail and phone calls to this station, I would say that the public, certainly in this area and probably nationwide, is also of the opinion that new, rigid standards must be established for the industry. I can't think of a quicker way to get the message across to television than the action you have taken in stating that from this day forward you will not advertise on any television program which depicts violence. In my opinion, your action delivers the message in a much more forceful way than mere words can convey."

In talking to Mr. Shapiro today, he went on further to say: "Television is a family medium and we must consider this at all times. All broadcasters must present 18 hours of Lawrence Welk or Mary Poppins. Adult programming can be portrayed on TV with taste and the proper scheduling."

We in broadcasting are sheltered by the First Amendment—let's implement the new body soon. The alternative is all too clear—more government regulations.

Leo Stanton Singer is founding president of the Miracle White Co., a division of Beatrice Foods Co. He is also treasurer and one of the founders of the Electronic Water Purifier Co. Chicago, and once served as assistant city treasurer of Superior, Wis.

Monday Memo.®
A broadcast advertising commentary from Leo S. Singer, president, Miracle White Co., Chicago

Broadcasting Mar 17 1975 14
The best thing about Viacom's big new access hit this season: now you can buy it for next season.

Here's what you get.

Another year of the "Pyramid" that dominates access periods with 18-34 women in 29 markets and 18-49 women in 26 markets!

Another year of the "Pyramid" that wins an average 58% more 18-34 women than year-ago programs in 40 markets and 55% more 18-34 women than lead-in programs in 41 markets!

Another year of the "Pyramid" that wins an average 49% more 18-49 women than year-ago programs in 40 markets and 35% more 18-49 women than lead-in programs in 38 markets!

If a fledgling "Pyramid" can do all this, imagine the power of a two-year-old. Call now for the second year of "The $25,000 Pyramid" from Viacom.
March on society newsmaker luncheon. Washingtoners March 464 -1800.

This week New York. president, Madison Medal Chi.

March 1—Deadline for entries, Broadcasters Promotion Association community involvement awards. Contact: Professor Robert Schiater, Television and Radio Department, 322 Union Building, Michigan State University, East Lansing 68925.

April 1—Deadline for applications, National Endowment for the Humanities fellowships for journalists, C-3, Cypress Hall, Stanford University, Stanford, Calif. 94305, or Department of Journalism, University of Michigan, Ann Arbor. Mich. 48104.

April 2—U.S. Court of Appeals In Washington hears an banc Pensions fairness doctrine case (Broadcasting, Dec. 23).

April 3—Alpha Epsilon Rho, national honorary broadcasting society, annual convention. Circle hotel, Las Vegas.

April 4—Broadcasters Promotion Association board of directors meeting. Denver Hilton, Denver.

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


April 6—Association of Maximum Service Telecasters, Washington, 19th annual membership meeting. 2 p.m. MGM Grand hotel, Las Vegas.

April 6—Society of Broadcast Engineers annual meeting. 3-5 p.m., conference rooms 2 & 3, Las Vegas Hilton, Las Vegas.

April 6—National Association of Broadcasters annual convention Las Vegas convention center.

April 6—International Industrial Television Association annual convention. Sahara hotel, Las Vegas.

April 7—Comments due at FCC regarding post ponement or cancellation of March 31, 1977 comment date for cable systems. Reply comments due April 17.

April 8—National Association of Evangelicals.

Major meeting dates in 1975-76

April 6—National Association of Broadcasters annual convention, Las Vegas convention center, Las Vegas.

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


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

May 15-20—Annual convention, NBC-TV 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.


Sept. 17-20—Institute of Broadcasting Management annual convention, Century Plaza hotel, Los Angeles.


Oct. 9-12—Women In Communications Inc., annual national meeting, Sheraton inn-Skylake East, Tulsa, Okla.

Nov. 12-15—The Society of Professional Journalists, Sigma Delta Chi, 68th anniversary convention, Benjamin Franklin hotel, Philadelphia.

Nov. 18-20—Television Bureau of Advertising annual convention, Americana hotel, New York.

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Bogart's only Academy Award.

"Walking Tall"  
A 45% share of the network television audience.*

"The Autobiography of Miss Jane Pittman"  
Won 9 Emmys.

"Paradise Hawaiian Style"  
Elvis Presley's most lavish production.

New, and available now!

Viacom Features II
An extraordinarily powerful group of 21 motion pictures.

*Variety, 3/3/75
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April 16—Council of Churches City of New York annual awards luncheon for commercial and educational radio TV stations.


April 17-19—Louisiana Association of Broadcasters spring convention, Shertson Chateau-Charles, Lake Charles.

April 17-19—Region 3 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 17-19—Indiana Associated Press Broadcasters Association annual meeting. Marriot hotel, Indianapolis.

April 18-20—Women in Communications Inc., South region meeting. Site to be announced. Memphis.

April 18-25—MIFED, international film, TV film and documentary market. Large Moscotta 1, 12415 Milano, Italy. Contact: Gerald Rapport, 159 West 55th St, New York (212) 582-4316.

April 19—Georgia Association of Broadcasters Association, annual meeting and awards presentation. Marriott Motor hotel, Atlanta.


April 22—Extended due date for comments regarding FCC's cable rules and carriage of sports programs. Reply comments due May 6.

April 22—Missouri Broadcasters Association Broadcast Day dinner, University of Missouri, Columbia.

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


April 23-26—International Communication Association annual meeting. LaSalle hotel, Chicago.


April 24-25—American Advertising Federation 11th district meeting. Site to be announced. Boise, Idaho.

April 25-26—Women in Communications Inc., Far West region meeting. Site to be announced. Malibu, Calif.


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. Downtown Holiday Inn, El Paso, Tex.


May 5—White House Correspondents' Association 61st annual dinner in honor of President, Special guests: President and Mrs. Ford, Vice President Rockefeller. Washington Hilton hotel, Washington.

May 5-7—National Association of Broadcasters state presidents conferences, Mayflower hotel, Washington.

May 6-9—Kansas Association of Broadcasters convention. Hilton Inn, Salina.


May 13-14—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,
Canada.

July

1975

Ark.

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and

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BROADCASTING magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING—the News Magazine of the Fifth Estate. Broadcast Advertising were acquired in 1932, Broadcast Reporter in 1933, Telecast* in 1943 and Television in 1956. Broadcasting-Telecasting* was introduced in 1946.

M & P

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Broadcasting March 17 1975

19
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Media

Housecleaning and jawboning in phase one of the Wiley commission

It's been a year since the chairman of the FCC took office, calling for a 'new ethic' for radio and TV, and a new work schedule for the agency; a look back over that year finds he has loosened the logjam of issues critical to broadcasting, while talking the industry into staying a step ahead of more regulation.

On March 19, 1974, Richard E. Wiley, then a freshly minted FCC chairman, arose at the head table at a management luncheon of the National Association of Broadcasters' 52d annual convention to deliver what was in effect an inaugural address. He promised an FCC that would be vigorous and efficient, one that would be sympathetic to both broadcasters and citizen groups. But more than that, he called for "a new ethic in broadcasting."

A new what?

A new ethic in broadcasting under which broadcasters would operate as public trustees in the full sense of the term, turn away from the temptation of fraudulent practices and rededicate themselves to excellence, decency and public service.

For broadcasters—who for all the talk they have heard over the years about their role as public trustees could not help feeling like businessmen, and harried ones at that—there was another passage to ponder: If public trustees won't serve as public trustees, then government will be forced to act. "And the greater the degree of disavowal, the greater will be the cacophony of demand—until the still, small voice of due process, of free enterprise, of license discretion and of freedom of speech may be drowned out in the process."

What was this? The political-style slogan seemed borrowed from Franklin D. Roosevelt. But the rhetoric bore a closer resemblance to that of a fire-and-brimstone preacher: Repent, broadcasters, or see your constitutional rights go up in the flames of governmental retribution.

Looking back, the rhetoric does seem overblown. But from a year later perspective, that speech in Houston can also be seen as unveiling something new in government policy, one in which a regulator regarded as both conservative and pragmatic would attempt to institutionalize rhetoric as part of an activist campaign to dampen fires, not start them. The approach would not work with some issues, such as those presented by cable. But where it was applied, it seems to have been functional.

When Mr. Wiley moved into the chairman's office, the broadcasting industry and the commission were confronting a number of highly charged issues: Citizen groups were demanding access to the nation's radio and television stations. The Federal Trade Commission was urging the FCC to require broadcasters to make time available for countercommercials. The approach would raise serious First Amendment questions.

He seemed to feel most comfortable with "re-regulation"—the term he coined for the job of culling from commission regulations those that had become obsolete. Indeed, his interest in the exercise knows no bounds—he has a task force scouring the relatively new cable television regulations for rules to simplify or eliminate. But he did not feel free simply to turn his back on these issues; some had been awaiting resolution for years. Besides, he saw his mission as reducing as quickly as possible the commission's backlog of major unfinished business.

The spirit of the new ethic, then, would be invoked in grappling with those issues where First Amendment considerations were involved. On paper, at least, the idea seemed reasonable. Calling on broadcasters to be sensitive to their particular responsibilities where children were concerned, for instance, dovetailed with the kind of service Chairman Wiley thought broadcasters should provide. In fact, where broadcasters were found to be in serious violation of commission rules, they would be shown no mercy.

But what of the issues that could not be finessed in that way? Access and crossownership, for instance. The commission, under Chairman Wiley's guidance, would assert its role as the agency of government responsible for regulating broadcasting, and make it clear it would not be forced into policies with which it did not agree.

The commission, under former Chairman Dean Burch, had in fact initiated its wide-ranging inquiry into the fairness doctrine, in part at least, because of concern that, as a result of its own and the courts' ad hoc decisions, the doctrine was getting out of hand and being twisted into an instrument for restricting licensee news judgment. And in its final report on the inquiry, in June (Broadcasting, July 1), the commission rejected the idea of the courts mandating a public right of access, either on a free or paid basis, to the broadcast media.

(The public's interest in free expression through radio and television is best served by the fairness doctrine, the commission said.) In addition, the report
not only turned down the FTC’s proposal for counteradvertising; it also disowned the precedent that had provided the basis for all counteradvertising proposals and a number of fairness doctrine court suits—the 1967 ruling in which it had applied the doctrine to cigarette advertising.

(Chairman Wiley’s strong support of the doctrine over the years should probably be read in the light of that report. Abolish the doctrine, as many in broadcasting urge, he feels, and broadcasting’s defense against demands for access and for counteradvertising would disappear, he feels.)

The media-crossownership rule is another example of the commission refusing to adopt positions in which it did not feel comfortable. The rulemaking aimed at breaking up multimedia holdings in individual markets was initiated in 1970 in response to a Justice Department suggestion and with at least some enthusiasm on the part of then-Chairman Burch. But that was in 1970; there was not much enthusiasm for the proposal at the commission in 1975, and the rule that emerged was only a pale reflection of it. It prohibits the creation of new broadcast-newspaper combinations, and requires the breakup by 1980 of only 16 combinations, all in small markets, on the ground they constitute complete media monopolies.

What’s more, the report and order embodying the rule contain language that the vast majority of publishers owning broadcasting stations in the same market as their newspapers can use as a protective shield when facing petitions to deny based on concentration-of-control-of-media grounds: Parties may raise such issues in connection with renewal applications, but “absent a showing of economic monopolization that might warrant actions under the Sherman Act, it would not be [the commission’s] view that arguments would raise valid issues necessitating the designation of renewal applications for hearing.” A proposal designed to break up the combinations had emerged from that position.

Last week, however, broadcasters were not feeling charitable toward Chairman Wiley. They were asking, in effect, what he had done for them lately. And what they felt he had not done was take a strong enough stand on cable-television regulation. Cable operators have long regarded him with suspicion and hostility, and they apparently do not put much stock in his remarks that “winds of change” are blowing through the commission where cable is concerned. But broadcasters apparently do. “We’re surprised he is going as far as he has toward relaxing cable rules,” said one network executive. And surprise gave way to outrage when information on the commission’s final decision on the pay cable rules began to circulate. (Broadcasting, March 10).

Mr. Wiley’s position is that siphoning “is a legitimate regulatory concern”; prevention of competition is not. The mere fact that the commission has disposed of those controversial issues as well as a host of others in broadcasting and in the other areas of commission responsibility is a testament to the agency’s industry and the chairman’s leadership.

When Mr. Wiley took over the agency, it was not in good repair. Not only did it conduct a large backlog of unfinished business, it was riddled with vacancies, including three at the commission level. Former President Nixon filled those spots with James H. Quello, Glen O. Robinson and Abbott Washburn. And Chairman Wiley saw to it the staff jobs, including the general counsel’s post and important slots in the Broadcast and Cable Television Bureau, were filled promptly, then began wrestling the bureaucracy into submission and moving it a few steps in the direction of efficiency.

He sets deadlines for the completion of items, meets with bureau chiefs weekly to establish priorities and check on work in progress, and holds the agency to a schedule of three or four meetings a week. The pace has left some commissioners and staff puffing and, lately, has caused some commissioners to grumble (with the result that the pace has slackened).

In the process, he has come to dominate the commission as have few if any chairman have. He controls the flow of items to the agenda and has the knowledge of them that, in many cases, comes from active participation in their development at the staff level. “I learn things by interacting with the staff,” he says. “I make it my business to know.” Then he adds, “If I have a grasp of the big picture, I can make things happen. Whoever sits in this chair can make things happen.”

His dominance of the commission is a function, too, of the fact that he and his colleagues are a fairly congenial group. As presidential appointees, they are all equal in authority. But most of the others are usually in philosophical tune with the chairman. One member who has opposed the chairman on some major issues is Glen O. Robinson, the former Minnesota law school professor of administrative law. He has written long, closely reasoned dissenting statements on the crossownership and prime-time-access proceedings. But creating roiling controversies over issues, as a Nicholas Johnson might, is not his style. So the focus of attention seldom strays very long from Richard E. Wiley.

If the chairman has faults as an administrator, they can be attributed to an excess of zeal for seeing to it a job is done, and done right. “He involves himself too deeply in things,” one staffer said recently of the chairman. “He will get into the development of an item long before the staff thinks it’s ready for his attention. He wants to contribute ideas or even suggest who should write the item. The result is that the staff sometimes holds back—what’s the point if the chairman is going to require a rewrite before the item gets to the commission anyway?”

One also hears Chairman Wiley is a “pragmatist” or a “consensus man.” He is forever seeking to broaden the base of support for an item, dropping or adding or modifying language to pick up an extra vote or two. “He’s a good negotiator, a good bargainer,” one commissioner said the other day. But he and others sometimes wonder whether the chairman carries the knack for composing differences too far—whether he sometimes puts too much of a premium on simply adopting an item. “Not all things are worth getting out,” one official said.

One item mentioned in that connection is the prime-time access rule, now in its third incarnation. Chairman Wiley has made no secret of his own distaste for the rule. And he probably could have persuaded a majority of the commission to vote to kill it, the last time around. But he indicates he is reluctant to attempt to steamroller those commissioners whose support for the measure is waning; besides, he appears to feel the commission has some responsibility for those producers who have made investments on the assumption the rule would remain in force.

The Wiley record as chairman is yet to be written. His term has more than two years to run, and there is no assurance that the record of accomplishment even for the past year will remain intact. Both the fairness doctrine order and the crossownership rule have been appealed to the courts—the former by the National Citizens Committee for Broadcasting; the latter, by NCCB as well as by some of the licensees affected by the divestiture order.

What’s more, the chairman’s effort to persuade broadcasters to adopt volu-
Macdonald doubts family viewing will do the job

At 'overview' hearing, he suggests FCC get farther into the act on sex and violence; he also asks Wiley to open commission meetings

The hopes and faith the FCC has placed in the networks and broadcasters generally in their self-regulatory plans to protect children from obscenity and violence on television is unshared by some members of the House Communications Subcommittee.

"As far as I'm concerned, they just have one motivation," the subcommittee chairman, Torbert H. Macdonald (D-Mass.), told Chairman Richard E. Wiley and other members of the commission last week.

"That's the bottom line. They don't care what they put on the screen as long as Nielsen ratings show it attracts a large audience."

The remark, at an "overview" hearing on commission activities, was in response to Chairman Wiley's report that the networks had agreed to restrict the first hour of network prime time—8 to 9 p.m.—to so-called "family viewing" fare, and that the National Association of Broadcasters was expected to amend its code to restrict such material between the hours of 7 p.m. and 9 p.m.

Chairman Wiley was instrumental in getting broadcasters to adopt a self-regulatory plan. But Representative Macdonald chided him for his apparent "optimism" that self-regulation will succeed.

"When you say this whole thing depends on their reasonableness, their good faith," he added, "that's like writing a letter to Santa Claus."

Nor was Representative Macdonald the only skeptic. Representative Charles Carney (D-Ohio), who said he receives a considerable volume of mail from constituents complaining about television programing, thundered, "I want to say publicly to members of the industry that they had better show some discretion. Otherwise, they'll get it in the neck."

Chairman Wiley said he understood the congressmen's concern. But, as he has in the past, he noted that securing self-regulation is as much as the commission can do under present law and the First Amendment. If the congressmen had suggestions, he said he would like to hear them.

Representative Macdonald did. He agreed that the commission is in "a tough position," but he suggested that the commission might, "without touching the First Amendment," get at the issues through the ascertainment-of-community-needs survey broadcasters must make.

"Are they doing a public service by showing sex and violence?" he asked.

But Chairman Wiley thought the pressures on the broadcasters that the issue was generating would be effective. "I think they're getting the message—from you, from Senator [John O.] Pastore [D-R.I., chairman of the Senate Communications Subcommittee, who for years has criticized the networks for sex and violence] and me."

The hearing revealed that Representative Macdonald was not only interested in what the commission has done but in the way it has done it. He would like to see the commission open its meetings to the public. He made the suggestion as a result of his annoyance at having to learn third- or fourth-hand from an A&T source of the commission decision on Feb. 27 raising A&T's permissible rate of return to 8.74%. "I think it would be a very good move on your part to see to it that Congress and the public become as well informed as segments of the industry over which you have jurisdiction, and on which you impose regulations."

Chairman Wiley several months ago instructed some staff members to study the problems that might be associated with open meetings, and he said the matter soon would be presented to the commission for its consideration.

But he was noncommittal on the subject last week. Some parts of the meeting might be opened to the public, he said. But he also said that the "proprietary information" with which the commission deals poses an obstacle to

Mr. Macdonald

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open meetings. And he wondered whether commissioners and staff would feel as free to engage in "frank and vigorous discussion" as they do now.

Commissioner Robert E. Lee, who in the early 1950's, before his appointment to the commission, worked on the staff of the House Appropriations Committee, said his experience there proved the value of conducting at least some business behind closed doors. A reporter might publish a remark that had been made simply to open negotiations, he said. Commissioner Charlotte Reid, who as a member of Congress before joining the commission in 1971, was a member of the same committee, also felt that open meetings might be self-defeating.

The hearing, which touched briefly on a number of other issues before the commission, was described by Representative Macdonald as simply a prelude to an in-depth "oversight" hearing that would be held later in the session. Last week's get-together was designed at least in part as a means of familiarizing new members of the subcommittee with the commission's activities.

It also gave Chairman Wiley an opportunity to tell Congress of the commission's unhappiness in collecting fees from those it regulates. He noted that the commission, which charges fees in response to a congressional mandate, is fighting a number of law suits as a result of its fee-collecting activities. The commission is being sued by those seeking refunds of fees paid under a schedule the Supreme Court declared illegal, and is having to defend the legitimacy of its new schedule.

"If we are to be the Federal Communications Commission and not the Federal Fee Collection Agency," he said, "I would suggest that Congress might want to re-evaluate the entire area," he said.

There was no response.

**Stanton panel would put USIA functions under State Dept., make Voice of America independent agency**

Recommendations of commission headed by former CBS president get off to stormy start as two members dissent, opponents launch immediate counterattacks

A major restructuring of U.S. information and cultural activities abroad was recommended last week by the Panel on International Information, Education and Cultural Relations—the Stanton panel, named for its chairman, Frank Stanton, the former president of CBS. The report was greeted by cordial if noncommittal receptions by the President and the Department of State, by an immediate denunciation from the director of the United States Information Agency, and by at least two conspicuous dissents among the panel's own members.

The diplomatic and bureaucratic backlash threatened to obscure the Stanton panel's three-part proposal:

1. that the State Department take over responsibility for articulating its own foreign policy, and create a new Office of Policy Information (and a new deputy under secretary) to do so;

2. that an autonomous agency, the Information and Cultural Affairs Agency, be established within the State Department orbit to assume assignments now split between State and USIA, and with its director reporting to the Secretary of State;

3. and that the Voice of America, which now reports to USIA, become an independent federal agency, reporting to a five-member board of overseers (three representing the public, the other two reporting back ultimately to State Department control).

Touchstone of the panel's rationale is the belief that "the separation of cultural activities into State and information activities into USIA" never made much sense, since both programs were executed in the field by the same agency [State] and educational and cultural exchange remained subject to political currents flowing through the Department of State." The report cites a comment by

**Current career opportunities in media.**

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<tr>
<td>Radio Copywriter/Producer:</td>
<td>To write and produce commercials.</td>
<td>Must have major market or comparable experience. Send tapes.</td>
<td>$10,000</td>
</tr>
<tr>
<td>Production Manager:</td>
<td>To manage TV station production department. Exp. in all phases of control room and studio operations.</td>
<td>Handle union contracts/labor relations. Directing exp.</td>
<td>$15,000</td>
</tr>
<tr>
<td>Radio Broadcast Journalist:</td>
<td>To write, edit, produce, broadcast news; general reporting. Three years college, 2 years commercial broadcast exp. req.</td>
<td></td>
<td>$17,000</td>
</tr>
<tr>
<td>On-Air Personality (radio):</td>
<td>MOR format, 3 years exp. in medium or major market. Versatile, with excellent writing and production abilities.</td>
<td></td>
<td>$15,000-$20,000</td>
</tr>
<tr>
<td>Newspapers Reporter:</td>
<td>Full-time reporting exp. on daily or large weekly paper or college journalism training with undergraduate or other news writing exp.</td>
<td></td>
<td>$9,700-$15,500</td>
</tr>
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</table>

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Salary: $7,600-$9,100

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Call on retail accounts and ad. agencies. Guaranteed salary while training (2-3 months).

Salary: $10,000-$12,000

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Salary open.

**Business Manager:**

Two years accounting, personnel and administrative exp. Degree req.

Salary: $12,000-$15,000

**TV News Photographer:**

One year news film experience.

Salary: $10,400-$13,000

**TV Producer/Coordinator:**

Local programming, 2 years exp. in commercial TV broadcasting. Writing & production skills required.

Salary: $12,000-$17,000

**Bruce Robinson Associates**

MANAGEMENT CONSULTANTS, 200 West 57th Street, New York, N.Y. 10019

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former USIA Director George Allen that "only the U.S. government could invent a system under which one agency sends the fiddler abroad and another the fiddle."

That reasoning didn't wash with the panel's most vocal dissenter, Dean Edmund A. Gullion of the Fletcher School of Law and Diplomacy at Tufts University. He said the recommendations amount to "parcelling out the corpus of the USIA to different sections of the Department of State," and would erode the distinction between government-to-government diplomacy and people-to-people diplomacy.

