Bazelon would lower FCC's 'raised eyebrow'
The image of advertising: It's getting better

Volume
20

30 motion pictures
all off-network...all in color

WARNER BROS. TELEVISION DISTRIBUTION

A WARNER COMMUNICATIONS COMPANY
We've moved ... into a brand-spanking-new television complex as modern as tomorrow and as beautiful as its site overlooking the majestic Mississippi River. Here our talented and dedicated staff will have the finest facility of its type available anywhere ... here our service to the great Mid-South will continue to grow and excel!
You all know what a hippopotamus looks like. Now look at the facts.

Sure, there are a lot of animal shows around. So we're not going to show you pictures of exotic fauna to convince you to buy ours. Instead here are 46 cold, hard, factual reasons why we're #1.

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FACT #41
In Los Angeles, we're one of only two prime access shows (non-network) delivering over 1,000,000 viewers.

FACT #42
Premiered in Chicago in January on WBBM-TV, became #1 in the time slot with 38% share (Nielsen).

FACT #43
Starting this Fall in New York, we will be the only animal program series carried on WABC-TV.

FACT #44
We are now in our third year of production. All 78 color half-hours are narrated by William Conrad.

FACT #45
With the networks committed to family programming in early prime time, we're perfect for prime access.

FACT #46
Since these programs are primarily designed to further understanding of the natural sciences, they are properly identifiable as "instructional" for FCC logging purposes.

WILD, WILD WORLD OF ANIMALS
NAB: Suite 2230 at the Las Vegas Hilton

Source: NSI and *ARB November: 1974, Sweep Reports. Audience and related data are based on estimates provided by the rating services indicated, and are subject to qualifications available on request.

**DMA/ADI Rating and Share
With Media Payment Corporation's payment and credit services, you have only one receivable . . . from MPC and it's one you never have to worry about. You receive payment of your receivables on the same days, each month, every month of the year—whether or not MPC has collected—and you can choose a pay date option that meets your station's cash flow requirements.

This means you can convert receivables balances into working cash to meet operating or capital expenses or invest for station income.

In addition, you receive credit codes for more than 2300 agencies, plus MPC Credit Newsletters and Bulletins—all designed to help you make prudent credit decisions and protect your station from unnecessary bad-debt losses.

If you've got a "Mountain of Receivables" at your station, we can help you mine a lot of valuable cash. Call or write Dennis E. Robich, Media Payment Corporation, 380 Madison Avenue, New York, New York 10017. (212) 953-1504.
Closed Circuit®

No hands. Insiders are predicting biggest attractions in hardware exhibits at National Association of Broadcasters in Las Vegas April 6-9 will be solid-state radio transmitters, to be displayed by Harris Corp. and Westinghouse Electric Corp. (Broadcasting, Feb. 24). Harris Broadcast Division has 1kw model currently operating at KXEO(U.M) Mexico, Mo., and Westinghouse Defense and Electronic Systems Center, Baltimore, has 5kw unit in experimental use at Westinghouse Broadcasting's WIND(U.M) Chicago.

Makers say transmitters will usher in new age of technology. System is compact (1kw version is suitcase-size and 5kw model is size of three-drawer filing cabinet), fully automated and virtually maintenance free. There are no tubes, no knobs, dials or controls, just 10 or 12 slide-in transistorized cards. If one card fails, power will drop, but transmission will continue "until you die of old age," one engineer said. Another said transmitter buildings will become obsolete — all that will be needed is box at base of transmitter tower. Westinghouse as of last week had not informed marketing plan. Odds are it will license other firms to sell equipment; Westinghouse has been out of commercial broadcasting equipment business since mid-50's.

Yes and no. Broadcasters will be one-up on cable television operators in at least one event at their respective trade association conventions next month. President Ford, who is scheduled to address National Association of Broadcasters convention in Las Vegas on April 7, sent regrets last week to National Cable Television Association. White House official said President's schedule will not permit him to make NCTA meeting in New Orleans week of April 13.

Obsecenity tests. FCC, which says it wants judicial review of its actions on obscenity and indecency, is likely to get as much review as it can handle. Media Access Project, public-interest law firm representing citizen group in topless radio case involving Sonderling Broadcasting's WGLD-FM Oak Park, Ill., is undeterred by refusal of U.S. Court of Appeals in Washington to grant rehearing (see page 21) and is crank- ing up for appeal to Supreme Court, although final decision has not been made. Commission is also expected to be challenged on its "indecency" ruling in Pacifica case (Broadcasting, Feb. 17). Again, no final decision has been reached, but Pacifica's Washington attorneys expect to go to court. (Pacifica's lawyers did not rule out petition asking FCC to reconsider its action; but deadline for that is today [Monday]).

Question still to be answered is whether Pacifica would be supported by civil libertarians and/or commercial broadcasters who feel ruling might impinge on their freedom of expression, for case could have implications for stations beyond off-beat outlets like Pacifica's. These who pay close attention to lyrics, for instance, say many rock records would probably fall under indecency definition contained in Pacifica ruling.

Lobby lament. Washington's substantial lobby corps is distraught over legislation that would place it in gold-fish bowl and extend scrutiny to contacts with executive as well as legislative branch. S. 185 would require full disclosure of lobbying, including expenditures, at quarterly filing intervals subject to jurisdiction of newly created Federal Election Commission.

"Open Government Act of 1975" has also been introduced in House and has bipartisan support on both sides of Hill. It outlines three tests to define lobbyist as one who (1) receives $250 or more per quarter or $500 or more per year for lobbying; (2) spends $250 or more per quarter or $500 per year, excluding personal expenses; (3) communicates orally with one or more employees of Congress or of executive branch on at least eight separate occasions (written communications don't count). Logs must show itemized account of all expenditures of $10 or more (price of modest Washington lunch for one with couple of drinks). That presumably means that broadcasters or cable operators would be subject to registration (and penalties) after eight conversations with people in Congress, executive branch or independent agencies.

City in itself. Cox Cable's San Diego system, for long time largest in U.S., expects new milestone this summer: 100,- 000th subscriber.

Pay to go up. Teleprompter Manhattan is reportedly close to adding Home Box Office pay channel to cable-TV service it provides to upper half of borough. Sources say 85% of cable subscribers to Teleprompter's Mount Vernon, N.Y., system and 80% of subscribers to its Babylon, N.Y., system have signed up for extra pay channel and that, based on these figures, Teleprompter may now be willing to fork over 10% of pay channel's gross receipts to New York City. That cut was what stopped Teleprompter from joining Sterling Manhattan in adding pay channel nine months ago (Broadcasting, July 1, 1974).

One on one. National Black Media Coalition has decided best way to make its presence and views known in Washington is by personal calls on officials, instead of formal exchanges FCC has held in past, with several hundred visitors crowding meeting room to confront commissioners on dais. Last week Pluria Marshall, NBMC Washington representative, and delegation from other cities began applying new tactics by visiting six FCC members in turn (Charlotte Reid was out of town). They intend to extend technique to members of Congress, others on regulatory scene.

Joining Mr. Marshall last week were James McCuller of Rochester, N.Y., NBMC chairman; David Honig, research analyst, and Delores Ennis and Loretta Akers, representatives of, respectively, Chicago and Detroit groups.

Letting others in? There's been talk of selling use of some data collected in radio's voluminous ARMS II research project to other media, but sources at Radio Advertising Bureau, under whose leadership project was developed and is being administered, say there's been no such decision, though they think question may arise again. Study examines consumers' shopping, buying and product-usage as well as media habits. Findings would be useful to TV and newspapers in particular since reading and viewing patterns are tied into study along with radio. Selling parts is favored as means of recovering some of expense, which totaled $400,000 or more, but is opposed on grounds that radio broadcasters put up that money and are entitled to exclusivity.
FCC issues anticipated rules on pay cable; major cable companies seek court appeal

FCC on Thursday completed work on its controversial package of pay cable and over-air pay television rules — and on Friday group of eight cable industry companies filed notice of appeal in U.S. Court of Appeals in Washington. Terrence A. Elkes, of Viacom, one of companies in suit, said group decided to go to court rather than seek reconsideration because it regards further appeal to commission as "futile." Other companies in suit are Home Box Office, American Television and Communications Corp., Manhattan Cable Television Inc., U.A.-Columbia Cablevision Inc., Warner Communications, Teleprompter Corp. and Theatelevision.

Mr. Elkes said group believes rules conflict with established antitrust principles by inhibiting competition, exceed commission's authority and, in regulating content of programming, violate First Amendment.

Broadcast industry representatives, including network executives and National Association of Broadcasters officials, have also been extremely critical of rules since information on direction they were taken became known two weeks ago (Broadcasting, March 10). Broadcasters feel rules on films are virtually meaningless as protection against siphoning by pay cable. "The private interests of the program suppliers are being served while the public interest is being ignored," said Donald Zeffang, NAB's vice president for government relations.

Besides adopting new rules for pay cable and pay TV, commission initiated two spinoff inquiries. One will check into alleged practice by networks of "warehousing" feature films. Commission says public interest may require measures which limit or prohibit television from denying subscription industry access to programs. Other inquiry is to obtain data on whether further changes should be made in rules governing subscription's use of series-type programs. New rules permit pay operators to exhibit series not previously exhibited on free television.

Commission vote on new rules was 6-to-1, with Commissioner Glen O. Robinson dissenting in part and concurring in part. He issued statement describing rules governing pay operators' use of films as "protectionist." He agreed broadcasters have reason to fear pay operations, but said commission does not sit to "protect broadcasters' profits." Commission, he said, must protect public interest, and that is "served by the free and open development of pay cable." However, in view of "importance of certain live sporting events, . . . and the absence of a competitive mechanism to expand their numbers if they are appropriated," he said, he concurs in placing some "siphoning" restrictions on sports — although he regards them as unduly complex.

Package of rules commission adopted conforms basically to information that became available two weeks ago, although there are some modifications and some gaps have been filled. For instance, market so far as pay cable rules are concerned includes all conventional television stations cable system must carry under commission's cable rules. Pay television station's market includes all conventional stations that place Grade A contour over community in question.

Rules on films that Commissioner Robinson finds "protectionist" — and which broadcasters say are hopelessly inadequate — will permit pay cable and pay television operations to bid on films less than three years old, more than 10 years old if they have not been shown in market in preceding three years, and films of any age if they are under contract to station in market or to network with affiliate there. In addition, subscription exhibition of any film will be allowed if pay entrepreneur can demonstrate that, even absent subscription television, it would not be
made available to free television or conventional television would not want it. There are no restrictions on subscription use of foreign language films.