Dean Gullion's position—an apparent surprise to Dr. Stanton and the panel—came in a letter received as the final report was being made public. It underscored the abstention of Washington communications lawyer and former USIA director Leonard Marks, a panel member who asked that his name not be associated with the final report. Still another broadcast-industry-connected individual and panel member, Cox Cable Chairman J. Leonard Reinsch, is understood to be cool toward the panel's recommendations ("Closed Circuit," March 3), although he has not taken a public position against them.

Dr. Stanton noted later that Mr. Marks had participated in the panel's final deliberations on Jan. 20, without voicing objection, and then had "requested abstention retroactively" in a letter dated Jan. 27. Mr. Reinsch did not attend the Jan. 20 meeting. His proxy was voted by John Shaheen, a fellow member of the U.S. Advisory Commission on Information.

The recommendations announced last week followed in most particulars earlier news reports of what the panel had in mind (Broadcasting, Jan. 27, et seq.), with the exception of an abandoned recommendation that Voice be placed in tandem with Radio Free Europe and Radio Liberty under direction of the Board for International Broadcasting (BIB), which was set up to administer those two more overt propaganda activities after disclosures that both RFE and RL had been subsidized secretly by governmental intelligence agencies for many years.

Broadcasters get word from top. Top executives of 23 broadcast-group owners made swift changes in plans last week to accept an invitation from the White House. The invitation, received on Monday, was to attend on Wednesday a briefing on economic and energy matters and a reception that was attended by President Ford.

The idea for the briefing was credited to Charles Crutchfield, of Jefferson-Pilot Stations. He had suggested it in a letter to Donald Rumsfeld, White House chief of staff, several weeks ago.

William Seldman, White House economics adviser, and Secretary Rogers C. B. Morton of the Interior Department, conducted the briefing and answered questions in a session that began at 4 p.m. The President mingled freely with the broadcasters for more than an hour at the reception in the Red Room, which started at 6 p.m.

The reception also afforded the broadcast executives an opportunity to talk informally with members of the White House organization of particular interest to them—News Secretary Ron Nessen; his deputy, Gerald Warren, and Margita White, of his staff; Robert Mead, the President's television adviser, and John Eger, acting director of the Office of Telecommunications Policy.

The executives who attended: John Murphy, AVCO; Arch Madsen, Bonneville; Thomas Murphy, Capital Cities Communications; C. Wrede Petersmeyer, Corinthian; Clifford M. Kirkland Jr., Cox Broadcasting; Reid Shaw, General Electric Broadcasting; John Reynolds, Golden West; Franklin Snyder, Heart Corp. broadcast division; Norman Walt, McGraw-Hill Broadcasting; Clen Weber, Metromedia; E. R. Vedeboncoeur, Newhouse Stations; August C. Meyer Sr. and Jr., Midwest Television Inc.; T. Ballard Morton, Orilon Broadcasting; Joel Chaseman, Post-Newseum Stations; Frank Shakespeare, RKO General; Marshall Berkman, Rust Craft Broadcasting; Peter Storer, Storer Broadcasting; Charles Mechem Jr., Taft Broadcasting; Richard Eaton, United Broadcasting; Marvin Shapiro, Westinghouse Broadcasting; Daniel Pecaro, WGN Continental, and Mr. Crutchfield.
years. Those earlier reports had brought adverse reaction from at least one Capitol Hill figure who would figure significantly if the Stanton panel’s suggestions were to be carried out: Representative John Slack (D-W.Va.), chairman of a House Appropriations Committee subcommittee.

USIA Director James Keogh also was quick to criticize the study. The Stanton panel’s recommendations “would fragment rather than consolidate and thereby weaken rather than strengthen” the information and cultural activities with which it deals, he said. He associated himself with the stands of Dean Gullion and Representative Slack, and voiced his own preference—if there’s to be consolidation at all—that activities now in State be placed within USIA, not vice versa.

And the suggestion of still further opposition came in a cryptic press release from the American Foreign Service Association, the professional association and labor union representing foreign service personnel. “We associated himself with the stands of Dean Gullion and Representative Slack, and voiced his own preference—if there’s to be consolidation at all—that activities now in State be placed within USIA, not vice versa.”

Dr. Stanton would comment on the substance of their exchange. State Department spokesman Robert Funseth said that a departmental task force under Deputy Secretary Robert Ingersoll was analyzing the panel’s recommendations for forwarding to Secretary Henry Kissinger. The latter, along with predecessors William Rogers and Dean Rusk, had met with the panel during its deliberations. Those conversations, too, remain confidential.

The Stanton panel comprises 21 individuals prominent in foreign policy study and overseas information-cultural activity, including the two advisory commissions that oversee the State Department and the USIA. Its $120,000 funding came from private sources: the Ford Foundation, the Rockefeller Foundation, the Lilly Endowment and the Ahmanson Foundation. Host organization to the study was Georgetown University’s Center for Strategic and International Studies. It is anticipated that the panel’s recommendations will be reviewed by still another study group, the Murphy commission (headed by former Ambassador at Large Robert Murphy, and with members designated both by Congress and the Executive Branch), which is undertaking a review of all U.S. foreign policy activities. Should they be embraced by the Murphy commission, they would then go forward with other recommendations for congressional determination. The Stanton panel’s recommendations could, of course, go forward on their own.

Finishing touches put on NAB’s Las Vegas agenda

Details of people—including Ford—and topics are nearly completed; other broadcast-related groups take the opportunity to meet. BEA, Alpha Epsilon Rho, AMST

Plans for the National Association of Broadcasters annual convention in Las Vegas April 6-9 are all but complete, from the opening address by NAB President Vincent Wasilewski through the closing luncheon Wednesday, which will feature a musical program starring Roy Clark, celebrated country-western singer. NAB was confident last week that President Ford will be present to address the convention during the Monday luncheon (“Closed Circuit,” March 10).

The Monday afternoon television management conference (see BROADCASTING, Feb. 24 for descriptions and participants of all conferences and workshops) will feature five television programming experts discussing “Television Programming. . .Today and Tomorrow.” Moderating the session will be Phil Donahue, host of Avco Broadcasting’s Phil Donahue Show, and the panelists will be Grant Tinker, president of MTM Productions; William Friedkin, producer for Universal Studios; Kevin O’Sullivan, president of Worldvision Enterprises; Tom Adams, chairman of Campbell-Ewald, and Larry White, programming vice president of NBC-TV.

Panelists for the program entitled “Can You Coexist with Cable Systems?” which will make up half of the hundred-plus (NAB’s new name for secondary market) TV program Tuesday morning will be William Duhamel, executive vice president of Duhamel Broadcasting Enterprises and chairman of the NAB’s Hundred-Plus Market TV committee; Charles McKearns of the Washington law firm Dow, Lohnes & Albertson; Sheldon Storrier, vice president, general manager and sales manager of WKTV(TV) Utica, N.Y., and William Ryan, vice president and general manager of WNOG(AM) Naples, Fla.

Participants in the news and public affairs panel, the remaining half of the TV program, will be Ray Butterfield, general manager of WLOX-TV Biloxi, Miss.; John Schott, general manager and film buyer of WHIS-TV Bluefield, W.Va.; Don Moeller, vice president and general manager of KTVF(TV) Springfield, Mo., and Paul Davis, news director of WCIA(TV) Champaign, Ill.

Since last month, the NAB has picked up 30 more exhibitors for the convention, bringing the total to over 200. In all, the NAB estimates the exhibitors will occupy 75,000 square feet of floor space, roughly a third more than at the 1974 convention in Houston and an all-time record for the association.

Among other broadcast organizations congregating in Las Vegas just prior to
the NAB convention is the Broadcast Education Association, which has scheduled a luncheon at noon in the Hilton hotel ballroom Saturday, April 5. The BEA plans a special presentation entitled “Hollywood,” which will feature four TV programming executives: Bud Austin of Paramount, Roy Huggins of Universal, John Mitchell of Columbia and Lee Rich of Lorimar.

Alpha Epsilon Rho, the national radio-television fraternity, will also hold its annual convention in Las Vegas, April 3-5, at the Circus-Circus hotel. AEP’s president, Andrew H. Orgel, will open the convention with an announcement of plans for restructuring the 33-year-old society.

The AEP program calls for four business sessions, a Friday luncheon, a Saturday evening banquet, a visit to the University of Nevada for a satellite technology demonstration, and appearances by CBS News Correspondent Walter Cronkite; FCC Commissioner Robert E. Lee; George Heinemann, vice-president for children’s programming, NBC; and D. Thomas Miller, president of CBS Television Stations. Seminar topics include children’s television and the value of a college degree in broadcasting.

Also meeting in Las Vegas will be the Association of Maximum Service Telecasters, which will gather the membership at 2 p.m. Sunday, April 6, in the MGM Grand hotel.

NAB projects set
Appeal of crossownership rules, funds for IBFM accounting study okayed by executive board

The National Association of Broadcasters plans to appeal the FCC’s new crossownership rules in court.

Recommended by the association’s media structure committee and approved by the NAB executive board which met in Washington March 6, the NAB will file its appeal in the U.S. Court of Appeals in Washington, attacking the rules on the grounds they go too far in ordering divestitures of 16 existing newspaper-TV and newspaper-radio combinations and in precluding future acquisitions of co-located newspaper-broadcast crossownerships.

The executive committee also authorized up to $10,000 for the Institute for Broadcast Financial Management to administer a survey and report, the goal of which is to persuade the Financial Accounting Standards Board to reverse its rule requiring industries to amortize “good will” (intangible) assets in their accounting statements. The committee was concerned that the accounting board’s rule will result in understated net incomes, earnings per share and stockholders’ equity. IBFM will hire an outside accounting firm to do the study.

The executive committee also considered the possibility of NAB sponsoring a day-long seminar this summer or fall on First Amendment problems. Among those who might be invited are newspaper
from the broadcast and print media, TV and radio code board members, judges, lawyers, academicians and perhaps FCC commissioners and personnel.

The executive committee heard recommendations from the NAB convention site committee for convention locations for 1978 and after, but deferred final pronouncement until the NAB board meeting in June (BROADCASTING, March 10).

Undecided on pirate radio

Government officials last week were pondering what to do about the operation of an unlicensed radio station by leaders of a group of Menominee Indians who had occupied a religious estate.

The station is in Keshena, Wis. FCC investigators began checking into the matter several weeks ago after receiving a number of complaints, and the commission has also contacted the Justice Department. The Indians' station, which can be heard in parts of two counties, began operating several days before the takeover of the Alexian Brothers Novitiate ended, on Feb. 3. The station had broadcast Indian music and editorially supported the takeover. Since the Indians left the novitiate, operation of the station has been intermittent.

Government officials last week said they had not arrived at a decision about the station. In 1973, when fundamentalist preacher Carl McIntire operated an unlicensed radio station off the coast of New Jersey, the government obtained a court order putting the station off the air.

First in line at FCC against crossownership

Small-town publisher-broadcaster, listed by commission for breakup by 1980, says it doesn't meet guidelines for divestiture

Findlay Publishing Co., licensee of WFIN-AM-WHMQ(FM) Findlay, Ohio, and publisher of the Republican Courier there, has petitioned the FCC for reconsideration of the commission's new crossownership rules.

Several appeals from the multimedia regulations have been filed in court (BROADCASTING, Feb. 3), but Findlay is the first petitioner at the FCC.

In issuing its new rules, the FCC cited Findlay and 15 other small-market newspaper-broadcast combinations for divestiture by 1980. Findlay's petition, filed last week, was a two-pronged argument: There are other separately owned media outlets serving the Findlay community, and the Findlay situation does not meet the technical specifications set down by the commission in specifying which group owners must divest.

Findlay noted there are several small weekly newspapers circulated in the community. It also said Continental Cablevision, the local cable television operator, supplies a "substantial" amount of program origination to the community's viewers. And finally, Findlay said, off-the-air broadcasts are received in Findlay from a "number" of nearby AM, FM and TV stations. Furthermore, Findlay said, the staffs of the newspaper and the radio stations are separate and they follow independent editorial policies.

On the technical front, Findlay contended it should not be included in the commission's list for divestiture since WFIN was not the "only" radio service placing a daytime city-grade (5mV/m) contour over the entire community. According to an engineering study submitted by Findlay, WMGS(AM) Bowling Green, Ohio, and WJR(AM) Detroit, transmit a 5mV/m contour over Findlay:

Two hit for laxity

Short-term renewals used to warn licensees to keep grip on the reins

In actions that reflected FCC concern about inadequate supervision of station operations by licensees, short-term renewals were recommended for one broadcaster and given another. Involved were Golden Broadcasting Systems Inc. (KOAD[AM] Lemoore, Calif.) and Ubiquitous Corp. (WHVW-AM-FM Hyde Park, N.Y.).

The short-term renewal grant for KOAD came in the form of an initial decision by FCC Administrative Law Judge John H. Conlin, which becomes effective in 50 days unless there is an appeal or the commission orders a review on its own motion.

KOAD's owners, Clark E. and Jeanette Parker, since purchasing the station in
1969, had relied mostly on others to manage and operate it, the judge noted. Although absentee ownership is commonplace and acceptable, he added, it must be accompanied by “effective delegation of operating authority.”

In this case, Judge Conlin concluded that the owner, whose inexperience in management personnel left little continuity in the station’s operation and permitted disregard for programming commitments that Mr. Parker made in his 1971 renewal application.

The judge conceded that the shortcomings in the station’s operation were the result of “innocent, albeit serious errors” of judgment which would not likely be repeated. Furthermore, the judge said, the station has apparently received widespread listener acceptance and except for failure to live up to its promises on news and public affairs programming, had performed “satisfactorily.”

Accordingly, Judge Conlin recommended a one-year renewal, rather than the “ultimate sanction” of nonrenewal. He said the 12-month period would allow the commission to “more closely review” the station’s performance.

The WHWY-AM-FM case centered on an informal objection, raised at the time of the station’s 1972 renewal application, alleging the misuse of its facilities to advance the interests of one political candidate over others.

Herbert R. Shein, campaign manager for David Shoentag during the 1971 election for county executive of Dutchess county, N.Y., made eight specific complaints charging the licensee with political broadcasting rule violations.

The commission concluded that errors by the licensee and its employees had resulted in discriminatory treatment among candidates. Whether or not discrimination was intentional, the FCC noted, the station had misscheduled the ads of certain candidates, clipped the opening words of commercials on Mr. Shoentag’s behalf, and refused to permit the use of the station’s production facilities for some candidates, while keeping an open door to others.

The commission also found WHWY’s management had failed to maintain control over objectionable material on the station’s telephone call-in show; permitted violations of FCC logging rules; failed to identify community of license, and practiced “clipping”—late cut-ins or early cut-outs—of newscasts.

The station’s regular license term does not expire until June 1. However, the commission said, by “expressly declaring the grants for the period up until June 1 to be short-term renewals,” notice would be served on all broadcasters of the commission’s concern over licensee negligence.

‘Image-maker’ employment

Broadcasting employs more minorities in “image-maker” positions than do other media, but radio and television have the worst record in hiring women in such positions. These and other conclusions were drawn from Equal Employment Op-

Networks allowed to interview Saxbe about antitrust suit

District judge will not hold up case awaiting Supreme Court appeal, but he does permit questioning of former attorney general on Justice’s motives

A federal judge in Los Angeles last week denied motions by the three commercial TV networks to hold in abeyance a government antitrust lawsuit against them until the U.S. Supreme Court rules on an appeal by ABC, CBS and NBC from an

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earlier ruling of the same judge. He did, however, accept the networks' request for permission to interrogate former Attorney General William Saxbe about the decision by the Justice Department to refile the antitrust suit.

At the hearing last week, Judge Robert Kelleher of the U.S. District Court told the networks that they can submit written questions to Mr. Saxbe, now U.S. ambassador to India, to determine his reasons for refileing the lawsuit. The original lawsuit was filed in 1972 and charged the three TV networks with monopoly of prime-time programming. That suit was dismissed without prejudice (meaning it could be reinstated) by Judge Kelleher last November after the networks protested that the suit was triggered by Nixon administration antagonism to network news. The networks also charged that the White House refused to relinquish tapes and documents that could verify this allegation. The government refiled the lawsuit last November, essentially in its original form.

The networks have asked the U.S. Supreme Court to review Judge Kelleher's action last year in dismissing the complaint without prejudice. They feel the case should have been dismissed with prejudice, blocking the Justice Department from refileing the same complaint.

In the discussion about interviewing Mr. Saxbe, CBS lawyer Robert Rifkind said that the questioning of Mr. Saxbe would try to determine, among other things, whether the refiled suit was "just an effort to vindicate his predecessor." And, Mr. Rifkind added, the interrogation would also seek to establish whether the new complaint is "infected by the previous one."

Bernard M. Hollander, Justice Department antitrust lawyer, termed the suggestions "outrageous." He insisted that the investigation of the networks' programming practices began long before Watergate and has no connection with it. He unsuccessfully urged the court to proceed with the formal trial immediately.

Pending the response from Mr. Saxbe and possible further argument, the two sides are proceeding to exchange information and evidence.

Color's world. Seven out of 10 U.S. television homes had color TV sets as of Jan. 1, according to estimates released last week by NBC. Alfred J. Ordover, vice president, corporate planning, put the number of color-equipped homes at 48.5 million, or 70.8% of all TV homes. It represented a gain of 3.55 million or 8% since Jan. 1, 1974, and of 25.1 million or more than 10% since Jan. 1, 1970. Mr. Ordover also noted that 7.8 million color sets were sold in 1974, representing a consumer investment of $3 billion. NBC's quarterly estimates are based on a variety of sources including color set production, sales, imports and dealer inventories.

ABC recruits. Signings of WAIT (AM) Chicago and KFI (AM) Los Angeles as affiliates of American Entertainment radio network were announced by ABC last week. Edward McLaughlin, president, ABC Radio Network, said that with these alignments all four ABC radio network services—Contemporary, FM and Information, in addition to Entertainment—will have "top-notch affiliates" in each of nation's top three markets. Other new affiliates were said to include KAKC (AM) Tulsa, Okla., and WCKY (AM) Cincinnati with Information network; KPAM (AM) and WTVG (FM) with Contemporary network, and WQER (FM) Cincinnati, WYSP (FM) Philadelphia and WQPO (FM) Buffalo, N.Y., with FM network.

CPB sticks by AETC. Corporation for Public Broadcasting announced last week it would continue financial support of Alabama Educational Television Commission, which in January was stripped of its licenses for eight noncommercial TV stations in state (Broadcasting, Jan. 13). Commission is interim operator of stations and it probably will reappraise, as suggested by FCC, for licenses of TV stations.

Big bucks for KGET. Grant of $4.5 million to noncommercial KGET (TV) Los Angeles has been made by Ford Foundation. Grant is on matching dollar-for-dollar basis.

CBS goes along. CBS Inc. has joined NBC (Broadcasting, Feb. 17) in agreeing to include in its employment-application forms clause to effect that discrimination will not be practiced on basis of "sexual preference."

IAAB urges more broadcaster protection

Resolution passed in Montevideo where Madsen is re-elected treasurer

Broadcasters of Latin America, where government confiscation of stations can occur under various guises, joined other members of the Inter-American Association of Broadcasters in opposing hazards that are more familiar to broadcasters in the U.S.

The 12th semiannual IAAB general assembly, held March 3-7 at Montevideo, Uruguay, unanimously adopted a resolution asserting:

"We as an organization commit ourselves to work for the establishment of a more rational system of license renewals that permit the broadcaster to plan his future with some semblance of tranquility and security. The broadcaster must be shielded from capricious attempts to threaten his license from individuals and/or citizens' organizations if he has rigorously followed the broadcasting laws of his country."

The resolution was contained in a report offered by Joaquim Mendonea of Brazil, president of the IAAB's perma-
changing hands

announced

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

**Kbmy(AM)** Billings, Mont.: Sold by KBmy Broadcasting Co. to Radio Billings Inc. for $425,000. Sellers, Howard L. and Stanley G. Enstrom, have no other broadcast interests. Buyer is subsidiary of Peoria Journal Star Inc., publisher of Peoria (III.) Journal Star and several trade magazines including Rotor and Wing and Profitable Craft Merchandising. Peoria Journal also owns WAZY-AM-FM Lafayette, Ind., and knox-(AM)-Ktyt(FM) Grand Forks, N.D. Principals in buyer are Carl P. Slane and Elizabeth T. Heidrich. Kbmy is on 1240 kHz with 1 kw day and 250 w night.

**Wkko(AM)** Cocoa Beach, Fla.: Sold by Cocoa One Inc. to Emcom Associates for $340,000. Principal in seller, Theodore A. Eian, has no other broadcast interests. Principals in buyer are Mr. and Mrs. Howard W. Maschmeier. Mr. Maschmeier is general manager of week-ch-am-fm-TV New Haven, Conn., before stations were sold to others by Triangle Publications Inc. (Broadcasting, March 1, 1971). Wkko is on 860 kHz with 1 kw day and 1 kw night. Broker: Blackburn & Co.

**Krop(AM)** Brawley, Calif.: Sold by Ronke Inc., to John B. Stodelle for $240,000. Principals in seller are Boyd Kelley, Floyd Shetron, Jack Crosby and Glen Weber. Mr. Kelley has 60% interest in kdtv(AM) Stamford, 17% interest in kkda(AM) Grand Prairie and 40% interest in yet unbuilt kbsd(AM) Wichita Falls, all Texas. Mr. Shetron has 81% interest in kerb(AM) Kermit and 5% interest in krio(AM) McAllen, both Texas. Mr. Crosby also has 26% interest in McAllen station. Buyer is former sales official at Kcst-TV San Diego. Krop is on 1300 kHz with 1 kw day and 250 w night.

**Went(AM)** Gloversville, N.Y.: Sold by Went Broadcasting Corp. to Dean Broad-casting Corp. for $230,001. Principal in seller is Joseph H. Tobin, who has no other broadcast interests. Buyer, Richard D. Ruby (100%), is vice president and general manager of local retail furniture and appliance business. Went is on 1340 kHz with 1 kw day and 250 w night.

approved sales approved by the FCC last week include:

- **Wwhw-AM-FM** Hyde Park, N.Y.: Sold by Ubiquitous Corp. to Castle Communications Corp. for $620,000. Thomas Durdy is president of seller. Principal in buyer is James F. O'Grady Jr. (57.7%). Castle also owns wall-AM-FM Middletown, N.Y., and Mr. O'Grady has small interest in krap(AM) Sacramento, Calif. (FCC had earlier granted Ubiquitous short-term license renewal in resolving charges brought against Wwhw-AM-FM in 1972, concerning misuse of its facilities to advance interests of one political candidate over others. See story, page 28.) Wwhw is daytimer on 950 kHz with 500 w; FM is on 97.7 mhz with 3 kw day and 300 feet above average terrain.

- **Kmax(FM)** Arcadia, Calif.: Sold by Sierra Madame Broadcasting Co. to KPcc Inc. for $350,000. Principals in seller are Max H. and Mary Ellen Isgord. Principals in buyer are Howard Warshaw, president (40%), wife, Miriam (25%), and her brother Marvin B. Kosovsky (35%), who own kppc(AM) Pasadena, Calif. Messrs. Warshaw and Kosovsky also have 25% interest each in WTHE(AM) Mineola, N.Y.; 33% each in WYLO(AM) Jackson, Wis.; 33% each in WARE(AM) Cannonsburg, Pa.; 33% each in Universal Broadcasting Corp., management consultant and sales rep firm based in New York, and 51% respectively in kuxl(AM) Minneapolis-St. Paul. Warshaws also own race horse breeding and racing business in Roslyn, N.Y. Kmax is on 107.1 mhz with 3 kw and antenna 240 feet below average terrain.