Specific sports events, such as Rose Bowl or World Series, will be denied pay cable and pay TV unless they have been off free television for five years. Protection of regular, pre-season, home and away games is based on "high-water mark" principle. If television station carries 25% or more of games in any category in one of preceding five years, pay operation can carry up to 50% of games television did not carry in high-water-mark year. If television does not air 25% of games in particular category in any of those five years, pay cable will be allowed to bid on fewest games not televised in any of those five years. FCC also adopted rule requiring reduction in number of games available to pay if number available to television is reduced. As for games of new teams in league or teams that have moved to another city, number of their games available to pay operation would be determined by same formula; averages of league telecasts would be used to determine previous conventional television coverage.

Commission also, in its order, made clear it is preempting subscription television program and rate regulation. Complex nature of pay operations which do not conform to state boundaries requires regulation from single source, commission said.

Jack Anderson, on Mutual network, gets credit for scoop on submarine story;
CIA asked other broadcasters to hold off

Jack Anderson's broadcast on Mutual Broadcasting System Tuesday night dealing with Central Intelligence Agency's efforts to salvage sunken Russian submarine ended extraordinary effort on part of CIA to keep lid on story. Chiefs of commercial networks' Washington news bureaus called by CIA Director William Colby or aide on Monday, and on Tuesday morning Mr. Colby paid personal calls to National Public Radio and CBS News offices, across from each other on M Street.

CIA wanted Mr. Colby to have opportunity to present national security reasons for not using story, if networks had it. Commercial networks did not. But they promptly began digging. ABC's Bill Lord said he would give Mr. Colby chance to comment before ABC went with story. CBS hoped for scoop on Wednesday night — hope that Anderson broadcast dashed.

NPR's Barbara Neuman had story, or part of it, as result of leak from New York Times, which had developed major piece and was waiting for clearance to publish it. NPR's decision not to air story was apparently difficult one. Jack Mitchell, director of informational programming, said NPR call to CIA to firm up story brought visit from Mr. Colby on Tuesday. "We decided to delay," Mr. Mitchell said.

But there was another go-round at 5 p.m., after it was learned that Mr. Anderson would break story that night. NPR's role as public broadcaster seemed to play part in decision. Question was whether "we wanted our name associated with story," Mr. Mitchell said. "There were more arguments for letting Anderson do it, in terms of how it would be received." Besides, he said, "we still didn't feel we had enough data.

Another broadcast outfit with story was Westinghouse Broadcasting Co. Sid Davis, its Washington news bureau chief, had developed story on basis of tip from reporter friend. Mr. Davis was not contacted by CIA, but he sat on story because friend who had tipped him had consented to request to sit on his. Mr. Davis has no regrets about not putting story on air before Mr. Anderson. "I felt it was a national security matter," he said. "I would have honored a CIA request if it had come my way."

RCA, Philips/MCA stake claims
to new home market for video disks

Skirmishing in what seems likely to become battle of videodisk home TV systems began last week: RCA followed first formal demonstration of Philips/MCA optical system (story page 46) by putting RCA's capacitance system on display in "informal progress report" for newsmen.

RCA officials said their objective is to have RCA Selectavision Videodisc system ready for market by final quarter of 1976 — roughly Philips/MCA's target entry date — and quoted price estimates lower than Philips/MCA's. They reiterated conviction that RCA's has "inherent advantages over any known optical system."

Color rendition via RCA system appeared stable and true, and lacked momentary breakup that occurred during fast-forward and fast-reverse on Philips/MCA unit. RCA's lacks freeze-frame, slow-motion and accelerated-motion features of Philips/MCA system: RCA officials said they had deliberately kept "bells and whistles" to minimum and concentrated on economy, simplicity and "features the consumer needs." System includes forward and fast-reverse "search" modes, and "pause" that permits stopping program (screen goes blank) and restarting at same point.

Dr. James Hillier, RCA executive vice president, research and engineering, and Richard W. Sonnenfeldt, staff vice president, Videodisc operations, estimated that, in current dollars, RCA player would retail for about $400 (compared with $500 quoted by Philips/MCA), and 60-minute program disks for about $10 (against $2-$10 quoted by Philips/MCA for 30 minutes). Difference in length is explained by RCA plan to record on both sides of disks, MCA/Philips on only one side, at least initially.

RCA officials emphasized that, except for stylus, RCA system is built almost completely from conventional components that have been mass-produced for years, whereas Philips/MCA system, they asserted, is much more complex and contains number of parts never mass-produced. To emphasize RCA system's simplicity, they dismantled and reassembled it for newsmen, and demonstrated drop-in ease of stylus cartridge replacement. (But stylus, they said, should last over 200 hours and then cost no more than $10 to replace.)

Thomas J. McDermott, staff vice president, Selectavision programing development, said RCA initial catalogue would include minimum of 500 programs of all types and 300 to 500 programs would be released annually. He forecast two-hour feature movies selling for "well under $20."

Chief difference between RCA capacitance and Philips/MCA optical systems is that capacitance uses stylus pickup and optical uses beam of light. Philips/MCA officials say their disks "never wear out"; RCA officials say theirs will last 500 plays or more — but that average record probably won't be played over 50 or 60 times. Among other differences, RCA turntable spins at 450 revolutions per minute, Philips/MCA's at 1,800.

Stations vote against sweep changes

Arbitron Television reported Friday (March 21) that 90% of TV stations responding to survey opposed expansion of four-week rating sweeps to eight weeks, while 58% of relying agencies favored change.