- **Wlyv(AM)** Fort Wayne, Ind.: Sold by Shepard Broadcast Corp. to Golden Bear Communications Inc. for $777,637. Principals in seller, John L. Shepard, Daniel Duffy and Michael Coyne, also own Wlyv-AM-FM Grand Rapids, Mich., and 60% interest in Kitt(FM) San Diego. (Original deal with Golden Bear included all four properties for price of $1,725,000; approval of license assignment for last three stations is still pending at the commission.) Mr. Shepard also has interests in kwfm(FM) San Fernando, Calif., and kber-AM-FM San Antonio, Tex. Principals in buyer are professional golfer Jack Nicklaus and two of his business associates, Putnam S. Pieman of Columbus, Ohio, and Thomas J. Pater-son of Fort Wayne. They have no other broadcast interests. Wlyv operates on 1450 kHz with 1 kw day and 250 w night.

- Other transfers of ownership approved by the FCC last week include wkoy(AM) Bluefield, W. Va. See page 55 for details.
Japanese spot wins in Hollywood

Panasonic commercial takes biggest television honor; Y&R wins for Excedrin in radio, brings home total of four trophies

A 30-second Japanese television commercial won the TV sweepstakes award last week at the 15th annual international broadcasting awards ceremony of the Hollywood Radio and Television Society. The commercial was for Panasonic dry batteries. It was produced by Dentsu Motion Pictures Co., Ltd., Tokyo, with Dentsu Advertising, also of Tokyo, as the agency. The TV spot, titled "Robot," shows an announcer who identifies the many uses of batteries and finishes by opening a small compartment in his body that reveals the batteries that keep him operating.

This is the second time that a Japanese TV spot has won the HRTS television best-of-the-best award; another won in 1969.

In radio, a series of three commercials for Excedrin (Bristol Myers Co.) won the radio sweepstakes honors. Agency was Young & Rubicam, New York, which also took a second radio and one TV trophy to lead all advertising agencies in

How did WHNE(FM) become #1 Adults 18-34 in Detroit?
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WHNE took on and beat some of the toughest AM and FM stations in the country. They did it with one of our six quality formats for automation.

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Write or visit us at the NAB Convention in Las Vegas. We'll be in Suite 1830 at the Hilton.

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Rating estimates average quarter hour as per Oct.-Nov. 1974 ARB, M-S 6am-mid., Metro; and Oct.-Nov. 1974 PM, 6pm-mid., Central Zone

TVB wants to convert nonbelievers

Campaigns being drawn up to attract money in other media to spot TV

A custom presentation aimed at swing- ing to spot television as much as possible of the $60 million that air lines are spending in other media has been given formal approval by the Television Bureau of Advertising's 31-member sales advisory committee, TVB announced last week.

The committee saw the presentation, forerunner of others aimed at specific industries, during a March 7-8 meeting at which it reviewed other TVB spot sales targets and approved agendas for six regional sales meetings to be held in May and for the bureau's fourth annual retail commercials workshop April 28-29.

Spot sales targets presented by TVB President Roger D. Rice included, in addition to air lines, the insurance field
“The special effects are really out of this world and Martin Landau and Barbara Bain are excellent. We are betting that New Yorkers will eat up SPACE: 1999, and I expect the rest of the country will too.”

—Hendrik Booraem, Jr., Vice President/Programs, WPIX, New York City

“SPACE: 1999 is the finest program that I have seen in years and I cannot understand how the Networks let this slip by.”

—Robert M. Bennett, Vice President, General Manager Operations, WCVB-TV (ABC), Boston

“The production values equal in quality what we have come to expect from the networks. I truly believe this show will knock ‘em dead.”

—Kenneth R. Croes, President and General Manager, KOCO-TV (ABC), Oklahoma City

Starring MARTIN LANDAU and BARBARA BAIN
Also starring Barry Morse

SPACE: 1999
THE ULTIMATE ADVENTURE SERIES
“Magnificent! I can’t tell you how happy we are to own SPACE: 1999. It’s a magnificent show—superb acting—and has splendid special effects.”
—Ro Grignon, Vice President & General Manager, WDAF-TV (NBC), Kansas City

“Best of all! This has got to be one of the best-looking hours of television I have seen...The effects approach those only seen previously in movies like 2001—A SPACE ODYSSEY. Best of all...the storyline and the scripts will support the fantastic job done in effects, sets, and attention to detail. Martin Landau and Barbara Bain once again look like real winners.”
—Tay Vuye, Director of Program Operations, WTVJ (CBS), Miami

“Outstanding special effects! I’m certain that the star power coupled with the outstanding special effects and cinematography will make the show a real winner.”
—Art Glenn, Vice President and General Manager, KMGH-TV (CBS), Denver

“Exciting! We think it will be an exciting addition to our fall schedule.”
—David Chase, Station Manager, WII-C-TV (NBC), Pittsburgh

“Network budget! The most exciting property to enter syndication in a great many years. It has a network budget. It will play against any network program.”
—Jules Mayeux, Station Manager, WBRZ (NBC), Baton Rouge

“It’s fantastic! What happens in the show could possibly happen in reality, making the sci-fi series very believable. It’s fantastic!”
—George Leh, Program Manager, WJRT-TV (ABC), Flint & Saginaw & Bay City

“Tops them all! It holds viewers glued to their seats. This program tops them all. SPACE: 1999 will set a new standard of program excellence. Top talent, top production, top writers, equals top of the world.”
—Robert J. Sinnott, Vice President & General Manager, WHBF-TV (CBS), Davenport & Rock Island & Moline

“Edge of the chair excitement! At last—a series that should provide edge of the chair excitement for the entire family. We can’t wait to read the numbers in the fall books.”
—Charles Whitehurst, Vice President & General Manager, WPMY-TV (CBS), Greensboro & Winston-Salem & High Point

“Sure-fire hit! The production values, story line, and sure-fire hit value of Martin Landau and Barbara Bain make it a super Access or Prime Time program. Congratulations!”
—Richard B. Beilin, Vice President, General Manager, WNYT-TV (ABC), Syracuse

“We’re so excited about SPACE: 1999 that we’d like to put the series on right NOW, but we’ll have to wait for the fall.”
—Harold Wooley, Vice President & General Manager, KCIX-TV (ABC), Salt Lake City

“I’m very excited about running SPACE: 1999 in Hawaii.”
—Dick Grimm, Vice President & General Manager, KITV (ABC), Honolulu

“Best-production without que: I am very sure networks dir their program.”
—Conrad L. Caghi

“Great! SPAC great. Prod: outstanding and suspense.”
—Morton S, WLOS-TV (ABC), C

“A real winner one of the fe that contain that spell su have a real I saw certain: production c per episode.”
—Charles (Chuck)

“We’re delightful 1999 for our”
—Jack H.

“Winner of the has to be wr”
—Edwin C. Me

“Star value! Ti are great—of Martin Landa outstanding.”
—Robert L. Brs

“At last! A pro the young ac”
—J.
"Martin Landau-Barbara Bain magic! It's the best thing I've seen in many a moon. I look forward to capitalizing on the return of the Martin Landau-Barbara Bain magic."
—Doug Duperrault, Assistant to the President, Program Director, WFLA-TV (NBC), Tampa

"Winner! The special effects are fantastic, the writing is excellent and the stars add the right dimension that makes me feel ITC and WCPO have a winner."
—Ben Hevel, Assistant General Manager, WCPO-TV (CBS), Cincinnati

"Spectacular! SPACE: 1999 has the most consistently spectacular special effects, episode by episode, that I have ever seen."
—George J. Mitchell, Vice President & General Manager, KWEF (ABC), Dayton

"SPACE: 1999 is San Antonio's kind of show! We know we'll own that time period next fall."
—James Schiavone, Vice President & General Manager, KSAT-TV (ABC), San Antonio

"Fantastically exciting! One of the most fantastically exciting and extremely well-produced series I have seen. Production qualities exceed anything I've seen."
—Frank Chappell, President of Broadcast Division, KARD-TV (NBC), Wichita

"This is the best syndicated show that I have seen in years."
—Ed Lasko, Vice President & General Manager, KCRG-TV (ABC), Cedar Rapids - Waterloo - Dubuque

"Highest rated! It'll turn the trick for us in the ratings. I expect it to be the highest rated syndicated series in our market."
—Charles Maly, Program Director, KDBC-TV (CBS), El Paso

"Excellent series! An exciting concept, fine production and outstanding stars, should make it an excellent series. Thanks for producing it, we're glad we own it."
—Everett H. Hughes, Program Manager, WDBO-TV (CBS), Orlando

"Television has needed a believable new sci-fi series since the advent of the seventies. '1999' fills the void with class. For fantasy, realism, quality and exciting entertainment, the search has ended with SPACE: 1999."
—Don E. Fuller, Vice President and General Manager, WSJTV-TV (ABC), South Bend - Elkhart

"Best I've ever seen! The special effects featured in this series are the best I've ever seen on TV. We're convinced SPACE: 1999 will assure WXIA-TV of having a real winner on the schedule come fall 1975."
—Jack Clifford, President and General Manager, WXIA-TV (ABC), Atlanta

"Great cast! This series has a great cast along with top quality production. We look to great success with SPACE: 1999."
—Tom Rose, Assistant General Manager, WLWT-TV (ABC), Indianapolis

"The best! We think SPACE: 1999 is the best combination of stars, sets and special effects we have seen in one show."
—A. Phillip Corvo, Program Director, KGTV (NBC), San Diego

"Extraordinary! Superb! SPACE: 1999 is the most extraordinary series ever offered to stations. The stars, the special effects, the stories and production qualities are superb!"
—Lionel L. Scheen, Vice President & General Manager, KHJ-TV (IND), Los Angeles
An Open Letter to All Broadcasters:

We wish to thank all our friends in broadcasting for the unprecedented way in which they have so enthusiastically welcomed our new space science-fiction series, SPACE:1999. It is completely overwhelming, even to a pair of syndication veterans with over half a century of experience between us.

In the 19 working days since programming executives returned from the NATPE Conference in Atlanta, 48 stations bought SPACE:1999—many within hours of our original announcement—with more stations signing up every day. At this rate, we fully expect to have 150 markets in our network by June.

SPACE:1999 is a dramatic and unqualified sales success in every way that a new product can be judged a sales success. And in some new ways. Many local stations have bought the series to pre-empt prime time network entries starting in September ’75. Others have told us that SPACE:1999 is the first series which finally fulfills the original intent of the Prime Time Access Rule. Everyone has told us that SPACE:1999 will be the big hit of the 1975-76 season.

To those who have not yet had an opportunity to screen SPACE:1999, please understand that we have been literally flooded with requests for screenings and presentations and naturally we can’t be everywhere at the same time. Please be patient. We’ll get to you as soon as possible. To those of you who have so quickly joined the roster of stations acquiring SPACE:1999—again, thanks and welcome.

Kindest regards,

Abe Mandell
President

Pierre Weis
Executive Vice President-Syndication
with a TV potential of approximately $30 million currently being spent in other media; the automotive field, appliances, and national food and drug chains.

The sales advisory committee is led by Thomas Maney of WCBS-TV Boston and Jay Wallart of Harrington, Elghter & Parsons as co-chairmen. Eight new members joined it at the March meeting: Marty Colby, XETV(TV) Tijuana, Mexico (San Diego); Har Eaton, WJBF-TV Detroit; Frank Flynn, WCVB(TV) Talla- hassee, Fl. (Tallahassee, Ga.); Patrick Gmitter, Cox Broadcasting, New York; Richard McCloseky, KMEG-TV Sioux City, Iowa; Andrew Potos, Storer Television Sales; Robert E. Rice, WRAA-TV Peoria, Ill., and Richard Wexo, WDSU-TV New Orleans.

TV spot: super medium to supermarkets

Food stores have increased their nonnetwork spending by 26%, chains by 14%; Safeway replaces A&P as top time buyer

New evidence of growing reliance on television advertising to sell groceries was turned up in two Television Bureau of Advertising analyses last week.

One showed that food-store investments in nonnetwork television rose 21% in 1974, reaching $80 million, while the top 15 food-chain users increased their outlays 14%, to $48.4 million.

The other analysis found that a supermarket was the first, second or third largest local TV user in 39 of the 75 leading markets. In 12 of those markets, TVB said, a food store outranked national and regional as well as local brands in TV usage.

Local/regional TV’s top 15 food chains achieved an 14% increase in 1974 despite a 44% cut by A&P which topped that company from its number-one position. Safeway moved into first place with a 36% increase. Details are shown in the following table:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Chain</th>
<th>1973 Total Dollars</th>
<th>1974 Total Dollars</th>
<th>Chg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Safeway</td>
<td>$5,403,700</td>
<td>$7,366,800</td>
<td>+38%</td>
</tr>
<tr>
<td>2</td>
<td>A&amp;P</td>
<td>$12,220,600</td>
<td>$6,880,700</td>
<td>-44%</td>
</tr>
<tr>
<td>3</td>
<td>Winn-Dixie</td>
<td>$5,413,800</td>
<td>$5,244,300</td>
<td>-3%</td>
</tr>
<tr>
<td>4</td>
<td>Kroger</td>
<td>$4,416,300</td>
<td>$5,838,300</td>
<td>+37</td>
</tr>
</tbody>
</table>

Food Fair

1. Safeway $1,418,700 $3,525,300 +148
2. Acme/Super Saver 2,311,600 2,662,100 +14
3. Von’s 502,300 2,915,800 +898
4. Seven Eleven 1,792,200 2,777,700 +56
5. Shop Rite 1,370,500 2,379,400 +79
6. Jewel 1,799,700 2,975,200 +77
7. Pathmark 2,309,100 2,114,100 -8
8. Alpha Beta 522,500 1,790,900 +243
9. Ralph’s 966,900 1,699,600 +73
10. Publix 1,564,900 1,811,400 +16
11. Albertson’s 542,100 1,445,700 +187

Total top 15 $42,497,600 $46,446,300 ++4

Total food store category 65,991,800 80,079,300 + 21

* A&P invested an additional $1,880,700 in 1973 and $2,801,100 in 1974 in network TV.

Source: Television Bureau of Advertising, based on Broadcast Advertiser figures (BAR).

FCC worries about NARB

Financial support for the National Advertising Review Board is slackening due to the declining profits of major contributors. Thomas Rosch, director of the Bureau of Consumer Protection, Federal Trade Commission, said last week in a conference before addressing the Town Hall of California in Los Angeles.

The NARB, which is headquartered in New York, is "a viable, self-regulatory mechanism," Mr. Rosch said. It has handled a number of substantial cases, he noted, that otherwise might have involved the FTC or some other federal agency.

The organization, established two years ago, is supported primarily by contributions from the advertising industry and major advertisers. But as the economy has worsened, support for NARB has dwindled because contributors’ net income has shrunk. "The FTC views this as an unfortunate and ominous trend," Mr. Rosch said.

BAR reports television-network sales as of March 2

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended Mar. 2</th>
<th>1975 total dollars week ended Mar. 2</th>
<th>1974 total dollars</th>
<th>Chg.</th>
</tr>
</thead>
</table>
| Monday-Friday| Sign-on-10 a.m.                  | 107 $ 642,400                       | $5,193,800 $3,408,100
| Monday-Friday| 10 a.m.-6 p.m.                   | 994 10,362,800                      | $89,805,700 $78,458,000
| Saturday-Sunday| Sign-on-6 p.m.                  | 286 4,315,400                       | $41,126,500 $39,031,200
| Monday-Saturday| 6 p.m.-7:30 p.m.               | 100 2,454,500                       | $22,046,300 $20,565,300
| Sunday       | 6 p.m.-7:30 p.m.                 | 16 311,000                          | $4,260,700 $4,291,100
| Monday-Sunday| 7:30 p.m.-11 p.m.                | 393 25,479,300                      | $214,766,500 $209,090,800
| Monday-Sunday| 11 p.m.-Sign-off                 | 174 3,282,500                       | $25,804,700 $19,772,300
| Total        | 2,070 $46,847,900               | 17,892 $403,004,200                | $374,616,800

Source: Broadcast Advertiser Reports

It takes a cool head and a warm heart to be a Delta professional.

You’re a Delta line mechanic and that jet at the gate belongs to you until you’re ready to turn it over to the captain.

You check out everything from engines to instruments to airlocks to ashtray lids. Your jet is one big, beautiful piece of machinery and you want it nothing short of perfect.

There’s more to it than personal pride, of course. The people who board your jet count on you for a smooth flight. And when it comes to people, a Delta professional couldn’t care more.

Line Mechanic Don Henson and Capt. Malcolm Simpson, Delta professionals.

Delta is ready when you are:

Testing other media. Rising postal charges have prompted New Process Co., Warren, Pa., to explore alternate media to reach present and potential customers. New Process deals exclusively in apparel and has counted on direct mail to reach its approximately 11 million customers annually. Ketchum, MacLeod & Grove, Pittsburgh, has been engaged to conduct program of media advertising tests in 1975.

Short-cutting. Union Underwear Co., New York, has designated April 6 as Spectacular Sunday and on that day will run TV spots on all three networks to announce price cut of 20 cents per package on its Fruit of Loom brand of men's and boys' underwear. Copy, created by Grey Advertising, New York, noted: "Also, it's the only underwear that you can wash with cars, we can do it with underwear."

DDB spinoff. Russell, Harris, Levenson Inc., New York, has been formed by three executives from Doyle Dane Bernbach, New York. Edward T. Russell, president and chief executive officer of new agency, was president of DDB International until he resigned last October. Other partners are Bill Harris, senior VP at Rosenfeld, Sirowitz and Lawton, New York, and earlier at DDB, and Lawrence Levenson, senior vice president at DDB, both of whom have been named executive vice presidents. 201 East 42nd Street, New York.

Sticking with no-stick. After eight-month introductory campaign in Midwest, Best Foods of CPC International Inc., Englewood Cliffs, N.J., this month began distributing Mazola No-Stick cooking spray nationally, supported by TV effort on all three networks and in major markets. Agency is McCann-Erickson, New York.

Utility ad ban struck down. Oklahoma state supreme court last week overturned Oklahoma Corporation Commission ban on promotional advertising in any media by public utilities. Suits were brought separately by Oklahoma Broadcast Association, newspapers and utilities (Broadcasting, Feb. 17).

B/BI San Francisco. Sixth office for Bolton/Burchill International Ltd., radio and television sales representative firm, has opened in San Francisco at 1933 Webster Street; phone, (415) 921-8411. Richard S. Garvin, account executive for KWSF(FM) Los Angeles, has been named office manager of new unit.

Business Briefs

Salant explains rationale for paying Haldeman

CBS News president concedes that question is delicate, but cites factors that prompted decision

CBS News's controversial payment to the former White House chief of staff, H. R. Haldeman, for an extended interview (Broadcasting, March 10) does indeed involve serious questions and has prompted a review of applicable CBS News policies to minimize the dangers, CBS News President Richard S. Salant said last week.

"It would be stubborn, mindless and excessively self-defensive for me automatically to defend our payment, and I do not do so," Mr. Salant said in a letter to New York Times columnist James Reston, who questioned the payment in a March 7 column. "The dangers that you underline—of having this practice of payment spread, as it has in Britain, to payments to elected and appointed public officials for their print and broadcast interviews, are real. And it is possible, as you note, both in fact and in public perception, the payments may transform news interviewees into 'performers.'"

Mr. Salant said that "through a carefully drafted written policy" CBS News has tried "to draw a proper line between payments which are permissible and payments which are not." But he conceded that in the Haldeman case he may have drawn the line "at the wrong place." He also indicated that some of his CBS News colleagues, like some of his competitors, disagreed with the payment, and he said that he himself had known that "my call, even at the time I made it, was a close one."

CBS News policy, he says, draws "a distinction between interviews for hard news—our CBS Morning and Evening News, hard news specials and like—where payments are forbidden—and longer broadcasts which seemed to me to be analogous to memoirs, or articles in magazines where payments are permissible and where they are common practice both in book publishing and in magazine publishing (for example Atlantic, Harper's and the New York Times Magazine). In the latter case, surely the New York Times Magazine would pay Haldeman for an article about his White House years.

It is more than a question of whether the interviews "make news," Mr. Salant asserted. He noted that there had been serious question about the propriety of payments for memoir type interviews with Presidents Eisenhower and Johnson after they left office—even though those interviews made newspaper headlines.

He said he made the decision to pay in the Haldeman case "because it was

Broadcasting May 17, 1975

How did WHNE(FM) become #1 Adults 18-34 in Detroit? Drake-Chenault has the answer.

WHNE took on and beat some of the toughest AM and FM stations in the country. They did it with one of our six quality formats for automation. Their story could be your story. Write or visit us at the NAB Convention in Las Vegas. We'll be in Suite 1830 at the Hilton.

Drake-Chenault

8399 Topanga Canyon Boulevard
Canoga Park, Calif. 91304 Call collect: (213) 883-7400


38
contemplated that the broadcast would be more in the nature of 'memoirs,' and more nearly like articles for the New York Times Magazine, for example, than they were interviews to be included on the pages of a daily newspaper or our hard news broadcast.

"An added factor which tipped my decision to pay was the recognition, as we were there would be time to cover a very large amount of Haldeman's time—at least as much time, I suspect, as it would have taken him to write a magazine article. What actually happened in preparing this broadcast confirmed that expectation. Not only did we interview Haldeman on film for six-and-a-half hours, but my associates, in preparing the film interview, held working discussions with Haldeman that totaled about 44 hours. Thus we took 50 hours of Haldeman's time, as I expected. That confirmed me that the Haldeman project was different from the normal news interview situation and was a factor in my decision that having used so much of Haldeman's time, he was entitled to compensation.

"Finally, there was one other important, although not decisive factor. Haldeman, as you know, is an exceedingly prolific amateur film cameraman, and he took enormous quantities of 8mm film of White House activities and of Nixon. This film represents a unique resource and record. Our payment to Haldeman explicitly included the rights to this film, which we plan to use in our broadcast. It seemed to me that there was little question that he was entitled to be paid by us for rights to use his film."

Nevertheless, he said, the objections that Mr. Reston and others advanced "are entitled to very considerable weight," and "I am undertaking a review of the application of our policies to give greater assurance that the dangers which you note will be minimized at CBS News in the future."

Mr. Salant did not say how much CBS News had paid Mr. Haldeman—published speculation had put it at about $25,000. CBS News did announce that the Haldeman interview would be presented in two one-hour segments preempting 60 Minutes on March 23 and March 30 (CBS, 6-7 P.M., NYT) under the title Haldeman: The Nixon Years—Conversations With Mike Wallace."

There's little room for freelances in TV documentaries

A conference to test the commercial network market for TV news documentaries by independent video-tape groups found last week—one, apparently to no one's great surprise—that the market is small and tight. Representatives of the network news departments made clear that they can use very few of the many such documentaries that come their way.

One partial exception was Don Hewitt, executive producer of CBS's 60 Minutes, who said his program frequently buys segments of films from outside sources, but not entire documentaries. For these segments, Mr. Hewitt said, "We pay $1,000 for every minute of film used. Usually, it comes to 10 minutes' worth."

For the most part, network producers said they had difficulty using their own news personnel within the time allotted them, and seldom had enough budget to buy material from the outside. They also emphasized their need to be able to vouch for the reporting in all broadcast material.