Stations objecting to eight-week sweeps cited cost, potential loss of week-by-week ratings and increase in number of pages per report. Stations overwhelmingly felt eight-week periods would not minimize effects of "hypoing" or be more representative of measurement quarter, while agencies substantially took other side on those two points. Agencies were asked if they would accept price increase of about 10% to support eight-week sweeps; 40% said yes, 31% no and 29% "don't know."
Seeing is believing!

This season WRET-TV (a Charlotte, N.C. independent) put 4 Viacom sitcoms together between 5:30 and 7:30 weekdays, replacing last season's different programming.

You see the lift WRET-TV gets from laughs. In every half hour.

Back-to-back sitcoms give WRET-TV an average 150% rating increase over the 2-hour span! And a 157% greater share of audience!

Viewing by women is up 180%.

Viewing by 18-49 women is up 177%.

About 87% of all women are in the 18-49 group. And at 7:30 WRET-TV goes into prime time with 200% more 18-49 women than they had at the same time a year ago.

Thanks to Lucy, the Hillbillies, Gomer and Andy. All from...

Viacom

Audience estimates are subject to qualifications available on request.
"A powerhouse!
Emotionally charged from beginning to end.
You'll never forget it."

WASHINGTON POST

45% of the national TV audience watched "Walking Tall" on the night of March 1.

"Walking Tall" is one of 21 motion pictures in an extraordinarily powerful new group.

Viacom Features II

Source: "Walking Tall" audience share (9:00-11:15 p.m., Mar. 1, 1975) reported by Variety, Mar. 5, 1975.
FCC finds second draft of OTP's cable bill as faulty as first

In FCC’s view, Office of Telecommunications Policy’s second draft of proposed cable television legislation “is not ready for the congressional hopper.” Commission continues to feel new draft, like one proposed last year, provides for generally inflexible regulatory programing in allocating to courts and Congress responsibilities FCC now exercises.

Commission expressed its views to Office of Management and Budget, which is in process of clearing proposed bill for submission to Congress. In suggesting that bill requires substantial amount of work, commission said that “pervasive regulation” that it says commission is equipped to provide “is not the function of the already burdened judiciary, and we cannot expect the Congress to respond to the almost daily exigencies of a regulated industry.”

Commissioner Glen O. Robinson, in separate statement, agrees with most of FCC’s comments, but expresses disagreement, too, in that he feels proposed bill’s basic weakness is failure to provide sufficient congressional guidance to commission. He said bill is specific on minor matters, silent on important ones. For instance, he said, draft bill says nothing about proper scope of regulation of program retransmission on pay cable. “Congress should not give the commission carte blanche to regulate cable as the latter deems expedient,” commissioner said. “More than jurisdiction should be established; there must also be direction.” And although commission says draft is not ready for Congress, Mr. Robinson said, “I think it is imperative that Congress speak to the points raised by the OTP bill.”

In Brief

No promises. Broadcast representatives last week sought but failed to get commitment from Torbert Macdonald (D-Mass.), chairman of House Communications Subcommittee, for action on license renewal legislation. Vincent T. Walslewaiki, president of National Association of Broadcasters, and Peter Kenney, NBC’s Washington VP, came away from meeting with impression that Mr. Macdonald would, however, consider new renewal bills. Representative Louis Frey (D-Fla.), ranking minority member on subcommittee, is said to be working on renewal bill of his own.

No strings. President of New York chapter, National Academy of Television Arts and Sciences, took “strongest possible exception” to former national chairman Thomas W. Sarnoff’s questioning connection between forthcoming salute to Sir Lew Grade and payment to academy (page 41). Jules Power, ABC-TV executive producer and New York academy chapter chairman, told Mr. Sarnoff, NBC West Coast executive vice president, in letter made public Friday (March 21) that Sir Lew was chosen for honor “purely on the basis of his eminent position” and thought of telecast came “many months” later. “Therefore,” Mr. Power said, “your continued allegation that Sir Lew in some fashion ‘bought’ this honor is not only incorrect, but would appear to be shockingly irresponsible.”

He was there. Chief Judge David Bazelon of U.S. Court of Appeals in Washington disented to court’s order denying rehearing in NBC Pensions case (see page 43), and may file statement. This became known last week in court order amending earlier one indicating Judge Bazelon was absent at time court acted.

Added starter. House Commerce Committee acquired new member last week, freshman Andrew Maguire (D-N.J.). He fills vacancy left by Representative John Jarman (R-Okla.), who early this year bolted Democratic party to become Republican. Mr. Maguire will seek assignment to Investigations Subcommittee.

Cox bullish. Broadcast revenues of Cox Broadcasting Co., Atlanta, are expected to increase in first quarter of 1975 by 5-6% over same period of 1974, according to report by Clifford M. Kirtland Jr., president, to company’s annual meeting March 19. He said that consolidated revenues for company are expected to increase by 10% in first quarter, with net income about same.

JWT: up and down. J. Walter Thompson Co., New York, reported billings in 1974 rose to $888 million from $840 million in 1973, while net income from advertising operations fell to $2,461,000 (94 cents per share) from $3,934,000 ($1.49 per share) in 1973. JWT said decline reflected effects of worldwide inflation, energy crisis and raw materials shortages.

Not NOW. FCC has dismissed petitions to deny license renewals of WRC-TV Washington and WABC-TV New York filed by National Organization for Women. Petitions to deny, in both cases, alleged faulty ascertainment, inadequate programing, employment discrimination and unfair presentation of women in stereotyped roles. NOW still has complaint pending against WRC before U.S. Equal Employment Opportunities Commission. WABC-TV still faces other petitions to deny.

Inflation. House last Friday approved House Commerce Committee budget of $2.8 million, three times what committee spent last year. Most of added funds will go to pay salaries of increased subcommittee staffs. Budget for Communications Subcommittee is $223,000, five times what it spent last year, and Investigations Subcommittee’s is $600,000.

Late Fates. John R. Miller, executive VP, Hearst Corp., named president and chief executive officer, succeeding Frank Massi, who becomes vice chairman of board and continues as head of finance committee. Hearst is licensee of four AM’s, three FM’s, three TV’s. ... Charles Lee Jackson, instructor at Massachusetts Institute of Technology, appointed engineering consultant to FCC Commissioner Glen O. Robinson Jr. ... Kenneth H. James, 50, president and general manager, Channel 7 Corp., and KETV (TV) Omaha, died of cancer last Friday (March 21). Survivors include his wife, Helen, two daughters and son. ... James W. Coan, 57, co-founder with John G. Johnson of Winston-Salem Broadcasting Co., now Southern Broadcasting Co., 12-station group, died in Winston-Salem, N.C., of kidney disease. Mr. Coan retired in 1968. Surviving are wife, Grace, and five children. For earlier reports, see “Fates & Fortunes,” page 52.

Headliners

RAPE.
IT HAPPENS 140 TIMES A DAY IN AMERICA.

Storer stations are concerned and are doing something about it.

Forcible rapes reported to the FBI in 1973 soared to 51,000—up 199% over 1960.

And rape is no exception. In the same period, murder jumped 116%; robbery 256%; auto theft 183%; crimes of violence 204%.

What's more, the number of serious crimes is still on the rise. Estimates are that the 1974 total will reach a record 10.1 million!

Unpleasant as this may be, ignoring it won't make crime go away, Storer feels. So more and more programs and editorials by Storer Stations are alerting their communities to the problems—and discussing ways to lick them.

In Toledo, for example, WSPD-TV brought together guests from “Toledo United Against Rape” and “Rape Crisis Center” to air local efforts to step up the fight against this frightening problem. Another program advised women how to avoid rape situations without endangering themselves.

WSPD-TV also roasted the state parole authority for turning loose dangerous criminals before serving their minimum sentence. And in a 30-minute program, they discussed crime, courts and punishment. A 5-part series also revealed in detail the effects of Ohio's new criminal code after six months of trial.

WHN in New York broadcast a radio special centered around the Sex Crimes Analysis Unit of the New York Police Department. Covered was the profile of a rapist and his victim, techniques for avoiding rape, and information about a mobile education unit.

In Los Angeles, radio station KGBS brought together a psychiatrist, a woman police sergeant and a judge to deal with rape in L.A., considered by a former police chief to be “the rape capital of the world.”

Getting deeply involved in the affairs of the communities they serve is typical of all Storer Stations.

The way we see it, the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

Broadcasting that serves.

WAGA-TV Atlanta/WSBK-TV Boston/WJW-TV Cleveland/WJBK-TV Detroit/WITI-TV Milwaukee/KCST-TV San Diego/WSPD-TV Toledo

WJW Cleveland/KGBS Los Angeles/WGBS Miami/WHN New York/WSPD Toledo
The audience participation show that reaches more viewers in prime access time than any other show of its kind.

"The Price Is Right" Year Four.

from Viacom

Source: NSI Syndicated Program Analysis, Nov. 1974. Audience estimates are subject to qualifications available on request.
Letter to a small country about to enter the TV age

The other day I was showing a reel of TV commercials to a polite but wary Scandinavian. The politeness was undoubtedly instinctive; the wariness, it turned out, was induced by three days he had just spent locked up in a hotel room with the Asian flu and an American television set. He was, I discovered, afraid of offending me by revealing just how much he hated what he had seen on that set.

I have been looking at television every day for the past 20 years. I began to wonder what I would say if I could address a letter to a country about to embark on television. What would I advise it to do? What would I warn it against? What could it learn from where we have been? The lines that follow are the gist of that still unsolicited letter.

All American television is divided into two parts—programs and commercials. People who create the programs have a tendency to look on the commercials as interruptions. People who create the commercials frequently look on the programs in the same way. They are both, alas, too often right.

Television is a medium so powerful it has been charged with corrupting little children, nullifying their mothers, inciting others to riot and mayhem, and blighting the hopes and dreams of candidates for President.

It is, in fact, a medium so powerful it might even be capable of destroying itself. If it did this, it might do it with surprising speed, because one of the qualities of television is that it acts with great quickness. It consumes materials, people, reputations, attitudes voraciously. It can make an unknown into a presidential candidate in a matter of days. It can turn an advertising slogan into common speech in weeks. Think of what it could do if it turned on itself and started discouraging viewers as quickly as it has attracted them. That is the possibility I’d like to talk about here.

I have said that television is divided into two parts. I am going to talk about the lesser part, the part that pays the bills, the television commercials. My excuse is I know more about them because I have spent 20 years at them. And if the commercials ever stopped working, it would cause trouble for everybody. On the other hand, if you choose to reach some of the same conclusions about programming, so be it.

First of all, a disclaimer: There is no research evidence that television is losing its hold on the American people. So let’s assume that all those people out there are really looking and not just staring. What are we doing to keep them that way?

Now I’m still concentrating on those interruptions known as commercials. The moment they become intermissions we’re all in trouble. Yet I have a sense that television advertising as a whole is becoming dismally uninteresting or downright irritating. The answer to this usually is—well, they may be boring or irritating to you, or to me, but they certainly sell those people out there.