The conference was held Monday (March 10) in New York, under the sponsorship of the Rockefeller Foundation.
Chairman of the boards

You'll usually find Ernie at his drawing board when he's not with the executive board. IGM's president is also one of the most innovative mechanical design men anywhere. His Instacart® has proven that point in more than 500 successful installations during the last few years. You can always look to Ernie and IGM first for the products you need to satisfy your automation requirements. There's just one place to find the creative leadership that Ernie'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...

the best there is!

IGM

A Division of NTI
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Bellingham, Washington 98225
(206) 733-4567

Ernie turns it on at NAB Booth 804 South

ing its documentary, Pensions: The Broken Promise, that is now before the U.S. Court of Appeals in Washington for a second time.

The basis of the network's concern is a statement in the commission's brief, filed last month (Broadcasting, March 3), as to who is to define the issues in a fairness complaint—the complainant or the licensee. The commission said the question to be considered was "the reasonableness of NBC's determination with respect to the issue" that Accuracy in Media identified as controversial. AIM filed the original complaint which led to the commission's conclusion that NBC had violated the fairness doctrine.

NBC contended that all past precedent recognizes that it is the licensee's judgment as to the subject matter of a program that is the proper focus of commission inquiry. Furthermore, it said, "the effect of applying the commission's current approach would be to strike at the heart of the concept of licensee discretion."

Commission attorneys last week denied their brief contained anything new. The commission routinely looks to the complaint in a fairness case for a specification of the issues involved, although it does not always make that as clear as it might, the attorneys said.

They noted that the commission, in its fairness doctrine primer, issued in July, said that its job in handling a typical complaint is to review the licensee's determination as to whether the issue specified in the complaint . . . has actually been raised in the licensee's programming and, then, "the licensee's determination of whether that issue is 'controversial.'"

This question will probably be debated in the oral argument in the case, if it is held on April 2, as scheduled. The commission has filed a suggestion of mootness, on the ground that the issues, as raised by AIM, disappeared last fall, when President Nixon signed legislation dealing with private pension plans.

Nixon-network reprise

The March 17 issue of the New Yorker provides a look back at the warfare between the Nixon White House and the news media, particularly the television networks. In a long article, "Shaking the Tree," Thomas Whiteside reviews the techniques employed by former President Nixon and his agents—and he includes among them former Vice President Spiro Agnew, one-time White House aide Charles Colson and Clay T. Whitehead, former director of the Office of Telecommunications Policy—to attack the credibility of the network news staffs. And he concludes that "there was a special irony in the Nixon administration's attacks on television, since it is hard to escape the conclusion that the manipulation of the feelings of vast numbers of people ('Will it play in Peoria?') that are associated with the excesses of the Nixon administration arose less out of politics than out of an extension of mass-marketing techniques, for which the television screen is the prime instrument."

APB business

Nominees for presidency of Associated Press Broadcasters Inc., are Walter Rubens, president and general manager, KOB(A)(AM) Las Cruces, N.M., and Robert Tobey, president and general manager, KOTS(AM) Deming, N.M. By coincidence, Mr. Rubens purchased his station from Mr. Tobey. Additional nominations may be submitted by board members at May 29 meeting, preceding fifth annual convention, May 29-31, Hotel Palacio Del Rio, San Antonio, Tex. Named to APB performance committee: Don Keough, executive news director, WROC-TV Rochester, N.Y., and Roger Downey, news director, KTRAN Phoenix.

'Weekend' slot

APB's Weekend, the news-magazine series, will be regularly scheduled on first Saturday of each month (11:30 p.m.-1 a.m., NPT), beginning next October. Weekend's 12 editions during 1974-75 season are also being aired in that Saturday time period, but on irregular basis.

Washington reports

Capital Broadcast News is offering Washington coverage of stories of local interest to stations that are either assigned by station or initiated by CBNA. Rate is $60 to $100 per report, with at least one assignment per week. Current clients include WAST(TV) Albany, N.Y., WBN(TV) Buffalo, N.Y., KMGH-TV Denver, noncommercial WNET(TV) New York, WTV(TV) Grand Rapids, Mich., WJIM(TV) Lansing, Mich., and Canadian Broadcasting Corp. Carol Kadushin, bureau chief, CBNA, 1337 22d Street, N.W., Washington 20037.

En ESPANOL

WESA-TV Hartford, Conn., has started Spanish-language simulcast of first half-hour of its 6 p.m. Eyewitness News on noncommercial WRTC(FM) at Trinity College, Hartford. Translation is by William Acevedo, assistant to city manager in community services.
CBS back on top after slump in ratings/shares

Its holdover hits wear well and midseason substitues go big as ABC's and NBC's falter

After a virtually dead heat with NBC-TV in the November sweeps, CBS-TV has reassessed its prime-time rating lead in the February sweeps' sweep period. The ARB figures (Feb. 5-March 4) give CBS a 21.0 rating, NBC a 19.9 and ABC an 18.4, and the Nielsen sweeps (Feb. 6-March 5) put CBS at 21.0, NBC at 20.0 and ABC at 18.4.

Industry sources were crediting CBS's gains to two basic ingredients: the network's bread-and-butter weekly series holdovers, and its introduction of three new second-season shows (The Jeffersons, Cher and Tony Orlando and Dawn) all of which are getting the kinds of ratings that make them almost certain bets for renewal. Among all of its programs, CBS has six series that are averaging a 40 share or better, season-to-date: All in the Family (51 share), The Jeffersons (46), The Mary Tyler Moore Show (40), M*A*S*H (40) and Rhoda (40). NBC can claim only two shows in this category, Sanford and Son (51) and Chico and the Man (48). ABC has none.

If CBS has had mostly good luck with its second-season shows, ABC and NBC have run into problems with their entries. For example, NBC introduced two new situation comedies on Thursday (March 6), and neither of them got much of a sampling against The Waltons, Sunshine (8-8:30 p.m., NYT) staggered to a 15.0 rating and 24 share and The Bob Crane Show (8:30-9 p.m.) could manage only a 14.7 rating and 23 share. ABC's two second-season sitcoms in that time period -- Hank and Karen -- have done even worse, the former averaging only a 21 share, the latter a 22. All four of these series may get a boost now that The Waltons has gone to reruns (beginning March 13). But the survival chances of the four comedies must still be considered questionable.

None of NBC's other second-season series -- The Mac Davis Show (mid to high-20's shares in recent weeks), The Smothers Brothers Show (low to mid-20's shares recently) and Archer (already canceled) -- appear likely to survive the summer. Among the new second-season entries at ABC, only S.W.A.T. (Monday, 9-10 p.m.), a cop series, is coming up with the low to mid-30's shares that spell renewal. Another new ABC cop series, Caribe (Monday, 10-11 p.m.), started off with a 34 share on Feb. 17, but the show has dipped steadily in succeeding weeks, going from a 29 share (Feb. 24) to a 28 (March 3) to most recently, a too-low 24 (March 10).

It's in the over-all season-to-date (Sept.

9, 1974, to March 9, 1975) numbers, however, that ABC's third-place position is most evident, with a 16.6 rating, against CBS's 20.8 and NBC's 20.2. In the most recent week of national Nielsen (March 3-9), CBS got a 22.6 rating, NBC a 19.3 and ABC a 16.2. The six highest-rated in the country that week all belonged to CBS: All in the Family (35.5 rating, 57 share), Good Times (28.7/45), The Jeffersons (28.6/45), Kojak (28.6/43), The Waltons (28.0/44) and M*A*S*H (27.9/42). In contrast, the eight lowest-rated shows that week all belonged to ABC: ABC Theatrical's "Love Among the Ruins" (13.8/22), Boat People (13.0/22), Three's Company (13.4/23), Karen (13.2/20), Hot in Baltimore (12.7/21), The Odd Couple (12.7/21), The Night Stalker (12.1/20) and The ABC Saturday Movie -- "Skudgugger" (10.5/18).

**NBC-TV gets up early for Saturday morning**

It's the first network to set its schedule; four new series are penciled in, four are erased

NBC-TV became the first network on the street with its 1975-76 Saturday-morning children's schedule, announcing last week that it had added four new series, subtracted four and shifted time periods on the six holdovers. Spokesmen at ABC and CBS said their fall children's schedules were still on the drawing boards.

One of NBC's new shows will be a live-action series called Westwind. The other three are cartoons: Hanna-Barbera's Josie and the Pussycats (which returns to network TV after a two-year hiatus), Filman's The Secret Life of Walter Kitty and DePatie-Freleng's tentatively titled Beyond the Planet of the Apes.

The four shows to be excised are The Addams Family, Star Trek, The Jetsons and Wheelie and the Chopper Bunch.

Half-hour by half-hour, the new schedule, which premieres Sept. 6, 1975, reads as follows (8-9 a.m., NYT): Emergency Plus Four; 8:30—Sigmund; 9—The Secret Life of Walter Kitty; 9:30—The Pink Panther; 10—Land of the Lost; 10:30—Run, Joe, Run; 11—Beyond the Planet of the Apes; 11:30—Westwind; 12 noon—Josie and the Pussycats; 12:30—Go USA.

**A ‘Ding Dong’ warning bell**

"TV can be a thief and rob the child of his creative ability," said Frances R. Horwich, the "Miss Frances" of early TV's Ding Dong School.

In an address to the 10th annual Hollywood Festival of World Television March 7-9 when she received the festival's Lee deForest Award for her many contributions to education and TV, Dr. Horwich said: "When the child is given too many specifics it causes him to stop thinking and creating for himself. Give him a variety of ideas and start him on the fun of doing the research."

She added: "Children are a sizable percentage of our population and are entitled to their share of TV educational, to their share of production talent and to the best personalities that may be secured. The time has come for management to stop justifying what is available to children now. It is not good enough."

The festival attracted 65 programs from 24 countries and had an attendance of over 1,000; winning programs will be announced at the Market for International Programs (MIP) at Cannes, France, April 21.

**Program Briefs**

'Sammy' running. NBC-owned stations division has picked up Syndicat Services' weekly 90-minute Sammy and Company for late-night weekend telecasting on NBC's WNBC-TV New York, KNBC (TV) Los Angeles and WRC-TV Washington. Series starts April 3-6 weekend with Sammy Davis Jr., as guest star and rock disk jockey William B. Williams as co-host. Syndicat says music-variety series has been placed in 76 markets and is being offered to stations on barter basis. Colgate-Palmolive, Bristol-Myers, Warner Lambert and Pabst are among 14 national advertisers signed to date.

Coming. Survival Anglia Ltd., New York, announced 12 new documentaries for coming season. Wildlife subjects still predominate, with "emphasis on personal adventure and scientific discovery outside the natural-history areas." Documentary topics include hot-air balloon journey over Africa's Rift Valley, anthropologist Richard Leakey's search for earliest man and America's bald eagle as endangered species.

Hailey's newest. NBC-TV, Paramount Television and Ross Hunter Productions have acquired rights to Jack Kaufman's "Emergency Changer," new novel by Arthur Hailey ("Airport," "Wheels") that Doubleday is publishing this month. Book will be filmed as three-to-six-hour made-for-TV movie, to be shown on NBC date to be announced. The book is about a U.S. Federal Agent.

Wit and wisdom of Rogers. Will Rogers Today is being offered as package of 65 five-minute radio programs. Register and Tribune Syndicate of Des Moines holds rights to series produced by Bryan Sterling, expert on Will Rogers. Humorist's actual words are voiced by Oklahoma actor with sound-alike voice. Billed as "nostalgia with relevance," shows contain three-and-a-half minutes of programming with audience track, slugs for one or two commercials, 15-second open and close billboards over musical beds. Series is offered on exclusive basis in each market (four or 14 weeks) with fees geared to station rate cards. Allan Pridual, Register and Tribune Syndicate, 111 East 39th Street, New York 10016; (212) 687-4855.

Syndication rights. Columbia Pictures Television, Burbank, Calif., has acquired domestic syndication and international distribution rights to Barney Miller, ABC

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comedy–police series produced on tape by Four D Productions Inc., Hollywood, that began January (Thursday, 8:30 p.m., NY). Syndication date has not yet been set.

New on the beat. Warner Bros. Television, Burbank, Calif., announces 90-minute pilot for NBC of Any Number Can Kill, about woman police officer. Starring in pilot are series being made in association with Douglas S. Cramer Co., is Kate Reid. Other regulars are John Anderson and A. Martinez. Producer is Alex Benton; director, Paul Wendkos; script by Stanley Ralph Ross.

Sea specials. Four Star Entertainment, Beverly Hills, Calif., has released five-one-hour TV specials under title, Conquest of the Sea, by Italian oceanographer and film-maker, Bruno Vailati. Individual episodes cover Japanese Sea, eastern Mediterranean, region off Brazil, Hawaii area, and region off Azores. Series is available for worldwide TV release this spring.


Country honors. KLAC(AM) Los Angeles and Larry Scott, that station's midnight-3:30 a.m. personality, were honored by Academy of Country Music Feb. 27 at that association's 11th annual awards ceremony. Station was named "Radio Station of the Year," honor it had won for last four years; Mr. Scott was named "Disk Jockey of the Year," honor he had won in 1968, 1972 and 1973.

WGA cites loss. Residuals to writers in television and films–to-tv dropped in January of this year, compared to same month last year, Writers Guild of America, West has reported. TV residuals fell by 23.6%; films–to–tv by 17.9%. Figures:

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<tr>
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<tr>
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RKO General guidelines. RKO General Inc.'s four TV stations will begin carrying announcement on April 1 prior to all movies which company considers unsuitable for children, suggesting parents exercise proper guidance. Announcement mentions film has been edited for showing but may not be suitable for children under age 16. RKO General stations are WOR-tv New York, Wnac-tv Boston, Kkj-tv Los Angeles and whlb-tv Memphis.

Upheld. FCC has affirmed Broadcast Bureau decision that rejected complaint by Michael McKee that wcco-tv Minneapolis-St. Paul has engaged in flagrant pirating of programming on abortion issue. Fair complaint was dismissed, bureau said, because claim that wcco-tv's over–all programming did not present opposing views was not substantiated.

Credit card cover. International Charge Card Registry, Arlington, Va., is barter sponsor of two presentated TV series, both becoming available April 15. First is one-hour weekly National Fight of the Week with Mickey Davis; second is 52, half-hour Three Passports to Adventure, featuring Linker family. Both are being distributed by Advertising Inc. Programing Division, Seattle. (Toll free phone: 800-426-8116).

Ziv/Tel sets up shop. Formation of Ziv/Tel, a TV syndication firm, with John N. Heim as its president, has been announced. Ziv/Tel, connected with Ziv International, a Los Angeles based marketing corporation, has started by acquiring syndication rights to Street People, 26 half hours produced by Mal Sharpe; Superman, a two-hour special produced by Mark Twain, and Will to Win, a half-hour special produced by Peter S. Braverman.

Mr. Heim is the former domestic sales manager of National Telefilm Associates, and before that was an executive of Warner Bros. Associated with Mr. Heim in Ziv/Tel are industrialist Max Ruderin and Irving Holdt. President of Ziv International, 600 North Sepulveda Boulevard, Los Angeles 90049.

Grade concedes on 'Burr'. The controversy about where ABC's Burr will be produced (Broadcasting, Nov. 4, 1974) apparently was resolved last week when Sir Lew Grade, chairman and chief executive of Associated Television Ltd., London, announced that if the program goes into production, it will be in the U.S.

In a letter to the Screen Actors Guild, Los Angeles, the union that has led the fight for American production of the series, based on Gore Vidal's book of the same name, Sir Lew said the tv production of Burr will not be done in Great Britain. "If the project does proceed, "which will depend entirely on the scripts, production will take place in the U.S.A.," he continued.

One of the burrs under SAG's seat is the fact that the prospective ABC series is particularly American, aimed as part of that network's Bicentennial programming. It also would have deprived American workers of employment if it were shot overseas, SAG said.

Satellite sharing is under study by different types of cable service

Home Box Office, Target Network talk of starting by end of year

The possibility of a cooperative venture between a pay–cable service and an advertising-supported cable network for the distribution of their programming by satellite was reported under development.

Informed sources said exploratory discussions had been held between Home Box Office, the pay–cable subsidiary of Time Inc., and Target Network Television, the cable-service subsidiary of Kmba-tv Kansas City, Mo., that currently serves systems in seven Middle Western states.

HBO feeds its sports service and other pay–cable programming essentially between 5:30 p.m. and 1:30 a.m., whereas TNT feeds in daytime and prime time, these sources said, suggesting the two companies might divide the time on a single satellite channel to accommodate their respective basic needs. Others suggested there might be a division by geographic regions, since HBO's immediate interest is in the Northeast and TNT's in the Midwest.

The possibility of bringing broadcast services into the venture was also suggested: The TV News (TVN) syndicated news service, for instance, has announced plans to go to satellite distribution, and Target Network Television officials are in contact with independent stations as well as cable systems.

HBO officials said that they had held "various talks" with Target Network but said these had led to "nothing definite."

Bill Worthington, programming and sales vice president of Target Network, confirmed discussions with HBO and said Target "will very much like to get [satellite plan] in operation late this year" if the expansion and needs of the two companies can be accommodated by them.

Reports of a possible joint venture developed coincidentally with HBO's announcement that it had named George Gilbert of CPI Microwave Inc. as manager of transmission development and had retained the new firm of Telecommunications Corp. as consultant on domestic satellite services. Telecommunications is also a consultant to Target Network.

Gerald M. Levin, HBO president, said the moves underline HBO's commitment to networking from a central studio and quality–control center. In the past, HBO quarters in New York the company currently transmits motion–pictures, sports and special–interest programming to 85,000 interconnected homes in Pennsylvania, New Jersey, New York and Delaware.

"We presently are using almost all available forms of terrestrial transmission
service to deliver programing to our affiliated cable-TV and master-antenna TV systems," Mr. Levin said. "This includes telephone and independent microwave common-carrier facilities, multipoint distribution service (MDS) and community antenna relay service (CARS-band) microwave. As we expand our present network and look to other parts of the U.S., Gilbert will help us cope with our anticipated need for rapid but orderly growth. Transcommunications Corp. is uniquely qualified to advise us on the additional step of using domestic satellite transmission facilities."

Mr. Gilbert has been manager of TV, voice and data operations for CPI Microwave, Austin, Tex., since 1972, and was traffic facilities manager in the ABC engineering department for six years before that. Transcommunications Corp., based in Greenwich, Conn., is headed by Robert E. Button, former executive of Communications Satellite Corp. and Teletaprompter Corp., and Hubert J. Schafly, a co-founder of Teletaprompter (Broadcasting, March 3).

Switch of the week: FCC is asked to order sex acts cleared on cables

The FCC, which has been attempting to jawbone broadcasters into easing off on material that might be considered obscene or indecent has received an appeal from the producer of a program for two cable television access channels in New York who claims the cable companies involved have censored sexually explicit shows. The commission, however, is playing the issue low key, at least for now.

Michael Luckman, producer of the Underground Tonight Show, wrote David Kinley, chief of the commission's Cable Television Bureau, accusing Sterling-Manhattan and Teletaprompter of illegal censorship in banning a segment featuring a demonstration of male masturbation. Mr. Luckman noted that commission rules forbid cable systems from censoring access channels, except in the case of obscenity. He asked the commission to hold a hearing on the revocation of the franchises of both companies, which serve Manhattan.

A cable bureau staffer last week said a letter was being prepared advising Mr. Luckman that cable systems have an obligation to prohibit the display of obscene or indecent material on their systems' channels. However, if Mr. Luckman wants a ruling, the staffer said, he will be advised to request a declaratory ruling or to file some other pleading which would enable the commission to build a record on which a decision can be reached.

The question of whether the commission will hold a hearing would be up to the agency to decide. In a case involving the broadcast of an allegedly indecent record by WBAI(FM) New York, the commission issued a ruling simply on the basis of written pleadings (Broadcasting, Feb. 17).

The commission is asking Congress for legislation making it clear that the present law banning the airing of obscenity and indecency applies to television and should be extended to cable television.

NATO told it's in wrong place

The FCC has dismissed a petition by the National Association of Theater Owners Inc. for an order directing Warner Communications Inc. to cease showing motion pictures on cable television.

The theater group argued that a 1951 antitrust consent decree by the U.S. District Court for the Southern District of New York had directed Warner's predecessor not to exhibit movies, and Warner was violating that decree by showing films on pay channels of its cable systems. NATO noted that pay cable did not exist in 1951, but suggested, that the "operative language" of the consent decree went beyond prohibiting movie exhibitions only in "traditional" theaters.

The FCC, however, pointed out that no violation of commission rules was claimed and therefore it was not the forum to interpret or enforce the 1951 consent decree. The "most logical way to resolve the conflict," said the commission, is to apply to the district court for interpretation.

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The other 11 cities where the Broadcast Bureau says drop-ins would be technically feasible are: Albany-Schenectady-Troy, N.Y.; Monroe-El Dorado, La.; Wilmington, Del.; Charleston-Huntington, W. Va.; Salt Lake City-Ogden, Utah; Wichita-Hutchinson, Kan.; Des Moines, Iowa; Davenport-Rock Island, Ill.; Portland-Portland Springs, Me., and Sioux Falls-Mitchell, S.D.

Although the drop-ins could be bad news for UHF stations in some markets, they might be good news for the networks, particularly ABC, in that the drop-ins would mean that nine markets would have the first time have three VHF stations, one for each network—Dayton, Birmingham, Johnstown-Altoona, Knoxville, Jackson, Louisville, Wilmington, Monroe-El Dorado, and Evansville. ABC now is affiliated with VHF stations in only two of those markets, Birmingham and Evansville.

However, the idea of using VHF drop-ins as a means of equalizing competition among the networks is not new. The commission in the early 1960's conducted a bitter fought rulemaking aimed at drop-ins. The FCC labeled it as a means of aiding ABC, which is outstripped by the other networks in terms of VHF affiliates. But the idea was abandoned (BROADCASTING, Nov. 18, 1963).

The analysis says the figures constitute a rough estimate. The tools for a more sophisticated analysis, it adds, are being developed by Rand Corp., which is designing an econometric model in connection with a future television study.

As for the desirability of a new look at the commission's table of allocations, the Broadcast Bureau is said to agree with OTP that the television assignment criteria should be reviewed and possibly revised. However, it adds, to conduct such a review, the staff would need two instructions from the commission: a set of new minimum mileage separations; and a set of priorities, such as equalizing three network facilities, reserving dropped-in VHF channels for noncommercial use in markets not served by noncommercial VHF's, and reserving VHF channels for three-VHF markets.

Two agencies act to clear up set problems

FCC clarifies rules on cabinets

The Food and Drug Administration, which ordered the recall of certain Matsushita-manufactured TV sets in January, has added more than 5,000 additional sets to three brands to the list. Because the sets have the potential to leak dangerously high levels of radiation, 400,000 sets were previously recalled. For the same reason, sets by Toshiba of America Inc., Quasar Electronics Corp. and two more Panasonic models have been recalled by the FDA's Bureau of Radiological Health as defective. (The earlier recall involved receivers made by Matsushita Electric Corp. of America and distributed by Panasonic, J. C. Penney and W. T. Grant.)

For the first time, the FDA is offering to reimburse set owners with "mileage money" for bringing sets into appliance centers for repair. The model numbers announced March 11 are: Quasar's WP-5532LW; WP5534LW; WP5535LS; WP-5540LP; WP5546LW; WP5016MW, and HP5552, Toshiba's C945, and Panasonic's CT396 and CT400.

Set makers have also been notified of a Federal Trade Commission revision of its rule pertaining to TV and radio set composition and how cabinets for sets should and should not be described. Rule Six in The Trade Practice Rules for the Radio and Television (Sets) Industry, issued in 1955, has been changed to include more detailed provisions on the proper use of wood names and new provisions for affirmatively disclosing when plastic and other simulatve materials are used in exposed surfaces of TV and radio cabinets. The rule further specifies that representations in advertising must be sufficiently descriptive to avoid misleading implications about composition.

The revisions bring Rule Six into conformity with the FTC's new Guides for the Household Furniture Industry, effective March 21, 1974. The revised rule will be effective June 11.

Technical Briefs

Spotmaster's latest. Broadcast Electronics Inc. has introduced Spotmaster 3000 series automatic-release tape-cartridge machines. Features include FET switching, transformer output and remote-control connectors. Low-power consumption of less than 45 w offers protection against heat damage to tapes and cartridges. Models are available in mono or stereo, with record/playback/delay functions and will accommodate different size cartridges for desk and rack mounting. Prices from $665 to $1,385. 8810 Brookville Road, Silver Spring, Md. 20910.

New from Technicolor. Technicolor Inc. has announced Chroma-Keyer for use with video-tape recorders and off-the-air signals. System combines functions of Technicolor's present Chroma-tech unit with decoder capability. Chroma-Keyer includes remote control panel to operate system up to 500 feet away. Price is under $4,000. 291 Kalmus Drive, Costa Mesa, Calif. 92626. (714) 340-4330.
Music

Scott renews quest in behalf of record royalties

Senator starts another go-round on new expense for music broadcasts

A bill to establish royalties to be paid by broadcasters to record performers and manufacturers has again been introduced in the Senate by a persistent Senator Hugh Scott (R-Pa.).

Mr. Scott first introduced legislation to establish the principle of performance royalties when he was a representative in 1943, and again in subsequent Congresses. But the idea has never taken hold in Congress and it failed again last year when the Senate deleted it from the copyright revision bill (Broadcasting, Sept. 16, 1974).

True to his pledge given in the aftermath of last year's defeat, Senator Scott has reintroduced it, this year as legislation separate from the copyright bill, and has been given the green light by Senator John McClellan (D-Ark.), who is chairman of the Senate Copyrights Subcommittee, to preside over hearings on the measure. Mr. Scott is ranking minority member of the subcommittee.

Mr. Scott has argued that recording artists should be compensated for the broadcast play their works receive just as are music composers and arrangers, although he says the dollar amounts in his bill are lower than the performance fees broadcasters now pay to writers of copyrighted works.

"I do not understand how anyone realistically can assert that the creative efforts of the musical artist are not on the same level as the individual who writes the music," the senator wrote in an article in the winter, 1975, issue of the Council of AFL-CIO Unions for Professional Employees' Interface magazine. "If one deserves recognition, then the other must also be entitled to some compensation. In fact, it is the particular genius of performers and musicians which bring music to life."

In his article, Mr. Scott recognized arguments long advanced by broadcasters that radio and TV stations should not have to pay performers royalties because they are performing a service for performers and manufacturers by giving them free publicity.

But, Senator Scott said, "I think this argument misses the point. The real issue to me is whether or not a person who uses his creative talents to produce music should be entitled to compensation from someone who takes the music and makes a profit from it."

He said that because public tastes change quickly, most musical performers tend to have a short productive life—some only managing to put one song high on the charts. "The only way an artist will normally get compensation is from the original sale of his recording." Mr. Scott said, adding that in fairness, all record performers "should continue to be compensated while their work still has commercial value for others."

The Scott bill (S. 1111) would amend the 1909 copyright law to create a new right for the performers and makers of recorded music. It provides for compulsory licensing of broadcast stations which play recorded music, so that they would pay a set annual fee into a pool, which would then be distributed equally between the performers and manufacturers of records.

The bill outlines a sliding scale of compulsory license fees under which radio stations with annual gross advertising receipts of from $25,000 to $100,000 would pay $250 per year, stations with receipts of from $100,000 to $200,000 would pay $750. Stations with annual gross receipts greater than $200,000 would pay 1% of their net advertising receipts (gross receipts less commissions paid to advertising agencies) or a fraction of that depending on the amount of their total time devoted to playing music.

Television stations with gross annual advertising receipts of from $1 million to $4 million would pay an annual royalty of $1,500. Radio stations with receipts of less than $25,000 and TV stations with receipts less than $1 million would pay no royalties. These rates would stand for two years from the date of the passage of the bill, after which negotiated rates could be substituted. But if broadcasters and copyright holders have not been able to agree on royalty rates at that time, the rates would be subjected to arbitration by a panel of three persons from the American Arbitration Association.

In Concert' may be out the door

ABC's post-prime-time rock show looks to be nearing the end, victim of low ratings and high costs

Low ratings and increasing competition apparently are about to bring down the curtain on ABC's In Concert, which brought rock music to television three years ago. ABC is not prepared to make the cancellation definite yet, but sources make it almost a certainty that the series as it now exists will not be continued past April.

The biweekly Friday night series, once ratings and revenue leader among ABC's Wide World features, had by the end of February fallen to a 4.4 over-all Nielsen rating and 12 share. While the show's total audience remains larger than that of NBC's Midnight Special, In Concert's audience share in its time period (in competition with The Tonight Show starring Johnny Carson, with a season-to-date 10.1 rating and 36 share).
cannot match Midnight Special's 30 share at 1 a.m. The balance of Wide World's mysteries and specials, meanwhile, are faring better, drawing average 5.2 ratings and 18 shares.

The series' principal innovation, as created by the network and Don Kirshner, has been the simulcasting of soundtracks on FM stereo radio stations, thereby greatly upgrading the potential sound quality of each broadcast. At its peak, In Concert presented critically acclaimed programs of artists such as the Allman Brothers and the Mahavishnu Orchestra, and staged its own highly successful Woodstock with the California Jam, broadcast in four parts in May and June of 1974.

With the passage of time, the series had difficulty competing for that sort of top talent with Midnight Special and with Mr. Kirshner's Rock Concert. While both those series will be continued, it appears unlikely that a third full-time rock series will replace In Concert. The talent seems to have been spread too thin.

Mr. Kirshner suggests that the high cost of In Concert, relative to Wide World's other elements, may have something to do with its reported imminent cancellation. And Bert Sugarman of Midnight Special says that In Concert's relatively early hour (11:30 p.m. eastern and 10:30 p.m. central) may be actually too early for many of its viewers. Midnight Special's ratings often go up in its second half-hour, from 1:30 to 2 a.m. Mr. Sugarman also says that In Concert's schedule of 13 installments and 13 repeat dates makes it difficult for the series to keep up with the rapid fluctuations of pop prominence, in contrast to Midnight Special's policy of mixing new features with rebroadcast tapes in many shows.

Bob Shanks, vice president for late night programming at ABC, asserts that whatever the fate of In Concert, rock music still has a future on the network. He suggests that some sort of special programming will be announced in upcoming weeks. It appears likely that ABC, when it can feature superstars or particularly hot artists, will continue to present In Concert-type specials such as the one now in production with Alice Cooper.

Should ABC decide to terminate the series after April, the immediate replacement will be an expansion of Wide World's other features.

Automated soul

Drake-Chenault has launched Supersoul, a full-time R&B format for stations using automatic. Supersoul is the company's sixth format, and will use an approach similar to other packages, emphasizing "more music," with clustered commercials and minimal roles for disk jockeys. The format will feature a mix of current hits and oldies, weighted 70% to 80% in favor of the former. The oldies are of post-1968 vintage almost exclusively, and are the product of Drake-Chenault research project on hits of past years. The format will be flexible, with variable oldies and commercial loads to fit varied R&B markets in which many stations feel obliged to run more spots than 12-14 per hour which are standard on pop stations. The firm envisions most subscribers coming from Southeast and Northeast, with the greatest interest so far expressed by prospective new entrants into R&B field, from markets of all sizes.

Breaking In

How Long: Ace Anchors. * One of the more promising developments in changing pop tastes has been the acceptance by black and white audiences of British groups with a distinct R&B sound in their music. The Average White Band has a top single and album with such a sound for Atlantic. The latest "soul" import to receive radio attention is the debut single of Ace. How Long recalls the styles of Jerry Butler and Marvin Gaye, with the restrained but danceable flavor that characterized their hits. The single marks the beginning of a distribution agreement between the British Anchor label and ABC Records, which will market Anchor releases in this country. How Long has reached a booted 62 in its second week on the "Playlist," and has been added by KFRC(AM) San Francisco; KJR(AM) Seattle; WCOL(AM) Columbus, Ohio; WMAK(AM) Nashville; and WCKY(AM) Milwaukee.

Autobahn—Kraftwerk (Vertigo). * This German band has created a lengthy, mostly instrumental impression of a drive on a German super highway, and the single cut down from that piece is appealing to stations in a way reminiscent of the success of Mike Oldfield's Tubular Bells last year. Autobahn's sound, like its predecessor, is dominated by electronic effects and throbbing bass lines, and its appeal is apparently not limited to those listening to car radios. It has been added by WRC(AM) Washington; KEWI(AM) Topeka, Kan.; and KOWN(AM) Fargo, N.D.

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

- AMIE, Pure Prairie League (RCA).
- AUTOBAHN, Kraftwerk (Vertigo).
- BEFORE THE NEXT TEARDROP FALLS, Freddy Fender (ABC/Dunhill).
- DON'T TELL ME GOODNIGHT, Lobo (Big Tree).
- HOT SAUCE, Jan Davis Guitar (R.C.A).
- I DON'T LIKE TO SLEEP ALONE, Paul Anka (United Artists).
- I HAVE A DREAM, Donny Osmond (MGM).
- I'LL PLAY FOR YOU, Seals & Crofts (Warner Bros.).
- THE IMMIGRANT, Neil Sedaka (Rocket).
- LEONA, Wet Willie (Capricorn).
- LIVE YOUR LIFE BEFORE YOU DIE, Pointers Sisters (Blue Thumb).
- LIVING A LITTLE, LAUGHING A LITTLE, Spinners (Atlantic).
- LOVE, PLEASE, Kris Kristofferson & Rita Coolidge (Monument).
- MY ELUSIVE DREAMS, Charlie Rich (Epic).
- NO LOVE IN THE ROOM, Fifth Dimension (Arista).
- ONLY ONE WOMAN, Nigel Olsson (Rocket).
- PINBALL, Brian Prothoroe (Chrysalis).
- SHINING STAR, Earth, Wind & Fire (Columbia).
- SHOESHINE BOY, Eddie Kendricks (Tamla).
- TANGLED UP IN BLUE, Bob Dylan (Columbia).

Tracking the "Playlist." Most of the "Playlist" top 10 remains static in the second week of chart dominance by Olivia Newton-John's Have You Never Been Mellow. Minnie Riperton's Lovin' You is the principal exception, still gaining at 6, but most of the chart action appears in the second 10. Elton John's Philadelphia Freedom continues to race up the list, and is at 14 after only two weeks. Close behind is Bee Gees' Too Much Love, already topping some R&B charts and booted at 15 after only two weeks on the "Playlist". Hot Chocolate's Emma moves up to 16 with another impressive gain. Ringo Starr's moderately controversial The No-No Song and Phoebe Snow's Poetry Man make their first top-20 appearances, at 18 and 19, respectively. Two ABC releases, by B. J. Thomas and Rufus, are rising together at 27 and 28. Leo Sayer's Long Tall Glasses continues its rapid rise, and is booted to 30 after only one week. At 31, the Ozark Mountain Daredevils are making a hit of their Jackie Blue, which after a rather slow start is climbing rapidly, booted this week at 34. The first Elektra release by Tony Orlando and Dawn is a remake of Jerry Butler's He Don't Love You (Like I Love You), and is the week's most impressive chart entry, booted at 34. Fanny, an all-woman band long popular with progressive audiences, is making its strongest pop move—Butter Boy is booted at 45. Jimmy Castor's Bertha Butt Boogie has gained momentum from a Miami breakthrough, putting it on some other favorite, Barry White's Love Unlimited Orchestra's Satin Soul, also booted at 47. Glitter and heavy metal merge in Queen's Killer Queen, their strongest American pop effort, booted at 49. Al Green's L-O-V-E (Love) reaches a booted 57, with Barry Manilow's disco-oriented It's a Miracle entering the list at a booted 61. Ace's How Long impressed a wide geographic distribution of stations last week, and is booted at 62 in its second week. The chart's only novelty item in some weeks, Benny and the Jets' Dancing Cream, has moved from national exposure on the Doctor Demento radio series to a booted "Playlist" appearance at 64. Making their first chart appearances are Randy Edelman's Everybody Wants to Find a Bluebird, at 68, receiving some attention several weeks after its release; the Donald Byrd-led Blackbirds' Walking in Rhythm, at 72; and the title song from Bad Company's first album release at 73.

Broadcasting Mar 17 1975
These are the top songs in air-play popularity on U.S. radio, as reported by The Pulse Inc. audience ratings for the reporting week ending March 17, 1975. Each song has been weighted in terms of The Pulse Inc. audience ratings for the reporting station on which it is played and for the past day in which it appears. (§) indicates an upward movement of 10 or more chart positions over the previous Playlist week.

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<th>Year</th>
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<td>Al Martino—Capitol</td>
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<td>17b</td>
<td>He Don't Love You (Like I Love You) (3:26)</td>
<td>Joni Mitchell—Capitol</td>
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<td>48</td>
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<tr>
<td>1975</td>
<td>17c</td>
<td>Tony Orlando &amp; Dawn—Elktra</td>
<td>44</td>
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<td>1975</td>
<td>17d</td>
<td>Kung Fu Fighting (3:18)</td>
<td>Carl Douglas—20th Century</td>
<td>55</td>
<td>50</td>
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<tr>
<td>1975</td>
<td>17e</td>
<td>Cutter Boy (3:26)</td>
<td>Fanny—Casablanca</td>
<td>56</td>
<td>49</td>
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<td>1975</td>
<td>17f</td>
<td>Bertha Butt Boogie (3:13)</td>
<td>Jimmy Castor—Atlantic</td>
<td>57</td>
<td>52</td>
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<td>45</td>
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<td>1975</td>
<td>17g</td>
<td>Satin Soul (3:25)</td>
<td>Lovin' Spoonful—Columbia</td>
<td>40</td>
<td>51</td>
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<td>1975</td>
<td>17h</td>
<td>Stand By Me (3:25)</td>
<td>John Lennon—Apple</td>
<td>45</td>
<td>57</td>
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<td>1975</td>
<td>17i</td>
<td>I'm Never Gonna Dance (3:00)</td>
<td>Queen—Elektra</td>
<td>46</td>
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<td>1975</td>
<td>17j</td>
<td>Movin' On (3:21)</td>
<td>Little Feat—Atlantic</td>
<td>47</td>
<td>54</td>
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<td>1975</td>
<td>17k</td>
<td>Bad Company—Swan Song</td>
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<td>1975</td>
<td>17l</td>
<td>Laughing in the Rain (2:50)</td>
<td>Neil Sedaka—Rocket</td>
<td>52</td>
<td>64</td>
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<td>1975</td>
<td>17m</td>
<td>Emotion (2:52)</td>
<td>Helen Reddy—Capitol</td>
<td>56</td>
<td>41</td>
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<td>1975</td>
<td>17n</td>
<td>Angie Baby (3:29)</td>
<td>Helen Reddy—Capitol</td>
<td>57</td>
<td>56</td>
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<td>1975</td>
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<td>Get Dancin' (3:32)</td>
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<td>1975</td>
<td>17p</td>
<td>Disco Tex &amp; The Sex-O-Lettes—Cheslea</td>
<td>48</td>
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<td>1975</td>
<td>17q</td>
<td>Bungle in the Jungle (3:20)</td>
<td>Jeffre Tul—Chrysalis</td>
<td>57</td>
<td>58</td>
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<td>1975</td>
<td>17r</td>
<td>Don't Let Go (3:26)</td>
<td>Commander Cody—Warner Bros.</td>
<td>54</td>
<td>51</td>
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<td>1975</td>
<td>17s</td>
<td>L-O-V-E (3:23)</td>
<td>Al Green—Hi</td>
<td>58</td>
<td>50</td>
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<td>1975</td>
<td>17t</td>
<td>I Am Love (3:30)</td>
<td>Bad Company—Swan Song</td>
<td>59</td>
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<td>1975</td>
<td>17u</td>
<td>Cats in the Cradle (3:29)</td>
<td>Johnny Cash—Elektra</td>
<td>60</td>
<td>71</td>
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<td>1975</td>
<td>17v</td>
<td>Harry Chapin—Elektra</td>
<td>61</td>
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<td>17w</td>
<td>I Want to Love a Love Song (3:39)</td>
<td>60</td>
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<td>17y</td>
<td>It's a Miracle (3:16)</td>
<td>61</td>
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<td>17z</td>
<td>Barry Manilow—Arista</td>
<td>62</td>
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<td>1975</td>
<td>17a</td>
<td>How Long (3:20)</td>
<td>Ace—Anchor</td>
<td>63</td>
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<td>17b</td>
<td>Nightingale (3:32)</td>
<td>Carole King—Ode</td>
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<td>17c</td>
<td>Shaving Cream (2:44)</td>
<td>Benny Bell—Vanguard</td>
<td>65</td>
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<td>17d</td>
<td>#9 Dream (2:56)</td>
<td>Bad Company—Swan Song</td>
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<td>1975</td>
<td>17e</td>
<td>John Lennon—Apple</td>
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<td>70</td>
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<td>1975</td>
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<td>Never Let Go (2:58)</td>
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<td>1975</td>
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<td>Don't Go (2:58)</td>
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<td>1975</td>
<td>17h</td>
<td>I've Been This Way Before (3:08)</td>
<td>68</td>
<td>64</td>
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<td>17i</td>
<td>Neil Diamond—Columbia</td>
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<td>17j</td>
<td>Walking in Rhythm (2:54)</td>
<td>Blackbirds—Fantasy</td>
<td>72</td>
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<td>17k</td>
<td>Bad Boys (3:45)</td>
<td>75</td>
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<td>1975</td>
<td>17m</td>
<td>41 Lifted (2:50)</td>
<td>George McCrae—TK Records</td>
<td>77</td>
<td>75</td>
<td>69</td>
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<td>1975</td>
<td>17n</td>
<td>Who's Sorry Now (2:08)</td>
<td>78</td>
<td>72</td>
<td>74</td>
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</table>

Alphabetical List (with this week's over-all rank): Angie Baby (53), Bad Co. (73), Bertha Butt Boogie (46), Best of My Love (4), Black Water (3), Bungle in the Jungle (55), Butcher Boy (45), Can't Get It Out of My Head (23), Cats in the Cradle (59), Cherry Van (29), Doctor's Orders (32), Don't Call Us, We'll Call You (21), Don't Let Go (56), Emma (16), Emotion (52), Everybody Wants to Find a Bluebird (3:15), Randy Edelman—20th Century (54), Morning Side of the Mountain (2:55), *52 | 57 |

Broadcasting Mar 17 1975
NBC's gold star shines on RCA's '74 report card

Broadcast arm increases its share of parent's profits by more than 60%; strong fourth quarter most responsible

NBC boosted its net profit in 1974 to $48.3 million and its share of RCA profits to 42.6%, record high, on sales that reached $725 million, another record, the RCA annual report showed last week.

"Most of the 1974 gains came in the fourth quarter as the result of a strong fall program schedule that improved the market share of the NBC television network and the company's five owned television stations," the report said.

NBC sales were up by 5.99% and profits by 1.3%, but NBC's contribution to RCA total profits jumped by more than 60% as earnings declines in commercial and consumer electronics products helped drop total profits from $183.7 million in 1973 to $113.3 million in 1974 (Broadcasting, Feb. 10). NBC's 1973 profits had represented 26% of RCA profits that year.

Though NBC's $48.3-million profit in 1974 was the highest in the five years covered by the report, RCA sources said it was not the largest on record. They did not elaborate. They said NBC's 42.6% share of RCA profits was the highest since such breakouts were started.

The annual report noted that NBC achieved its 1974 profit increase "despite inflationary cost pressures and without the benefit of the $2.9-million capital gain included in 1973 earnings." The capital gain apparently related to NBC's sales of WKYC-AM-FM Cleveland and WJAS-AM-FM Pittsburgh.

In 1973 NBC had increased its profits by 32.5%; that year's gains, the report said, "largely represented a continuation of 1972's recovery from the governmental ban on cigarette commercials."

The report said NBC's "enhanced competitive standing" in all day parts "places it in a strong position in 1975."

Other highlights on NBC financial results included: * "While total network-industry revenue for Saturday-morning children's programming declined, NBC improved its market share substantially, both in audience and in advertising support."
  * "NBC Nightly News increased its gross advertising revenues by 21% over 1973 and moved into close contention with its competition for audience leadership."
  * "The NBC television stations division achieved record revenues in 1974, though higher costs reduced earnings. The success of the stations in attracting large audiences in [prime access time], combined with an improvement in network prime-time ratings, has strengthened the competitive position of the group."

RCA's $48.3-million profit made broadcasting by far the most profitable RCA segment. Consumer electronics, whose $48 million had made it number one in 1973, dropped to $11.1 million, while commercial electronics fell from $25.8 million in profits in 1973 to a $7.4-million loss in 1974. RCA Global Communications, the Herter Corp. and government business increased in profitability but miscellaneous businesses declined. RCA Records was said to have "improved its performance substantially."

In their report to stockholders, RCA Chairman Robert W. Sarnoff and President Anthony L. Conrad said that "we have taken pains to cut costs wherever possible." They said "the most drastic measures have been the layoff of some 10,000 men and women in RCA's worldwide work force—mostly in consumer component and solid-state activities—and a series of plant shutdowns ranging from five days to four weeks during December and January. We have been making similar cuts in staff costs at corporate headquarters and in all divisions and subsidiaries."

Although the general outlook remains clouded, they said, "there is reason to look for fresh growth and profitability in RCA's traditional as well as newer businesses once the economy turns upward."

"We have faith in the recovery of color television as a sound business. We are moving ahead with commercial development of an especially promising advance in consumer electronics, the SelectaVision Videodisc system for playing—on any home TV set—a broad variety of visual material prerecorded on disks resembling phonograph records.

broadcasting's share of sales

<table>
<thead>
<tr>
<th>Year</th>
<th>(in millions)</th>
<th>% RCA total</th>
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<tbody>
<tr>
<td>1974</td>
<td>$725</td>
<td>15.7</td>
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<tr>
<td>1973</td>
<td>684</td>
<td>16.0</td>
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<td>1972</td>
<td>611</td>
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Top wage-earners at RCA are Sarnoff, Conrad and Goodman

RCA Chairman Robert W. Sarnoff received $326,000 in salary in 1974, plus $52,500 as a $157,500 incentive award for the year, according to the proxy statement sent to stockholders last week in preparation for the company's annual meeting, to be held May 6 in New York. The rest of the 1974 incentive award is payable in two annual installments.

Second highest salary went to President Anthony L. Conrad: $235,200, plus $40,833 incentive paid and $81,667 incentive in installments.

Chairman Julian Goodman of NBC, at $180,000, was the third highest salaried. He also received $28,333 in incentive, with another $56,667 in installments.