Perhaps that sounds like common sense or business sense; I believe it’s nonsense. This kind of double standard is both arrogant and dangerous—and I think it is at the root of a great deal of bad television. You don’t sell people by writing down to them. A wise man has recommended that you should write a commercial as though you were talking to your wife. Unless you happen to despise your wife, that is still excellent advice.

Let me give you some examples from the work of the J. Walter Thompson Company which is, I believe, the oldest as well as the largest advertising agency in the United States. Now there is perhaps only one merit in being an old advertising agency; it means that somewhere along the way you’ve learned a few secrets of survival and have managed to pass them on from generation to generation. I think you will discover at least one of the things we have learned in the work we have done over the years for companies like Ford, Kodak, Sears and Kraft.

All of them sell their products in large numbers to large numbers of people—just the average American, if you will, whoever he may be, and wherever you find him. We have learned, I think, how to talk to America, how to talk to its heart and to its head. Sometimes the voice has been that of Hugh Downs, factual and careful and sincere, showing you how Fords are made. Sometimes the voice has been that of a father, remembering the years of his daughter’s growing up as he has recorded them on Kodak film. Sometimes you’re witnessing one of those extraordinary Sears lawn mower demonstrations—or you’re in the kitchen with Kraft.

Whatever the circumstances, we have found it a very reasonable premise to assume that we are talking to people of intelligence, education, and taste—and to assume that all three of those qualities were on the rise. It has proved to be a rewarding assumption—for our clients, and for us.

Now high costs and bad business are frequently used to justify the new bad taste. It is not merely that inflation is the enemy of innovation—or that people don’t take chances when costs are as high as they currently are. There is a school of advertising that fades in prosperous years and emerges when times are bad. It is a school that relishes the bludgeon, hunger after hokum, and considers shoddiness an invaluable sales tool. I will leave it to you to name your favorite example of this particular genre. We both know it’s not for you and me, but it sells like hell in the hinterlands.

I suspect it doesn’t sell nearly as well in the hinterlands as it’s supposed to. But even if it did, can any of us in this business afford advertising that makes temporary sales and permanent enemies? Because we all know it does make enemies—people like you and me, of course. How long can that go on before it starts cutting deeply into the audience for the messages that pay the bills?

Television has accelerated all of the life processes of our society. It could even hasten its own demise—unless all of us who benefit from the medium in one way or another seek to protect it against itself.

And now if I may conclude my advice to that not-so-mythical little country on the brink of television—to its budding commercial writers and incipient programmers I would like to say this: Never condescend to the people—they may turn out to be smarter than you are.
Circus hotel, April
Broadcasting, April
dowment for the Humanities
April
India. Relations, April
State
March
communications
March
This week
munications
March
radio conference. Stotler Hilton hotel,
March
Washington.
March
April
362 Beacon Street, Boston.
March
26-27—Kentucky CATV Association spring
April
Convention Center. Circus
April
Hotel, Washington, D.C.
April
23-45
-3,
-26-
24-
23-
1-26-
202-872-1100
Doubleday Media
Doubleday Media Offers
PROFITABLE FLORIDA
5 KW

Regional Managers
Bob Dalchau
1301 Pireson Rd.
Dulles 73240
214-233-4304

Neil Sargent
2345 W. Buckeye Rd.
Phoenix 85009
602-264-7450

Conway Craig
3114 Knight Robin
Son Antonio 78209
512-824-5528
512-424-9468

Peter Y. O'Reilly
1730 M. St. N. W.
Washington 20036
202-872-1100

Will service debr.
Fastest growing area in Florida.
#1 in audience and billings.
Assume substation rate of good interest rate.
New equipment—top power in county.
Less then seven times cash flow.
$400,000—good terms.
Call Pete O'Reilly: 202-872-1100.

Major meeting dates in 1975-76
April
6-8—National Association of Broadcasters annual convention. Las Vegas convention center, Las Vegas.
April
April
May
13-16—Annual convention. CBS-TV affiliates, Century Plaza hotel, Los Angeles.
May
18-20—Annual convention. NBC-TV affiliates, Century Plaza hotel, Los Angeles.
May
28-30—Annual convention. ABC-TV affiliates, Century Plaza hotel, Los Angeles.
May
June
8-11—Broadcasters Promotion Association 20th annual seminar. Denver Hilton hotel, Denver.
Sept.
Sept.
Sept.
Oct.
9-12—Women in Communications Inc., annual national meeting. Sheraton Inn-Skyline East, Tulsa, Oklahoma.
Nov.
10-15—The Society of Professional Journalists, Sigma Delta Chi, 60th anniversary convention, Benjamin Franklin hotel, Philadelphia.
Nov.
Feb.

Broadcasting Mar 24 1975 16
From the power amplifier/modulator to the oscillator and audio driver, the one-kilowatt MW-1 is totally transisterized, for the ultimate in performance and reliability!!

Another first—the Progressive Series Modulator (PSM)* is brand new, combining the operating simplicity of conventional series modulation with greatly increased modulator efficiency. Overall transmitter efficiency is greater than 50%!

Add to this a 125% positive peak modulation capability, and you have the most exciting, broadcaster-oriented AM transmitter to be introduced in many years.

MW-1, from Harris—the pioneers with Direct Carrier Frequency Modulation, with the Pulse Duration Modulator, with IF Modulation... and now with total solid-state design and PSM.