Others listed in the top RCA brackets included: Robert L. Werner, executive vice president and general counsel, $160,000 salary, $30,000 incentive paid, $60,000 in installments; Executive Vice Presidents Howard R. Hawkins, whose responsibilities include RCA Global Communications and RCA Records, and William C. Hittinger, whose areas include consumer electronics, each received $110,500 in salary, $20,000 incentive paid, $43,333 in installments.

Stock options granted between Jan. 1, 1974, and Feb. 1, 1975, were issued to, among others, Chairman Sarnoff for 20,000 common shares, President Conrad for 15,000 shares and NBC Chairman Goodman for 5,000 shares, all purchasable at an average price of $16.75 a share. (RCA common was trading early last week at about $15.50). As of Feb. 1 Mr. Sarnoff had options to buy 70,000 shares at an average of $28.09; Mr. Conrad, 45,000 shares at $26.47, and Mr. Goodman 20,000 at $27.84.

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

<table>
<thead>
<tr>
<th>Company</th>
<th>Period/Ended</th>
<th>Net change in week</th>
<th>% change in week</th>
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<th>Company</th>
<th>Period/Ended</th>
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Broadcasting's index of 133 stocks allied with electronic media

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<th>Stock symbol</th>
<th>Clo Clos</th>
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<th>Stock symbol</th>
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Broadcasting with other major interests

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<th>Symbol</th>
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<th>Net change in week</th>
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Media

Gene R. Jacobsen, general manager, KNXT(TV) Houston, elected VP of WAY Television System Inc., parent company.

William L. Vlads Jr., director of radio sales, Cox Broadcasting Corp., named station manager, WSB-AM-FM Atlanta.

Samuel S. Carey, VP-general manager, WBOC-AM-FM-TV Salisbury, Md., and Jack W. Ward, operations manager, elected president and VP, respectively, of broadcast division of parent, WBOC Inc.

Peter Janus, sales manager, WHY(FM) Fort Lauderdale, Fla., named general manager.

Thomas B. Watson, formerly general manager, WQX(MFM) Clearwater, Fla., named general manager, WLCY-AM-FM St. Petersburg, Fla.

Wayne E. Killmer, station manager and VP, KIRO-AM-FM Seattle, named general manager, KOGO-TV Missoula, Mont.

Ken Hawkins, formerly general sales manager, WIL-TV Terre Haute, Ind., named general manager, WDIX-AM-TV Paducah, Ky.


Stan Byrnes, sales manager KLVE(FM) Los Angeles, named station manager, in addition to present post. Duke Norton, announcer, KLVE, named operations director.

Lynn McIntosh, program manager, WMAL(AM) Washington, named manager of broadcast operations, WMAL-FM Washington. Tony Rensud, with Blair-Clark Advertising, named promotion and marketing manager, WMAL-FM.

Wayne A. Studer, general sales manager, CJOM-FM Windsor, Ont., named promotion manager, WKBD-TV Detroit.

Alan H. Frank, program director, non-commercial WSIU(FM) Carbondale, III., named general manager, non-commercial KMUD(FM) Wichita, Kan.

Diana Richardson, research director, WPLG(TV) Miami, named on-air promotion manager, WTOP-TV Washington. Both are Post-Newsweek stations.


Pepper Weiss, instructional television liaison, Public Broadcasting Service, named director of instructional services, non-commercial KERA-TV Dallas.

Broadcast Advertising

Gilt from an alumnus. Lowell Thomas, who first recounted the exploits of Lawrence of Arabia, revisited the first live prologue used in motion pictures, with his wife logged the record number of air passenger miles in the 1920's and who still broadcasts nightly on the CBS Radio Network, hasn't forgotten his alma mater. Mr. Thomas has given his Dutchess county, N.Y., estate, Hamilton Hill to the University of Denver. Valued in excess of $2 million, the estate will be sold by the university, which hasn't forgotten its famed son either, to help create the Lowell Thomas Law Center adjoining the Denver campus. Both Mr. Thomas and his wife, the late Frances Thomas who died last month, were Denver graduates, classes of 1913 and 1916, respectively.

Ralph Conner, past 12 years with McGavren Guild, New York, most recently as VP in charge of Eastern division and director of planning development, joins Alan Torbet Associates, New York, in newly created position of VP, Eastern division, with responsibilities including supervision of Eastern area sales personnel, station relations and administration for New York, Philadelphia and Boston and for Torbet's Atlanta office. George Peter and Jack Levins promoted at Torbet to new posts of New York sales managers for stations in Eastern and Western areas, respectively.

Lester Wunderman, president and chief executive officer, Wunderman, Ricotta & Kline which merged with Young & Rubicam, New York, in 1974, elected executive VP of Y&R International Inc.

Joseph P. Nolan, regional manager, Ketchum, MacLeod & Grove, Pittsburgh, elected VP.

Larry Dinvey, general sales manager of ABC-owned WDAF(FM) Chicago, named to same post at ABC's WPLJ(FM) New York.

Jack West, formerly general sales manager, KWGN(TV) Denver, named sales manager, KBHK-TV San Francisco-Oakland.

Mark Sager, account executive, WEAM(AM) Arlington, Va., named sales manager.

Lynn Koch, general manager, KGKO-TV Missoula, Mont., named national-regional sales manager for parent company, Western Broadcasting Co., radio-TV group in Montana and Idaho.

Jerry A. McElroy, director of national sales and merchandising, WBFL(AM) Syracuse, N.Y., named sales manager, WLV(AM) Lynchburg, Va.

Ira Rosenblatt, account executive, WHYY(FM) Fort Lauderdale, Fla., named sales manager.

E. Markham Bench, account executive, Peters Griffin Woodword Inc., New York, named national sales manager, Bonneville International Corp.'s AM and FM stations. He will be based in New York.

Robert S. Culler, in regional sales, WTRN-TV Washington, N.C., named regional sales manager.

Steve April, account executive, KXXK(AM) St. Louis, named local sales manager.

Bill Bee, senior VP, Petry Television, named executive VP, WPX Corporation, New York.


Ned Gardner, VP-account supervisor, J. Walter Thompson Co., Chicago, named management supervisor.


Doug Balogh, VP and Midwest sales manager, and Farrell Reynolds, VP and Eastern sales manager, MMT Sales Inc., New York, named to board of directors, which was expanded from five to seven members.

James Dale, VP and associate creative director, W. B. Doner & Co., Detroit, named creative director.

John E. McArdle, VP-general manager, WNYC-TV Syracuse, N.Y., named director of sales, Actmedia Inc., New York advertising-marketing firm.

Jeff Leedy, art director, Hoefer, Dieterich & Brown Inc., San Francisco advertising agency, named associate creative director.

Bill Bateman, partner in Myers, Bateman and Warthnik Advertising Inc., and formerly VP-creative director, J. Walter Thompson, both Los Angeles, named VP-creative services, Ed Yelin Enterprises Inc., Hollywood-based commercial production company.

Programing

Bob Boyett, program executive, prime-time programs, ABC Entertainment, New York, appointed director of prime-time series television, East Coast.

Philip Barry, VP-creative affairs, Tomorrow Entertainment Inc., Hollywood, named to develop and be executive producer of hour-long family films at MTM Enterprises Inc., Studio City, Calif., for early evening network scheduling.

Dave MacFee, program director, Sudbrink Broadcasting, Fort Lauderdale, Fla., named VP, Stereo Radio Productions Ltd., New York, and continues as consultant with Sudbrink Broadcasting.

Craig D. Heslor, senior director, WOJI(TV) Rochester, N.Y., named production manager.

Paul Lovelace, director of country marketing, 20th Century Fox Records, Hollywood, elected VP-general manager, country division.

Marc Stover, producer-director, WSPT TV Toledo, Ohio, named production manager.

Scott Sherwood, announcer/product director, WQAM(AM) Miami, named program director, KOKO(AM) St. Louis. Bot are Storz Broadcasting Co. stations.

Phillip de Marne, music director an assistant program manager, WMAL-FM Washington, named program manager, Mike Selman, in traffic, WMAL-FM named music director.

George A. Miller, station manager, WQXI-TV Atlanta, named sales representative for Columbia Pictures Televison based in Chicago.

Broadcast Journalism

Ron Steinman, general manager, new specials, NBC News, named producer Washington staff of NBC's Today show as part of staff expansion there.


Helen Thomas, UPI correspondent, named president of White House Correspondents Association. She is first woman named to post. Robert Pierpoint, CBS correspondent, appointed to executive committee of association. He is first broadcast journalist on that committee.

White House News Photographers Association competition winners, to receive awards at April 16 dinner meeting, an Hal Holland, WTOP-TV Washington, spot news/newspaper categories; Ken Resnick, WTTG(TV); Washington, sports; Parker RWC-TV Washington, general news/personality and honorable mention personality; Bob Peterson, ABC TV Network Washington, general news; George Rinnily, ABC TV Network Washington, features; Dave Moubray, WTOP-FM, features; Pete Hake, WMAL-FM Washington, features; Richard Norling, NBC TV Network Washington, honorable mention, features; Paul Fine, WMAL-FM, documentary; Clyde Roller, WMAL-FM, sound, and Ted Dukehart, WTOP-FM, sound.

Richard Stueber, formerly with KDKA-AM-FM Pittsburgh, named news director, WSPT-TV Toledo, Ohio, succeeding William Peter O who assumes same post with KCST-TV San Diego. Both KCST-TV and WSPD-TV are Storer Broadcasting stations.

Ira Ager, general assignment reporter, WLVA-TV Lynchburg, Va., named television news director.


Patricia Lee (Tad) Bartimus, Anchorage correspondent, Associated Press, named AP bureau chief for Alaska. She becomes first AP woman domestic bureau chief.

James F. Branon, desk assistant, Television News Inc.'s New York bureau, named writer/researcher, TVN. Dan Callahan, writer/producer, TVN New York, named assistant assignment editor, same bureau.

Chris Saunders, news producer, WJZ-TV Baltimore, named news assignments editor.

Mike Drexlcr, anchorman and assistant news director, WWDW-TV Augusta, Ga., named anchorman and news director, WSVF-TV Steubenville, Ohio. Both are Rust Craft stations.

George Norton, formerly with WPRO-AM Providence, R.I., named assignment editor and morning newscaster, WJAR-AM Providence, R.I.

Dick John, director of informational programming, WESH-TV Daytona Beach-Orlando, Fla., named executive news producer, KTRK-TV Houston.

Richard Belcher, news reporter, WXIA-TV Atlanta, named news correspondent, WAGA-TV there.

Brian Kahle, news director, WHIO-TV Toledo, Ohio, named anchorman, KHJ-TV Los Angeles Channel 9 News, broadcast 9:30-10:30 p.m., week nights.


Thom Dickerson, reporter-anchorman, KJWT-TV (Oklahoma City, named reporter, KTRK-TV Houston.

Don Budd, with KYW-AM Philadelphia, named anchorman, KSDK-AM San Diego, succeeding Richard Hart, named reporter, KJWT-TV San Diego.


Ira Mellman, news and sports announcer, WPIL-AM Philadelphia, named to news staff, WCAU-AM-FM Philadelphia.

Cable

Andrew C. Goldman, district sales manager, Teleprompter Corp.'s Florida systems, named director of advertising for Teleprompter, New York.

Kenneth W. Green, engineering techni-

cian, Cadco Inc., Oklahoma City, named manager, Picayune Cablevision, Picayune, Miss., subsidiary of Wometco Communications Inc.

Henry J. Gerken, with New York law firm, Webster Sheffield Fleischmann Hitchcock & Brookfield, named corporate secretary, American Television & Communications Corp., Denver.

Equipment & Engineering

Charles A. Johns, engineering crew chief, Group W Productions Video Tape Center, Pittsburgh, named director of engineering.

Jim Radcliffe, chief engineer, WUL-TV Terre Haute, Ind., named operations and technical director, WDXR-AM-TV Paducah, Ky.

Joseph H. Colgrove, division VP and general manager, entertainment tube division, RCA Electronic Components organization, Harrison, N.J., named to same post, picture tube division. Paul B. Garver, VP-general manager, RCA parts and accessories division, named to same post, distributor and special products division. Ralph E. Simon, manager, RCA electro-optics products operations, named division VP, electro-optics and devices.

Lloyd G. Butler, VP-product management, printing press division of Harris Corp., Cleveland, elected to newly created position of VP-marketing, Harris Corp.

A. W. Trueeman, formerly broadcast systems engineer, RCA and RCA International, named director of engineering, CCA Electronics Corp., Gloucester City, N.J.


John F. Harris, district manager, Telecommunication Inc., named national sales manager, Consolidated Video Systems Inc., Santa Clara, Calif.

Allied Fields

Peter Leeds was re-elected president of Los Angeles local of the American Federation of Television and Radio Artists for fifth consecutive term. Bill Baldwin, national second VP and former national president, elected first VP of Los Angeles local. Other officers elected: Tom Kenny, second VP; Donald Rickles, third VP; Robert Easton, fourth VP; Retta Shaw, recording secretary; Lou Kugman, treasurer.

Arch Booth, 68, will retire in April after 25 years as chief executive officer, U.S. Chamber of Commerce. He is succeeded by Richard Lesher, president of National Center for Resource Recovery, Washington.


Paul Strock Adler, law partner, Kurnit and Adler, New York, named to newly created post of director of membership, American Society of Composers, Authors and Publishers, New York.

Merrill (Ted) Myers, formerly director of investor relations, CBS Inc., New York, elected VP, financial communications planning, Lippincott & Margulies, New York, communications design firm.

Carroll C. Carter, in regional sales, Sta-
tion Index office, A. C. Nielsen Co., Los Angeles, named regional sales and service manager, succeeding James H. Shoemaker who retires after 18 years with NSI.

Patrick Choate, management consultant, Broadcast Industry Automation System, division of Data Communications Corp., Memphis, named director of marketing, DCC.

Leon J. Fiskin, manager of Department of Interior's Audiovisual Services and Coordination Center, Washington, named national coordinator, department's Johny Horizon Program. He succeeds Ivan Scott, named radio-television manager, Department's Office of Communications.


Deaths

Charles T. Ayres, 71, VP and general sales executive, ABC-TV, from 1957 until his retirement in 1968 and president of NBC Radio from 1955 until 1957, died on March 9 in New York hospital after long illness. Mr. Ayres had been in advertising and broadcasting since 1928 when he joined Hanf-Metzger Advertising, New York and later worked at Ruthrauff & Ryan, New York. He left R&R in 1948 as VP and manager of its radio department to join ABC Radio.

Ruthrauff was succeeded at its agency by his son, James W.

Stanley G. Breyer, 67, VP, Cascade Broadcasting group, died March 8 of heart attack at his Kentfield, Calif., home. Mr. Breyer began his career as sales manager of what was then KJBS (AM) San Francisco in 1937 and until last year was general manager of KSAY (AM) there. Since then he was associated with Cascade Broadcasting (KELO[AM] Santa Clara, KUBA[AM] Yuba City, both California, KZQ[AM] Portland, Ore., and KUBA[AM]Spokane, Wash.). Survivors include his wife Theresa, two daughters and one son.

Gene Purver, 69, retired director of CBS Inc. labor relations, Hollywood, died March 6 at Cedars-Sinai Medical Center, Beverly Hills, Calif., of cardiac arrest. Mr. Purver was CBS executive from 1951 to 1971 when he retired. He is survived by son, Jonathan.

Larry (Jerry) Vincent, 50, host of horror film series on TV under name of Seymour, died March 8 at St. Joseph's hospital, Burbank, Calif., of cancer. He created Seymour character in 1971 at KHJ-TV Los Angeles on station's Fright Night horror film festival. Surviving are his wife, Lynda, one son and four daughters.

Ben Blue, 73, comedian, died of cancer March 7 at West Lake Village hospital West Lake Village, Calif. Mr. Blue, film star for MGM in early 1940's, was featured on TV's Colgate Comedy Hour in 1951 and appeared on Ed Sullivan Show and Jack Benny Show. He is survived by wife, Axie, two sons and one daughter.

Joseph Patrick O'Hara, 80, former representative (R-Minn.), and ranking member: of House Interstate and Foreign Commerce Committee and member of House District Committee for 14 years, died March 4 at Suburban hospital, Bethesda, Md. Since retiring from Congress in 1955 he had practiced law in Washington. Survivors include his wife, Leila, and three sons.

George Rankin, 75, founder and late co-owner of what is now WMAZ-AM-FM TV Macon, Ga., died March 2 following lengthy illness. He is survived by his wife and one daughter.

William R. Baker Jr., 76, retired board chairman of Benton & Bowles, New York died of heart attack March 11 at his winter home in Montecito, Calif. Mr. Baker spent 42 years in advertising, 32 of them at B&B, where he was credited with helping to develop several programs in early days of radio and television. He joined B&B in 1933; was named president in 1950; and elected chairman of board in 1952. He retired in 1963. Survivors include his wife, Ruth, and son, William K. of Vienna, Austria.

For the Record

As compiled by Broadcasting, March 3 through March 7 and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge, alt.—alternate, ant.—antenna, ERP—effective radiated power, HAAT—height of antenna above average terrain. kw—kilowatts. MEOV—maximum expected operation value. MHz—megahertz. mod.—modulation. N—night, PSA—pre-sell service authority, SH—specified hours, Transmit—transmitter power output, D—unlimited hours, vis.—visual, watts.—watts., non-commercial.

New stations

TV actions

• KNCN Fort Collins, Colo.—CP forfeited and call letters deleted (BPCT-4355). Ann. March 3.

AM action

• Fort Kent, Me.—MelVoc Inc.—Broadcast Bureau granted 1340 kHz, 250 w-U P.O. address: Box C, Madisonville, Me. 04756. Estimated construction cost $25,413; first year operating cost $18,200; revenue $22,000. Principal: Vaughn P. Currier (99.9%).

FM applications

• Butler, Ala.—Butler Broadcasting Corp. seeks 93.5 mhz, 3 kw., HAAT 230 ft. P.O. address: Box 546, Butler, Ala. 36004. Estimated construction cost $21,450; first-year operating cost $10,000; revenue $24,000. Format: standard pop., C&W. Principals: Edith W. Jackson (51%) is school teacher and has interest in WPN(AM) Butler. Darryl Jack- son owns recreation center in Butler and is general manager of WPN(AM) Butler. Ann. March 6.

• Paradise, Calif.—Butte Broadcasting Co. seeks 96.7 mhz, 3 kw., HAAT 280 ft. P.O. address: Box KEWQ, Paradise, Calif. 95969. Estimated construction cost $5,800; first-year operating cost $5,200; revenue $18400. Format: Standard and contemporary pop., Principals: Carl L. and Edwina J. Avel (50% jointly) and Scott L. and Beverly M. Smith (50% jointly). Mr. Avel is station manager of KERR-FM Sacramento, Calif., and Mr. Smith is vice president of Family Stations, licensee of several noncommercial, noncommercial radio stations. Butte Broadcasting is also licensee of KEWQ(AM) Paradise, Calif.
FM actions

- **Cottonwood, Ariz.** — FCC dismissed application of BBKV Enterprises for new FM on 95.9 MHz at request of owners. (AM Feb. 27.)
- **Mission Viejo, Calif.** — Saddleback Community College District, Broadcast Bureau granted 88.5 MHz, 10 W, P.O. address: Box 7042, Mission Viejo 92675. Estimated construction cost $2,885; first-year operating cost $5,700. Principal: William H. Parks, Saddleback Community College District. (AM March 3.)

**FM starts**

- **WSLX New Canaan, Conn.** — Authorized program operation on 91.9 MHz, TPO 10 w. Action Feb. 26.
- **WRGR River Grove, Ill.** — Authorized program operation on 95.3 MHz, TPO 12 w. Action Feb. 19.
- **KRWS Hardin, Mont.** — Authorized program operation on 95.3 MHz, ERP 1 kW, HAAT 12 ft. Action Feb. 19.
- **WDIF Marion, Ohio.** — Authorized program operation on 95.3 MHz, ERP 3 kw, HAAT 300 ft. Action Feb. 26.
- **WCPL Pageland, S. D.** — Authorized program operation on 95.3 MHz, ERP 3 kw, HAAT 300 ft. Action Feb. 20.
- **KIOV Sioux Falls, S.D.** — Authorized program operation on 95.7 MHz, ERP 100 kw. HAAT 753 ft. Action Feb. 19.

**Ownership changes**

**Applications**

- **WCBB-AM-FM Richmond, Ky. (AM: 1110 kHz, FM: 230 w-D) — Seeks assignment of CP to WCBR Radio for $30,000. Seller: J. T. Parker owns WOC-GC (AM) Kingsport, Tenn. and has majority interest in BBK. Buyers: George W. Rubbins is Madison county attorney; Elmer D. Sturgill is Madison county judge; and Philip H. Ierardi is present station manager. Ann. March 4.
- **WQET-FM Kettering, Ohio.** — Seeks assignment of license from Ohio Educational Television Network Commission to University Regional Broadcasting, Inc. of Ohio Education Television Commission wishes to have station licensed to local educational entities. Buyer: University Regional Broadcasting is a consortium created by Miami University, Wright State University, and Central State University. Ann. March 6.

**Actions**

- **WCBL-AM-FM Shreveport, La.** — Seeks appointment of CP to make changes in ant. system. Location: WBFM(AM)-WBFM(FM) Shreveport, LA. and KAAY for $9,300,000. Consideration: $5,200,000. Seller: Lin Broadcasting is publisher of The Shreveport Times. Seller is wholly owned subsidiary of WBFM(AM)-WBFM(FM) Shreveport, LA. and KAAY (95% before; none after). Ann. March 23.
- **WAKY(AM) Louisville, Ky.** — Broadcasting Co., owner of several stations in Virginia, West Virginia and Kentucky. Buyers: O. C. Young, salesman-analyst at WHIS(AM) Bluefield; William T. Deakin, stockholder in several Bluefield businesses; and John W. Wilkinson, stockholder in construction, coal and development companies (25% each) (BTC-3227). Action Feb. 27.
Summary of broadcasting

FCC tabulations as of Jan. 31, 1975

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<tr>
<th>Licensed</th>
<th>On air</th>
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<th>CP's</th>
<th>On air</th>
<th>STAs</th>
<th>Total CP's</th>
<th>not on air</th>
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<td>1,426</td>
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<td>7,807</td>
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<tr>
<td>Commercial TV</td>
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<tr>
<td>Educational TV</td>
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<td>232</td>
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<td>10</td>
<td>933</td>
<td>42</td>
<td>1,010</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Special temporary authorization
** Includes off-air licenses


FM actions
- *KALW San Francisco—Broadcast Bureau granted CP and license covering operation of trans. by remote control from the main studio at 2913 21st St., San Francisco (BMPED-1227, BRCED-144). Action Feb. 27.
- WTIG Hammond, La.—Broadcast Bureau granted CP to install new trans. and ant.; make changes in ant. system (BPH-8969). Action Feb. 17.
- WIOE Toledo, Ohio—Broadcast Bureau granted CP to change trans. from #4 to #3, east of Wyron Rd., Oregon, Ohio; install new trans. and ant.; make changes in ant. system; change ERP to 50 kw; ant. height 540 ft.; remote control permitted (BPH-9261). Action Feb. 27.
- Rapid City and Lead, S.D.—TV proceeding: Western Television Co. and Dakota Broadcasting Co. competing for ch. 7. Rapid City and satellite on ch. 3 (May 2009-6)—ALJ John H. Conlin rescheduled hearing from March 10 to March 11. Action March 5.
- Chattanooga, Tenn.—AM proceeding: Rock City Broadcasting (WQCA/AM) Chattanooga (BPH-20035)—Review Board scheduled oral argument for April 1 on application of Rock City Broadcasting for additional time to complete construction of WQCA-FM Chattanooga. Action March 14.
- WKYZ(AM) Madisonville, Tenn., renewal proceeding: Monroe Broadcasters (Doc. 19820-2)—ALJ Robert S. Pferd granted joint motion of applicants; approved share-time agreement; and ordered proceeding to move to effect pending submission of a necessary affidavit and appropriate amendments. Action March 5.

In contest
Case assignments
Chief Administrative Law Judge Arthur A. Gladstone made following assignment on date shown:
- WTIX(AM) New Orleans, renewal proceeding: Storz Broadcasting Co. (Doc. 20200)—Designated ALJ Arthur A. Gladstone to serve as presiding judge to investigate the matter whether there was substantial basis for continuing hearings on WTIX renewal application; scheduled investigation to begin on March 24 in New Orleans. Action March 4.

Procedural rulings
- Pella, Iowa, FM proceeding: Pella Communications and Tulip City Broadcasting Co., competing for 103.3 mhz (Docs. 20235-4)—ALJ Joseph Siermer scheduled hearing for May 14 and May 31; and cancelled the hearing set for April 15. Action March 14.
- WKOAM(AM)-Lemoore, Calif., renewal proceeding: Golden Broadcasting System (Doc. 19922)—ALJ John H. Conlin granted a one-year license renewal in initial decision. He said that 12-month rather than full three-year renewal would allow Commission to more closely review station's performance and serve to underscore seriousness with which it views delinquencies and need for more vigilant supervision. Ann. March 16.
- WTIT(AM) Elyria, Ohio, FM proceeding: Colorado West Broadcasting and Glenwood Broadcas-
  ting Co. (KGLN(AM)-WAME-92.7 mhz (Docs. 19585-9)—ALJ Byron E. Harrison reaffirmed decision of Colorado West Broadcasting and denied competing application. Judge granted Colorado West Broadcasting 92.7 mhz, 3 kw, 1,049.3 ft. Effective construction cost $25,000; first-year operating cost $3,600; revenue $44,656. Format: standard pop. Principals: William R. Dunaway owns the Aspen Times, 50% interest in KSNQ(AM)-2 antenna and is applicant; AM at Steamboat Springs, Colo. Glen Allen Lee Bell (10%) is microwave technician and owner of hobby and electronic sales and service firm. Co. Curtis (45%) manages and controls real estate investments. Ann. March 16.

FCC decisions
- WTIX(AM) New Orleans, renewal proceeding: Storz Broadcasting Co. (Doc. 20200)—FCC stays hearing on application of Storz Broadcasting Co. for renewal of license. Application was designated in the maternity leave of the FCC Commissioner of the United States to determine whether there was substantial basis for continuing on the matter whether there was substantial basis for continuing application of Community Service Broadcasting Corp. , New York, N.Y., for license. Action March 9.

Review board decision

FCC actions
- WTIX(AM) New Orleans, renewal proceeding: Storz Broadcasting Co. (Doc. 20200)—FCC stays hearing on application of Storz Broadcasting Co. for renewal of license. Application was designated in the maternity leave of the FCC Commissioner of the United States to determine whether there was substantial basis for continuing on the matter whether there was substantial basis for continuing application of Community Service Broadcasting Corp. , New York, N.Y., for license. Action March 9.

Fines
- WSVF(AM) Charlotte, N.C.—FCC notified WTGT(AM) Radio Corp., that it incurred apparent forfeiture liability of $2,500 for willful or repeated violation of rules by failing to file annual financial report for 1973, by operating with power in excess of that authorized during prescribed hours (50 watts), and by failing to enter required calibration data on FCC Form 319. Action Feb. 26.
- WTTB(AM) Towanda, Pa.—Broadcast Bureau ordered Twin Tier Broadcasting to forfeit $1,500 for repeated violation of rules by failing to file annual financial report for 1973, by operating with power in excess of that authorized during prescribed hours (50 watts), and by failing to enter required calibration data on FCC Form 319. Action Feb. 26.
- KEYI(AM) Provo, Utah.—Broadcast Bureau ordered Station to forfeit $500 for repeated violation of rules by allowing 25% of required signal strength to be transmitted. Action Feb. 26.
- WRNL(AM) Richmond, Va.—FCC denied application to resume operation, to abandon or resume operation of station with effective power of less than 100 watts. Action Feb. 26.

Other action
- WMAR-TV Baltimore.—FCC granted renewal of license and dismissed charges by Citizens Concerned About Communications, a Baltimore citizens group alleging failure to serve interests and needs of the community's black population. FCC said Citizens Concerned About Communications has failed to set forth specific factual allegations sufficient to establish that renewal would be inconsistent with public interest, convenience and necessity. Action March 18.

Allocations

Pettitions
FCC received following petitions to amend Table 2 of FCC's Revision of Station Allocations (47 CFR 73.209):
- John R. Powley—Seeks to substitute ch. 23 for presently assigned ch. 38 at Altoona, Pa.
- KOPN-FM Columbia, Mo.—Seeks to assign ch. 23 to Columbia, and to delete ch. 23 at Jefferson City, Mo.
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readers per copy.

Service Directory
FCC received following petitions to amend FM table of assignments enn. (March 3):
- Ashdown Broadcasters—Seeks to assign ch. 228A to Abilene.
- Moorpark College, Moorpark, Calif.—Seeks to assign ch. 216B to Moorpark.
- KYVTV(AM) St. Helena, Calif.—Seeks to assign ch. 269A to St. Helena.
- K2577A at Santa Rosa, Calif., and modify the KVFV and KREV-FM license to specify ch. 257A and the KYVE-FM license to specify ch. 269A.
- Effingham Enterprises, Springfield, Ga.—Seeks to assign ch. 528A to Springfield.
- Roy E. Henderson, Kalkaska, Mich.—Seeks to assign ch. 249A to Kalkaska.

Actions

FCC took following actions on TV allocations:
- Fort Walton Beach, Fla.—FCC terminated rulemaking for ch. 17 to Fort Walton Broadcast Bureau, who did not file a petition to assign.
- Atlanta—Broadcast Bureau proposed assigning chs. 69 and 77 to Atlanta, but it would allow substitutions.
- Cape May Court House, N.J.—Broadcast Bureau proposed assigning chs. 211A to 212A to Cape May Court House. Action was in response to petition by Tripp illicit Broadcasting Co., licensee of WTOAKM and WQFM-FM Belfontaine and WYAN-FM Upper Sandanko, both in Cape May County. Tripp requested that Class B license be issued to the Cape May Bureau, which would require substitution of chs. 288A for ch. 288B at WQFM Belfontaine. Action Feb. 16.

FCC took following actions on FM allocations:
- WIEL(AM) Elizabeth, Ky.—Broadcast Bureau denied requests to assign chs. 215 to 220 to Louisville, Ky.
- WIRV(AM) Irvine, Ky.—Broadcast Bureau denied requests to assign chs. 292A to 292B to Irvine and to substitute chs. 280A for ch. 280B at Louisville, Ky.
- WNCI(AM) Shelbyville, Ky.—Broadcast Bureau denied requests to assign chs. 256A to Shelbyville and assign chs. 255A to chs. 220 at Louisville, Ky.

Rulemaking

Petition


Actions

- FCC clarified amended prime-time rule to specify that rule does not apply to noncommercial educational or public TV stations (Doc. 19423). Action March 5.
- Broadcast Bureau proposed amended rules to preclude authorizing new UHF translators after signal boosters, but it would allow license renewals or changes in existing boosters. FCC study showed only nine boosters on 55 operating stations, so no applications have been filed in nine years and conventional UHF translators are being used instead. Action Feb. 26.

Translators

Applications

KTVB Inc., Twin Falls, Idaho—Seeks ch. 57, broadcasting KTVB Boise, Idaho (BPTT-9900), March 3.
- Board of Cooperative Educational Services of Schuyler-Chemung-Tioga counties, N.Y.—Seeks for Spencer, Waverly, Pine City, Montour Falls and Whitney Point, all New York; ch. 56, ch. 62, ch. 66, ch. 69 and ch. 66 respectively, rebroadcasting WSYT-TV, Danville, Va. (BPPT-2977, BPPT-2978, BPPT-2799), March 6.
- Blue Ridge ATV Assn.—For Abington and Washington, Va., and Norfolk, Va., respectively, rebroadcasting WBNK-TV, WSN-TV, Norfolk, Va. (BPTT-2797), and for Rocky Gap, Va., ch. 69, rebroadcasting WBNK-TV Roanoke, Va. (BPPT-2972), and for Rocky Gap, Va., ch. 69, rebroadcasting WBNK-TV Roanoke, Va. (BPPT-2973), March 9.
- Bingman, Bastian, Va.—Seeks ch. 69, rebroadcasting WBNK-TV Roanoke, Va. (BPTT-2974), March 9.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance. FCC announced (stations listed are assigned and to be carried):

- Arkansas: Antenna Systems, 728 A Steet, San Rafael, Calif. 94031, for Vandenberg AFB, Calif. (CAC-4797): KLYT Santa Barbara; KOY-TV Santa Maria; KSBY-TV San Luis Obispo; KNXT, KBNC, KABC, KGTV, KTTL, KPCW, KOUP, KMEX, WTVF, KCET Los Angeles, all California.
- Midwest Metro, W. 20th St., Scottsbluff, Neb. 69361, for Julieston, B. (CAC-4313): Add KOA-TV, KMGH-TV, KBTW, KVGN-Denver.
- Clayton County Cable Communications, 6106 S. avocado Blvd., Covinda, Ga. 30260, for Clayton county, Ga. (CAC-4798): WSF-TV WAGA-TV, WTVT, WSB-TV, WETV, WHAE-TV Atlanta; WTVG Athens, Ga.
- Camp Inc., Box 61, Hilo, Hawaii 96720, for Pahala, Hawaii (AC-4791), also Hawaii: Add KIU-TV Honolulu.
- Telecast of Overland Park, Box 270, Norfolk, Va. 23510, for Lenox (CAC-4800), Lawrence (CAC-4801), McAlester, Okla. (CAC-4803), Fairway (CAC-4804), Shawnee (CAC-4805), Prairie Village (CAC-4806), Merriam (CAC-4807), Overland Park (CAC-4808) and Overland Park-Wichita, Kan. Add WSGN-Wichita.
- Continental Cablevision Corp., 28 White’s Path, South Yarmouth, Mass. 02664, for Barnstable (CAC-4814) and Dennis (CAC-4813), both Massachusetts: Requests certification of existing CATV operations.
- Elgin Cablevision Co., 516 North St. N., Texas City, Tex. (CAC-4413): Delete KWTX-TV Waco, Tex. and add KMOL-TV, KENS- TV, KSAT-TV San Antonio, Tex.

Certification actions

CATV Bureau granted following operators of cable TV systems certificates of compliance: Better TV Systems of Zanesville, Zanesville (CAC-3179) and South Toledo, Toledo (CAC-3180); Hawkeye Communications, Bedford, Iowa (CAC-4107); Greater Hartford Cable Television Assn. (CAC-4842); Glanton-Car- bug (CAC-4425), Newtonton (CAC-4426), Rocky Hill (CAC-4427) and Wethersfield (CAC-4428); all Connecticut; Falls Great Falls (CAC-4426), Black Eagle (CAC-4429) and Intermountain, Great Falls (CAC-4430) and (Doc. 19449); and Montana (Doc. 19450).
- Rosemead, Calif.—FCC denied application of Rosemead Cable TV for certificate of compliance for inability of the applicant to meet the standards set forth in Section 700, Title 47 of the Code of Federal Regulations.
- Rosemead, Calif.—FCC denied application of Rosemead Cable TV for certificate of compliance, alleging that the applicant had filed insufficient documentation.

Other action


Rulemaking

- FCC proposed rule changes that would permit the carriage on single channels of the signals of the principal broadcast and cable TV stations in the same market. The change is a result of FCC's finding that the FCC and cable TV signals are typically not significantly similar and that it would not be necessary to carry both signals on separate channels. The proposed rule changes would apply to all markets where cable TV signals are carried on single channels.

Other action

Help Wanted Management

apply for medium market Upstate New York AM/FM operation. Strong sales and personnel back-
round essential. Send resume to Box C-141, BROADCASTING.

Manager, in beautiful western Connecticut market. 1,000 watt daytime AM, 9,000 watt nighttime FM. Established station, excellent facilities, dedicated staff. Sales experience and re-
cord of achievement required. Salary range $17,000, incentives, benefit program. Contact William L. Boyd, WINE-AM-FM, P.O. Box 1335, Danbury, T1 06810.

Manager. Sought or station manager will prob-
ably be promoted to general manager within 12 months. Two prior years' managers are now GMs at other stations. Earn $15,001+ first year with re-
sume and responsibility in the future. Send resume to Community Broadcasting, 811 Broad-
way, Mt. Vernon, Ill. 62804.

spending Ark-La-Miss small market group has opening for station manager for new mid-south acquisition. Pre-
arrangement with new station to be in retail market. Must have good references and cred-
sibility. Salary, commissary programs and stock options comm-
ensurate with ability, desire and experience. All inquiries confidential. Send tape, resume and recent photograph to Ed Fritts, Box 667, Indianapolis, MS 8571, Equal opportunity employer.

Help Wanted Announcers

Pennsylvania country Powerhouse seeking country music and sound engineer. Good knowl-
gde and experience necessary. Send resume, and re-
sume to Box C-166, BROADCASTING.

Midwest college town, small market top 40 needs good mix with production experience. Begin-
ers need not apply. Box C-192, BROADCASTING.

Midwest market station needs part-time announcer to work weekends and nights. An equal opportunity employer. Box C-184, BROADCASTING.

Talk Show host wanted. This midwest market is taking applications for position at best of com-
petitor, established telephone show. Will also have other duties. No beginnings. If you're aggressive, opinionated, send resume to Box C-166, BROADCASTING.

MOR format, Midwest metro market, needs air per-
sion for afternoon drive. Send resume now. We'll ask for tapes later. Box C-167, BROADCASTING.

Radio as a career? Willing to learn all faces of radio? Married persons preferred. First ticket re-
ed. If interested contact program director, Doc DeVe, KPOW, Box 960, Powell, WY 82435. An Equal Opportunity Employer.

Wanted, mature air talent with first phone and good track record in competitive market. Knowledge of country music, its career goals. Equal opport-
unity employer. Apply Box C-184, BROADCASTING.

if you are energetic, enthusiastic, goal oriented and on- 
set, we have a first rate position available. Call Jack Chapman or Ray Stephens, KGAK, Gallup, NM. 505-883-4445.

Wanted: Local sales manager, solid gold WBVM, Jtsc, New York. Call George Stevens, 315-735-2785. We'll sell you on selling us.

Experienced, aggressive sales person wanted for group owned, small market New England station. Good op-
portunity for right person willing to work hard. Con-
tact Mr. Culp, WYNE, 13100 Route 27, Elizabethtown, PA 17022.

Meadow, Wisconsin. Excellent career opportunity for bright, young problem-solving salesman (or woman) on the way up, strong on creativity and ability to build campaigns. Six station group seeks individual with management potential. Job opening result of group's growth. Our people earn for more money offers very real career opportunities. You'll have an opportunity for man-
agement acumen. WISM, Madison, WI. A Mid-
west Family station.


Ready for Sales Manager? Immediate opening, great opportunity for enthusiastic person who can be sales manager, knows small-medium market selling and can handle fast-paced environment. ExcellentOpportunity. Box WPDC, 1600 Elizabeth Ave, Webster, MA 01502.

Help Wanted Sales

Radio salesperson for Florida Gulf Coast AM/FM station. Must be aggressive, have good potential, experienced in account sell-
ing, list which stations you've worked. Send resume and letter to Mr. Miller 703-434-1777 or Mr. Ripple 301-724-5400.

Professional Radio Account Executive for 5000 watt station, attractive. Send resume, and letter and resume to Scott McGuen, 800, Springfield, VT 05156.

$50,000 watt FM rocker needs young, aggressive sales-
person immediately. P.O. Box 511, Beacon NY 12508.

Help Wanted Technical

I'm looking for a qualified chief engineer who can do some hard work and do it with a good staff and enjoy living in the Midwest. Plenty of country and other radio experience neces-
sary. Box C-175, BROADCASTING.

Major Philadelphia FM station seeking experienced qualified Chief Engineer, Excellent career opportunity for right person. Box C-183, BROADCASTING.

Broadcast technician for part-time shift at suburban N.YC. station. It's 1st required. Some flexibility in terms of hours. Strong skills in equipment maintenance and repair needed. An equal opportunity employer. Send resume and rate desired to Box C-194, BROADCASTING.

Virginia AM-FM stereo operation offers permanent position for a qualified engineer. Has new and excel-
 lent working conditions that include full benefits, duties may or may not include short announcing shifts. Interview will be arranged at our expense. Send resume and salary requirements to Box C-199, BROADCASTING.

AM-FM Chief needed for automated station. Contact Ed McKernan, KVOE; Emporia, KS 66801, 316-342-1611.

Chief Engineer wanted for AM-FM South Florida mid-
ium market must have extensive experience high power FM, AM and digital automation. $200 week. Send resume, WFTP-WJYQ, Forth Pierce. Equal Opportunity Employer.

Studio Engineer, audio processing experience neces-

Chief Engineer. Live, enjoy year around 76 temp in Southern Arizona. No snow here. Your resume. Box 1000, New Market, VA 22844. Your hero is 5000 watt, direct, remote control AM, GM understands, but you must fix, not buy. Do, not promise. Prefer family person, no drammers, All equipment fairly new. Box 70, McCauley, TX 78610. We say we'll call, you'll write, I'll call.

Help Wanted News

News Director, Midwest medium market. Mus
tum, gather, write, and deliver local news. Must be able to manage and direct a news depart-
ment, in cooperation with other radio stations. Send resume to Box C-117, BROADCASTING.

Mature are for Connecticut beautiful music. Some news. Much production. $150 weekly. Equal oppor-
tunity employer. Resume to Box C-117, BROADCASTING.

Experienced newsperson needed at medium market station in Northern Idaho to direct modest-sized local news department in cooperation with another station based on ability and experience, creative atmosphere, pleasant surroundings. Christian staff. Send resume, Box C-140, BROADCASTING.

Tired of the major market shuffle? Job security, is alive and well in Fargo, North Dakota, a growing market unscathed by the recession. Prefer Midwest or East. Send resume, Box C-140, BROADCASTING.

Career-oriented news person, accurate conversational writing and delivery, local news gathering. We want bright new quarter million market. Send tape and resume: news director, WENE Radio, 909 E Main Street, Endicott, NY 13760.

Help Wanted Programing, Production, Others

WWOM-FM Albany, New York, seeks Program Direc-
tor for Bonneville format 24 hour, top-rated beautiful music. Some production experience required. Send tape and resume to Joseph Reilly, WWOM, Box 514, Saratoga Springs, NY 12866. Equal opportunity employer.

Head-Division of Broadcasting bought by University of Cincinnati College-Conservatory of Music. Covers radio and television. Interested? Have a thesis in your area? Contact Dr. Scott Huston, Conservatory of Music, University of Cincinnati, Cincinnati, OH 45221.
Situations Wanted Management

Aggressive experienced manager, Prefer medium or small market. Box C-81, BROADCASTING.

GM presently employed with 8 years experience, will relocate for a better future. Prefer small or medium market. Box C-89, BROADCASTING.

General Manager, major market professional, builder of management team, must be thoroughly confident and competent in sales, programming, bottom line profit, and leadership. Box C-145, BROADCASTING.

Employed GM of AM & FM in major market seeks similar situation anywhere or investment opportunity in smaller market. Total experience. Box C-155, BROADCASTING.

Mature, successful radio retail sales pro stylized for advancement, seeks sales management opportunity with station or group valuing hard work, honesty, and professionalism. Will relocate. West major market. Moved billings from practically zero to over $1 million dollars in over 10 years. Minimum $35,000. Box C-162, BROADCASTING.

Manager/Sales Manager. Your market 20-50 K, Two listed pro, 23 years all phases. Strong management—sales—programming background, 50K and 1K. Looking for top notch executive, someone to put your worries on back, or major market station that com-municates. Box C-165, BROADCASTING.


Situations Wanted Sales

Dynamic salesman in top ten market seeks opportunity to develop full responsibility for sales management, ability, potential, drive and initiative. Box C-158, BROADCASTING.

Experienced salesman, seeks management with MOR group. Good all around radio man. P.O. Box 8143, Rochester, NY 14617.

Sales results guaranteed, provided I produce 1 sales results. Prefer Midwest. Fred Rosenthal, 312-584-7255.

Situations Wanted Announcers

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

Professional adult contemporary announcer seeks home office sales position. Good oral and written communication skills. Current position Program Director of leading Cable TV station. Great references. Desires Upstate M0R/Top 40 format. Extra care on roll on short notice. Box C-138, BROADCASTING.

Dry humor for contemporary MOR, Good rapport with 16 years experience. Ready to relocate. High marks from employers. 6 years pro, 1st, married. No small markets. Box C-149, BROADCASTING.

Experienced First Phomer seeks MOR. Good references, stable. Will consider M0R locations. Available now. Box C-152, BROADCASTING.

Florida, Virginia, North Carolina. 4 years experience. Top 10 market. Seeks contemporary personality. Has phone, copy, PD experience. Excellent administrator and sales executive. Every show prepared. Inquiries answered same day. Box C-159, BROADCASTING.

DJ, Entertainer on and off, off 3rd, seconded, tight board, sales experience, interest production, needs 1st break, ready anywhere. Creative, market. Country or MOR. 212-236-0745, call Prime, Box C-163, BROADCASTING.

West Coast States. Top 40, upstate, contemporary. First phone, tight AD, tight board. Creative, experienced and I won't ask an arm and a leg for my services. Box C-176, BROADCASTING.

Good pipes, medium market pro seeking good pay with professional/rock station in northeast. Box C-196, BROADCASTING.

Celorado preferred. 1st phone announcer, 4 years experience, Operational Manager and Program Director of independent station. Excellent written and on-air experience. Don't ask me astronomy. Box 123, Las Vegas, NV 87163.

Situations Wanted Anouncements Continued

Black announcer, DJ, news, production, Graduate school, Howard Broadcast School, Michigan State University, Dean endorsed. Will relocate. Bernard Adams, 313-862-5666.

DJ, 3rd phone, tight board, good news and commercials, ready now. Box C-171, BROADCASTING.

Intelligent, highly-motivated veteran with B.A. degree seeking a career opportunity with a chance to be exposed to all facets of radio, from DJ to sales and everything in between. Possess 3rd Phone with endorsement and broadcast school training for top, resume, and other pertinent information, write or call Mark J. Leiten, 39 Grove Avenue, Lockport, NY 14094. 716-963-1771.

First ticket, experienced, stable, good references. Currently North East, looking to move back South. Will relocate anywhere between North Carolina and Louisiana. Good copywriting and production, tight board, no MOR. Box 40, and W. Pat McConnell, 9 Grove Street, Keeseville, NY 13634. Or call me, 516-834-7369, collect.

Experienced DJ, news, PBP, sales and production. 36 years old, creative, aware, 3rd class with big good mouth to prove dedication in medium market. Write or call Ken Stepfen for resume, tape and picture. P.O. Box 2210, Long Beach, CA 90801. 213-692-3261.