For more information write Harris Corporation, Broadcast Equipment Division, 123 Hampshire Street, Quincy, Illinois 62301.

*Patent Pending
April 12-13—Women in Communications Inc., Pacific Northwest region meeting, Portland.
April 18—Council of Churches City of New York annual awards luncheon for commercial and educational radio/TV stations.
April 19—Radio Advertisers Bureau seventh management conference, Lincolnshire hotel, Chicago.
April 19-20—American Advertising Federation sixth district meeting, Palmer House, Chicago.
April 19—Louisiana Association of Broadcasters spring convention, Sheraton Chateau-Charles, Lake Charles.
April 20—AMERICAN ASSOCIATION of Broadcasters spring convention, Millennium hotel, New Orleans.
April 20—Broadcasting, Advertising, Cable and Video Association annual meeting, Hilton Inn, Orlando, FL.
April 20—NEW YORK, Assoc. to Broadcasters Association, annual awards luncheon, Marriott hotel, Atlanta.
April 20—Children’s Television Fell, sponsored by Commonwealth Children’s Television, San Francisco, and 20 professional and civic leaders. Presentations by program directors to parents and children's workshops. Contact: (415) 863-4318.
April 20—Georgia Associated Broadcasters Association, annual meeting and awards presentation, Mariotti Motor hotel, Athens.
April 20—Children’s Television Fell, sponsored by Commonwealth Children’s Television, San Francisco, and 20 professional and civic leaders. Presentations by program directors to parents and children’s workshops. Contact: (415) 863-4318.
April 20—Missouri Broadcasters Association Broadcast Directors Exchange luncheon. Villa Capri Inn, Austin.
April 24-25—Kentucky Broadcasters Association spring convention, Stouler Inn, Louisville.
April 25—International Radio and Television Society annual meeting, Stouler Inn, Louisville.
April 25-26—American Advertising Federation 11th district meeting. Site to be announced, Boise, Idaho.
April 26-27—American Advertising Federation 10th district meeting. Site to be announced, Austin, Tex.
April 26-28—American Advertising Federation 12th district meeting. Site to be announced, Phoenix.
April 25-26—Women in Communications Inc., Far West region meeting. Site to be announced, Malibu, Calif.
April 28-29—Television Bureau of Advertising fourth annual retail TV commercials workshop, Bilmore Hotel, New York.
April 30-May 2—Washington State Association of Broadcasters 19th 1975 spring meeting, Hotel to be announced, Yakima.
May 3—Broadcasting Spring Broadcasters Association spring convention. Park Place Motor Inn, Traverse City.
May 12—Awards luncheon, Robert F. Kennedy Journalism Awards for outstanding coverage of the problems of the disadvantaged in America. Site to be announced, Washington.
May 13-14—Annual convention, CBS-TV affiliates, Century Plaza hotel, Los Angeles.
May 18-19—Annual convention, NBC-TV affiliates, Century Plaza hotel, Los Angeles.
May 19—National Academy of Television Arts and Sciences. Presentation of 1974-75 Emmy Awards, New York and Hollywood. To be televised on CBS-TV.
May 21-23—Ohio Association of Broadcasters spring convention. Imperial Hotel South, Dayton.

Wake-up call

Editor: It is my feeling that the broadcasting industry does not truly understand how valuable it is to the record industry. According to Stan Cronyn of Warner Bros. Records (BROADCASTING, March 10), the record industry sells "only what has played on the radio." And in spite of this, the record manufacturers allow that the broadcasters pay royalties to them. Frankly, I think the reverse should apply.

I would hope that all of us would wake up to just how valuable we are to the record manufacturers, and that we would let our representatives in Washington know on this well-kept secret too.—Robert E. Richer, executive vice president, Able Communications, New York.

Proxmire and fairness

Editor: It is unnerving that Senator William Proxmire (D-Wisc.) equates radio and television with the press. He says that a newspaper that does a bad job of imparting knowledge will go out of business. That is ridiculous. Radio and television stations that do a bad job of imparting knowledge do not go out of business.

The difference between the bad newspaper and the bad broadcaster is that I can attempt to start my own newspaper. But I cannot start my own TV station. The old argument that a broadcaster uses a method of communications that is in limited supply is as true as it ever was.

Broadcasters can air anything they care to. It is unfortunate that their obligation to insure fairness is considered by Sena tor Proxmire to be a violation of 1st Amendment rights.

Suppose Senator Proxmire receives limited access and coverage by Wisconsin stations during his political campaign and similar limited coverage of exclusion during his tenure as a senator. According to him, that would be a practical exercise of "the freedom of the marketplace or ideas."—George Schwarz, assistant dean of communications, Graham Junto. College, Boston.

REACT's reaction

Editor: This is in response to the Feb 17 letter from William L. Orr with reference to the FCC's proposed class E citizenship radio service. Mr. Orr is concerned about amateur radio operators who feel his well used communications facilities should 224-225 kHz of the VHF band be assigned to citizens radio.

Assigning these frequencies to citizens radio in no way limits the ability of amateur radio operators to communicate on these frequencies. In fact, it permits them to communicate with every other person who obtains a citizens radio license.

The 40,000 participants in the REACT program are prepared to move the emergency volunteer monitoring function to this new band if class E comes into being. The highway communications functions available to the class E service are potentially the basis for a truly effective national highway communications system.

—Gerald H. Reese, managing director, REACT, Chicago.
The newsmaker of broadcasting was invited at TELEVISION®

Executive and publication headquarters

Broadcasting-Telecasting building,
1731 DeSales Street, N.W., Washington.