Available now for radio announcers, Experienced, can produce and record commercials. Available 408-843-5662.

DJ, Engineer, first phone, tight board, good production abilities, hard worker. 415-489-2741, 213-921-2300.


Give me a chance! Multi-talented, dynamic, music—mind. Experienced, good sales, etc. 3rd, college grad, dedicated. Will relocate. Resumes, etc., call now, 516-781-9291.

DJ, 3rd phone, news, progressive rock experience. Will relocate for growth. P.O. Box 2210, Long Beach, NY 11707.

Popular, creative, S.F. Morning Personality seeks change. Don't call for time-temp. man. 415-461-1734.

Situations Wanted Technical


Situations Wanted News

Anchor/News Director. Mature communicator, experienced administrator. Has sales experience in present market. Looking for bigger market challenge. Available now. Box C-142, BROADCASTING.

Highly experienced, take charge news director. Tired of causes at small market. Seeking solid, major-market medium market operation. 1st phone. Consider telecast news, show, programming, sports. Box C-144, BROADCASTING.

Dedicated newsman, seeking position in Pennsylvania. College and public radio experience, 3rd endorsed. Box C-146, BROADCASTING.

Young aggressive newsman seeking position in good city news department. Has experience in dailies, radio and TV news as anchor/reporter. Good reference. Would work, eager to learn, will relocate anywhere. Box C-156, BROADCASTING.

College degree in broadcasting, 6 years wide news talk show experience. First. 27-Med major-market medium market operation. 1st phone. Experienced, first ticket, excellent references. 813-897-1071 or Box C-171, BROADCASTING.

Help Wanted Management

Group owned, CBS-TV affiliate, major midwest market. Creative, bright, energetic, management position. Desires someone with proven management experience, knowledge of radio sales. Will consider all locations.

Help Wanted Announcers

Sporis announcer for medium market station in west. Knowledge of sports and enthusiasm most important. Please send resume, and indication of salary requirements to Box C-170, BROADCASTING.

Help Wanted Technical

TV Transmitter supervisor for mountain top satellite operation in small western market. Available 1st or, sooner. Box C-17, BROADCASTING.

KQED-TV has opening for a maintenance engineer. Prefer qualified experience in design and maintenance of complex solid state audio, video, control equipment. Minority and women are encouraged to apply. Send resumes to: KQED, 101 Bryant St., San Francisco, CA 94103.

Two first phone engineers needed. One for studio operations and one for maintenance. Experience or di do. Good benefits, chance to break into TV and/or chance to move up. Call 817-463-3516, Robert Hardie, or write with TV, Box 10, Lafayette, NJ 07848.

Chief Engineer for medium market, full-color, uni station, PBS affiliate, Northeast. Must be competent in UHF transmitter operation and maintenance, as well as operation and maintenance of studio, M.C., and production facilities. Good with people. Able to coordinate staff. Experience preferred. My Job: Write: Arthur F. Drenn, President and GM, WSGK-TV, Box 92, Enid, Oklahoma 73701, U.S.A.
Help Wanted News

Ischerson-producer for Northern Great Plains seven member news operation, dominant in market, $12,000 minimum. Resume, photo to Box B-302, BROADCASTING.

Medium size midwest market looking for take-charge, knowledgeable News Director. On-air or pre-producer, 2 years experience. Send resume and VTR to Ron Heller, News Director, TIVO, 211 E. IA 52301.

Two assistant professors to be available. Dept. of Communication, University of Southern Mississippi. Send resume and ideas for teaching to: Capitol Hill News, Suite 968, National Press Building, Washington, DC 20045; Attention: Broadcast Division.

Help Wanted Programming, Production, Others

Producer/Director. Large metropolitan area seeks experienced Producer/Director to join the station in the market. Must have minimum three years commercial television experience with emphasis on news, entertainment programming and/or remote. Ability to lead creative team and work in Equal opportunity employer. Box C-157, BROADCASTING.

Producer/ Director, Southeastern TV station seeks creative director who shoots and edits film, to initiate, produce, and direct studio and remote programs for community. Minimum three years’ experience, BA and sampler required. Send resume, day phone and salary requirement. Box C-179, BROADCASTING.

Two assistant professors to teach telecommunications/film production, writing, and theory courses for BA or M.A. - broadcasting, first phone, 605.375-0454, or to complete resume to Box C-198, BROADCASTING.

Situations Wanted Management

Sales manager-Salesman. Local and National. Thoroughly experienced, all phases, Eighteen years television experience! Aggressive, high energy, quality, professional competitor. Outstanding sales record! Accustomed to formidable competition; much responsibility. Strong assistant to Manager. Box C-154, BROADCASTING.

Experienced motorman pro desires engineering management or broadcast sales/service opportunity with 20 to 25K potential. Operations and maintenance supervisor background. Box C-160, BROADCASTING.

Diversified challenge desired. I need a career position with news, 13 years, last 8 in syndication. Dick Cianarelli, 602-429-3823.

Situations Wanted Technical

Employed, Stable, Learner. 9 years, 8T, 5 TV, 1st, BSBF. Background: commercial, educational, U, V, cable, construction, Heavy ops, light maintenance. Challenge most any TV work. Box C-151, BROADCASTING.

Employed Chief twenty years, desires change for better. Box C-151, BROADCASTING.

$550 In May, AM Chief, worker. Want TV work. 304-442-3939.

TV Control Engineer, first phone, seeks position. Call 207-289-9400, Lerry Frer, Room 306, 426 2nd Ave., S.W., Rochester, MN 55901.

Female meteorologist now employed in TV seeks to improve position. AMS seal. Box C-791, BROADCASTING.

Reporter in 7th market, black, seeking news or production position. Box C-83, BROADCASTING.

Newswriter and documentary producer, Ready for major market. Box C-101, BROADCASTING.

Dedicated news director/anchorman, 30, broad experience, desires relocation. Box C-177, BROADCASTING.

Ambitious Top Ten market radio newsmen wants to break into TV. Look and sound good. Box C-183, BROADCASTING.

Reporter/Photographer with foreign and domestic credentials. Presently employed at top station in market. Looking for position that would allow more creative character and dedicated. Box C-185, BROADCASTING.

Successful investigative reporter for award-winning rep. circuit, top position, 11 years television experience, 5 years syndication experience. Send resume and ideas to: Box 155, Daily News, Minneapolis, MN 55404.

National award winning News Director/Anchorman at medium market network “W” would like to relocate. Extremely energetic. Young, married, degree. All offers considered. Box C-190, BROADCASTING.

Imaginative sports reporter, capable backup. Box C-195, BROADCASTING.


Salary, benefits. Four years experience, desires relocation. AMS SEAL. Box C-57, BROADCASTING.

News director/producer, 5 years, desires new market. Must have at least one year full time experience required. 2-161, 2251 E. 13 St., 780-279-5000.

Send resume, sample print work. Resume, samples to Box 12204, BROADCASTING.

Assistant Director, newsanco-producer for Northern Great Plains seven member news operation, dominant in market, $12,000 minimum. Resume, photo to Box B-302, BROADCASTING.

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Situations Wanted Programming, Production, Others Continued

T.V. transmitters, VHF Ch. 4, both including VSIF filter and diplexer; (1) RCA 25 kw T525AL with air supplied, Memorex, etc., $825.00; (2) RCA TT-2AW, 2 kw, Test loads and spare parts available, Kalamazoo, MI, 260-755-5772, or write WCCO-TV, Engineering, 50 South 9th Street, Minneapolis, MN 55402.

FM Antenna, Collins 37CP-4 with delicaters, circularly polarized, 1-17 MHz, 5000$, Available April 1. Excellent condition, make best offer to Mike Hendrickson, WJON Broadcasting Co., P.O. Box 229, St. Cloud, MN 56301.

Swing Transmitter Supervisor, excellent condition, less than 500.00. Call 609-344-6402, Mr. Martin.

Immediate delivery from our inventory, recon- ducted remote pickup and studio transmitter links. Terms available. BESCO, 8558 Stemmons Freeway, Suite 924, Dallas, TX 75247. 214-830-3600.

1 kw and 5 kw Collins Amb, 1 kw Gates FM, Excellent. 25 k Hal-Gar generator, used 8.6 hrs. Call manager, 601-544-8805.

Ampex UPR 5800C 1", used, $3,000. Ampex UR 7800 color 1", used, $4,500. Both in good condition with new video heads. Contact Derral Anderson, Sunflower CABLEvision, Lawrence, KS, 913-861-2100.

16mm sound projectors, optical/magnetic, camera, editing equipment and much more. Free listing. Wanted: Eastman Model 20 projectors. I.C.E.C.O., 2901 North Fulton Drive, N.E., Atlanta, GA 30302.

14" model Hol-Gar generator, $5000. Call 404-287-7777.

23½ Hours of Video Tape, 3M Scotch #400 and Memorex. Used to record masters on, has only one run. Best Video tape deal around. All or part. Call or write 702-734-2000, P.O. Box 14456, Las Vegas, NV 89114.

For Sale—New Tektronix pulse generator, Model 114 RCA color sync generator Model TG-3 with manuals. New in case. Call 609-344-6402, Mr. MacDonald.

International Tapetronics WP-0003 Cartridge Tape Recorder, Mono, with three cue lines. Used less than five hours for three weeks. Asking $1000. Call 800-426-8872. P.S. Box 38, Bellingham, WA 98225.
**For Sale Equipment Continued**

Collins CP-6 circular polarized 6-Bay Antenna, Un-used $5,600. Larry Lo Scalzo, KBEQ Radio, Kansas City, MO, 816-674-1230.

110 Foot Andrew HJB-508 Air Helix Cable, 3 inch, $1,100. KBEQ, Inc., Kansas City, MO, Larry Lo Scalzo, 816-674-1230.

Q-R K Turntables, 12 inch deluxe models in excellent condition, $125.00 each and 1 5-260 16 inch Tone Arm. Red O Kend with head, $100.00, excellent. Q-R K Radial Bearing Turntables, New, $295 each. Almost new Wollensak 1900 35 Tape Recorder, $125.00. Phone 314-596-8577 for Mr. Sell all together or separately.

PC-70 Color Camera, excellent for studio or remote. New tubes. $30,000. Chief Engineer, 813-334-1111.

Any Company, used one time for a corporate Information presentation. Guaranteed as new, 1,000 available. UC-30, Under, UC-20, $8.00; UC-10, $4.50. J. Ivey Corporation, 617 West Central Blvd., Orlando, FL, 32801. 305-483-9892.

VTR's, IVC 940, 900, 820, 725, 700, 600, Great prices, well cared for machines. 900's have all latest mods, including 3sec. lock-up. Also used time base correctors. J. Ivey Corporation, 617 West Central Blvd, Orlando, FL, 32801. 305-483-9892.

**MISCELLANEOUS**

Tremendous savings on 3M-400 tape, evaluated, free of damage or excessive dropouts, guaranteed for free sample and details. Box C-T18, BROADCASTING.

Prizes Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better for fantastic deals, write or phones: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-444-3700.

“Free” Catalog . . . everything for the deejay Custom I.D.’s, Promos, Airchecks, Wild Tracks, Books, FCC tests, Comedy and more. Write: Command, Box 1976, Chicago, IL 60681, 312-374-4088.

Biographies and Record Information on hundreds of recording stars. Daily alle..; plus other programming aids; free issue: Rock bio’s unlimited. Box 978, Belmont, WI 53003.

Sell time on your station to religious accounts. Over 300 religious broadcasters are listed in our directory. Complete directory, $79.5. Religious Broadcast Clearing House, 1115 North Curtis, Room 201, Boise, ID 83705.

Talknews: Four page monthly newsletter. NYC (monthly) talk radio. Photos. $3.00 annually. Talknews, 1120 Radio City Station, NYC 10019. C. Freedman, Pbr, former owner WGN-FM, Ulica.

Small market radio stations send $15.00 for three month trial subscription. Save $7.50. Minimum 35 pages professional, copy monthly ready for mail or typing. Coast to Coast Continuity Service, Box 7520, Little Rock, AR 72207.

**INSTRUCTION**

Broadcast Technicians: Learn advanced electronics and earn your correspondence degree. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

Job opportunities and announcer-deej….1st class F.C.C. license training at Announcer Training Studios, 132 W. 42nd St., 3rd Floor, N.Y.C., Licensed and V.A. benefits.

First Class FCC License in 6 weeks. Veterans approved. Box 14 and Evening Classes. Erin Institute (formerly Elkins Institute), 8010 Blue Ash Road, Cincinnati, OH 45236, Telephone 513-791-1770.

No tuition; rent; Memorize, study—Command’s “Tests—I Answers” Written FCC First class license—plus Study Ability Test.” Proven $9.95. Moneyback guarantee. Command Productions, Box 26248, San Francisco 94126. (Since 1967).

1st Class FCC, 6 wks., $400.00 money back guarant., VA appvd. Nar’l Inst. Communications, 11156 Oxander St., N. Hollywood, CA 91606. 213-990-3215.

**Instruction Continued**

Chicago or Milwaukee, FCC license. Results guaranteed. Veterans approved. Lowest prices available. Institute of Broadcast Arts, 73 Westacker Drive, 312-238-8105 or 414-445-3090.


For 38 Years, Industry Leader, Don Martin School of Communications trains for 1st license, in just five weeks. Call for details, 213-462-3081, or write, Don Martin School, 7000 Hollywood Blvd., Hollywood, CA 90028, now.


San Francisco. FCC license, 6 weeks, 4/28/75. Results guaranteed. Veterans approved. School of Recording Electronics, 150 Powell Street 94102. 415-392-0194.

**Television**

Help Wanted Technical

**Circuit Development Engineers**

Applicants should be familiar with latest solid state devices and techniques. BS/EE and at least 5 years of recent design experience required.

**Television Systems Engineers**

Applicants should be thoroughly familiar with television systems. Minimum of 5 years of experience required.

Send resume and salary requirements to The Grass Valley Group, Inc., P.O. Box 1114, Grass Valley, Calif., 95945.

**Help Wanted News**

**TOP MARKET INTERVIEWING TV NEWS TALENT**

Looking for experienced Consumer Reporter Leisure Time Reporter Investigative Reporter

**IMMEDIATE OPENINGS**

Rush Resume and VTR to Larry Pickard Director of News WCVB-TV 5 TV Place Needham, Mass. 02192

**Situations Wanted Management**

11 radio years convinced me to do whatever’s needed today to be a station owner tomorrow. I’m 31, BA, radio/tv personality with 6+ top market sales success. With a little help, I’ll turn my resources into ownership for me and dividends for you either at your station or a new one. Put my hands in your future.

Box C-176, BROADCASTING

**Situations Wanted Programing Production and Others**

Experienced Programer with Capital to Invest

Proven Track Record

Proven Track Record

BROADCASTING’s Classified works for YOU!

**DIRECTOR OF ENGINEERING**

Cost conscious administrator is highly qualified in all aspects of television and AM-FM radio. Station construction and microwave systems a specialty. Currently employed; seeking larger market with more responsibility; excellent references. Foreign positions considered. Available for interviews at NAB. 915-884-6001.

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REPORTER/ANCHORMAN

Dynamic, aggressive Reporter/Anchorman with top 5 market experience. A winner for a winning news team.

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418 HANDBOOK OF RADIO PUBLICITY & PROMOTION by Jack Macdonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1500 on-air promo themes adaptable to any format, and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8½ x 11”. $29.95

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AM and 50,000 watts FM stereo stations in the most ideal of the top 15 markets. Combined price: 2% multicast. Excellent facilities; superb properties. Replies should contain information sufficient to establish financial and personal qualifications.
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Payable in advance. Check or money order only.
When placing an ad indicate the exact category desired. Television or Radio, Help Wanted or Situations Wanted. Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is Monday for the following Monday's issue. Copy must be submitted in writing.
No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, film or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, film or tapes to be sent to a box number.

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Profile

fore breathing room or WPIX's Pope as he moves to the top
levitt J. Pope says three "wonderful things" happened for him in the waning sys of 1974.

"On Dec. 10 an administrative law judge of the FCC issued a preliminary ruling allowing the present management of WPIX-TV to keep its license after a five-year legal battle," he says. "In late November I was told I would be elected resident of WPIX Inc., effective Jan. 1, and perhaps the most wonderful thing of all was that on New Year's Eve the New York Yankees announced the signing of Catfish Hunter, the best pitcher in baseball."

Mr. Pope pauses and explains with a grin, "You know, WPIX has been telecasting the Yankee games for 25 years, and we have had some lean periods during the last decade."

He concedes that the past five years have been "nervy-wracking." with much of his time and that of other WPIX executives being spent in Washington in trying to turn back the challenge of Forum Communications Inc. He says that the nbc chapter has not been written on the challenge, but he says the staff now locate more of its effort to improving the operations of the station.

Mr. Pope is a tall, trimly built man of 50 with a friendly and low-keyed manner. Colleagues admire his firm grasp of all facets of broadcasting and his willingness to listen to complaints and suggestions. He is a highly controlled individual, and, according to one co-worker, "I've never seen Lev Pope really lose his temper."

Perhaps he is a satisfied man. And perhaps that is because, as he says, "I've tried to look for only one job in my life."

Fresh out of the Massachusetts Institute of Technology with a degree in business engineering administration in 1947, he landed a job with the New York Daily News as an administrative assistant. The newspaper holds a controlling interest in WPIX Inc., which operates WPIX-FM-TV New York and WICJAM Bridgeport, Conn., and s is interlocked in ownership with the Chicago Tribune and its broadcast properties.

Mr. Pope had no idea at the time that he soon would be immersed in television. "I was interested in technical production and management," he says. "At the News, my initial assignments were concerned with constructing new facilities for the paper and in the installation of presses."

But Mr. Pope was interested in ham radio as a youngster. And this background, coupled with his training in engineering, led the management of the


News to assign him temporarily to a task force that was placing WPIX on the air in 1949. After the station began operation, he returned to the newspaper but was shifted to WPIX on a permanent basis as assistant general manager.

He learned all facets of the operation under the guidance of F. M. Flynn, board chairman of the News, and F. M. Thrower, long-time president of the broadcast complex. It was Mr. Flynn's death last November and Mr. Thrower's impending retirement later this year that set in motion Mr. Pope's promotion to president and chief executive officer of WPIX Inc.

Defending itself against the challenge to its license has been costly to WPIX(TV). Despite stern competition in New York from three network-owned and two other independent commercial outlets, the station carved a niche for itself in the years before 1969. Until then, profits after taxes were in the vicinity of $1 million a year. Since then, says Mr. Pope, "we've had several unprofitable years."

Despite the recession, Mr. Pope is optimistic about business at WPIX. He says that 1974 was the station's "best year in terms of sales but not of profits" and said that with the more relaxed atmosphere now prevailing, he and the staff can buckle down to the critical task of improving programming, sales and income.

WPIX aims to carry programming that will have broad appeal in the New York metropolitan area, according to Mr. Pope. The accent is on sports, news, public affairs and off-network and other syndicated product.

"Perhaps the single most important ingredient in a TV station's mix is the news," he says. "The public's image of a station is derived largely from its news presentation. We have 63 full-time people on our news staff, which may be the largest for a nonnetwork station. We have two top professionals in John Corporon, our vice president for news, and Ted Kavanau, our managing editor."

Mr. Pope is proud of WPIX's contributions in the public affairs sector, which reflect the market's diversified make-up. Among the programs he cited were Equal Time, Open Mind, Ashman's Beat, The Puerto Rican New Yorker, Black Pride and John Hamilton Show.

"There's no single formula for success in television, as there's none for any business," Mr. Pope says, "but I'd say that the key difference is the people. We're fortunate to have a group of talented, hard working people here at WPIX."

One key factor, but by no means the overriding one, in people motivation at WPIX stations, according to Mr. Pope, is that seven top executives hold stock in the company. The management made it possible, he said, "to buy into the company and that's one reason for our intense dedication."

Owning 46% of the outstanding stock (with the remainder held by the News) are Mr. Pope; Mr. Thrower; T. E. Mitchell, senior vice president finance and administration; Richard N. Hughes, senior vice president for public affairs; Ous Freeman, vice president, engineering; Hendrik Booraem, vice president, programing, and William Cooper, vice president, film.

Mr. Pope acknowledges that one problem the independent station must overcome is the advertising agency attitude that the network affiliate is innately superior and a more effective advertising carrier. Mr. Pope is a warm supporter of the Association of Independent Television Stations and serves as treasurer and a director of INTV.

Mr. Pope keeps in trim by playing squash during lunch at either the Yale Club or the University Club in New York. He also relaxes by collecting stamps and coins.

But his favorite diversion is his family. He and Mrs. Pope, have 11 children, ranging in age from 8 through 24. Five of them attend colleges stretching from Maine to California.
Editorials

Moving target

If action is the standard by which FCC chairmen are remembered, Richard E. Wiley's name will live forever. His first year's tenure, reviewed elsewhere in this issue, presents a blur of intense energies, undisguised ambitions and not a few accomplishments.

The agency's tone has discernibly changed in his administration. It is more conservative in its philosophy and has conscientiously set about the repair of some excesses of the past. But broadcasting may in some ways be under tighter regulation than before through its code accommodations to Mr. Wiley's urgings.

The new burst of activity at the FCC commands admiration, but the nagging thought persists that Mr. Wiley and his colleagues might find refreshment—and regulatory policy might be enhanced—if once in awhile everyone sat down to think.

One FCC is enough

In its affirmation of the FCC's renewal of the license of KKH-TV Los Angeles (Broadcasting, March 10), the U.S. Court of Appeals in Washington seems to have restored at least some of the FCC's decisional independence. The KKH case may mark important turning points in both court review of FCC actions and in the FCC's conduct of comparative hearings that involve incumbents and challengers.

In essence, the court has now said it will not substitute its judgment for the FCC's if the FCC has acted reasonably upon consideration of adequate evidence. In this case the court found the FCC had come to a reasonable conclusion even though there was no clear choice between KKH-TV and its rival applicant which were held, in the court's words, to be "essentially equally poor contenders."

In some earlier decisions the same appellate court has taken much more intrusive positions. Indeed it has more than once changed policies that the FCC had adopted after painstaking study and in full compliance with its understanding of the law. Not by accident has it been called at times a super FCC.

This case hopefully betokens a return to the court's proper role of reviewing FCC decisions on the basis of their constitutionality, legality and reasonableness. It hopefully means that the court will resist its perpetual itch to make regulatory policy of its own. At the very least it will discourage the filing of competing applications against licensees by predators taking a cheap shot at valuable facilities.

Due process

Without awaiting the draft of legislation that the FCC has promised on the subject, Senator Strom Thurmond (R-S.C.) has introduced an amendment to the Communications Act to prohibit television broadcasts of obscenity, nudity or explicit sexual acts (Broadcasting, March 10). If that is what the FCC and its chairman, Richard E. Wiley, have in mind, everybody is off in the wrong direction.

There is already in the U.S. criminal code a prohibition against obscene or indecent broadcasts. As has been noted here, that prohibition was originally contained in the Communications Act but later transferred to the criminal code for reasons that are as good now as they were then. The theory was that obscenity and indecency were better left to the formality of prosecution in federal courts than to the vaguer processes of FCC regulation.

It isn't quite clear how the incumbent FCC views its function in the policing of broadcasts it thinks are dirty. Last month, in cit-
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You owe it to your station and to your viewers to see "Don Adams Screen Test" right away!

You'll see why everybody's raving about — and buying — the funniest half-hour series created for access or for any time!
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