Sol Taishoff, editor.
Lawrence B. Taishoff, publisher.

EDITORIAL

Edwin H. James, executive editor.
Donald West, managing editor.
Rufus Crater, chief correspondent.
Leonard Zaldenberg, senior correspondent. 1. Daniel Rudy, assistant to the managing editor.
Frederick M. Fitzgerald, senior editor.
Joseph A. Baer, Pat Thach, Jonathan Tovelle, assistant editors.
Mark Harrad, Randall Moskop, Joanne Ostrow, staff writers.
Nicholas Sabllos Jr., Donny Wyckoff, editorial assistants.
Betty Nielsen, secretary to the editor.

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David N. Whitcombe, director of marketing.
Doris Kelly, secretary.

ADVERTISING

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David Herlin, Eastern sales manager (New York).
Ruth Lindstrom, account supervisor (New York).
Bill Merritt, Western sales manager (Hollywood).
Lynda Dorman, classified advertising manager.

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Kwena Keenan, subscription manager.
Barbara Chase, Lucille DiMauro, Odell Jackson.
Patricia Johnson, Greg Karpicky, Jean Powers.

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ADMINISTRATION

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Rufus Crater, chief correspondent.
Rocco Famiglietti, assistant editor.
John M. Dempsey, assistant editor.
Marc Kirschen, staff writer.
Winfield B. Levi, general sales manager.
David Herlin, Eastern sales manager.
Ruth Lindstrom, account supervisor.
Jackie Morroze, Harriette Weinberg, advertising assistants.

HOLLYWOOD: 1680 North Vine
Street, 90028. Phone: 213-463-3148.
Emil B. Albright, senior correspondent.
Bill Merritt, Western sales manager.
Sandra Kledar, assistant.

Our dayparts are all personality plus.

Plus persuasion. It begins with Mike Paulin whose zany chatter and cheerful music format has been waking up Northern Michigan listeners for 10 years from 6 A.M. to 10 A.M.

Then from 10 A.M. to 2 P.M. Lyle Kelly keeps 'em going with the MOR format, highlighted by his half-hour ad column of the air, TELL 'N SELL.

And Bill Carroll's music and features are presented with people in mind and he gives it to them from 2 P.M. to 7 P.M.

Terry Wunderlin continues the persuasion nightly with Country and Western and current hits from 7 P.M. to 12 midnight.

Combined with local, regional and CBS news and features, all offer a friendly setting for your message.

Plus ratings, 62.5%* total share of audience—all dayparts for the MOR stations that cover 20 counties of Cadillac country.

*National Radio Research, Three-County Survey (Wexford, Missaukee, Osceola), October 1971.

TAPES FOR AUTOMATION

SPECIAL FOR N.A.B. SHOW!

YOU PROVIDE $10 PER!!! THE RAW TAPE!

Bring copy of this ad to BOOTH 401A, NORTH HALL and confirm size of your order for "a honey-of-a-sound" from "The Seein' Bee". Same price—any quantity—one to 100 tapes: $10 per tape on 10 1/2" reel, two-track stereotapes for automation.

Sorry—no used or white box tape!

VIF INTERNATIONAL®

P.O. BOX 1555
MOUNTAIN VIEW, CALIFORNIA 94040
TELEPHONE: (415) 739-9740
Bonneville means business.

KBIG Los Angeles

Number 1 for adults 18-49
10am-3pm monday—friday.

Number 1 FM station with 5.3
share metro survey area total
persons 12+ 6am-midnight
monday—sunday.

Source: Jan.-Feb. 1975 Arbitron

Programmed by

See us at the
Las Vegas Hilton
during the NAB!

BONNEVILLE
BROADCAST CONSULTANTS

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201-567-8800

A Division of Bonneville International Corporation.
Bazelon blasts FCC's tactics in squelching sex-talk shows

Though only member of appeals court sitting for Sonderling case, Judge takes opportunity to charge NAB manipulation of obscenity code

Chief Judge David Bazelon of the U.S. court of Appeals in Washington, who has been carving out an increasingly abstinent position on the First Amendment in broadcasting matters, has now unleashed a major attack on the FCC's use of the "raised-eyebrow" technique of regulating broadcast programming.

The specific case was the one in which the commission fined Sonderling Broadcasting Corp., $2,000 on a finding that its so-called topless radio shops broadcast by WALD-FM Oak Park, Ill., violated the obscenity statute (Broadcasting, April 16, 1973). Judge Bazelon sees the citation as part of a massive and illegal censorship of sex-talk shows on the air.

The commission, he says, "effectively imporposed sexual-oriented talk shows without any due process for the licensees, without any consideration of the individual merits of different shows, and without any participation by the courts which are given the primary burden of defining obscenity."

Judge Bazelon expressed these views in a 37-page statement as to why he would have granted rehearing by the full nine-judge bench of the D.C. Circuit in the Sonderling case. However, he was the only member of the court who voted for rehearing, so the request, by the Illinois Citizens Committee for Broadcasting, which had originally appealed the commission's decision, was rejected.

However, the members of the original panel—Senior Judge Charles Fahy and Judges Harold Leventhal and Spottswood W. Robinson III—issued a supplement to their original opinion in which they sought to erect some safeguards for the protection of broadcasters accused of airing obscenity. Care must be taken, the new opinion said, to assure that "the freedom of substantial numbers of the listening public is not curtailed because of possible offensiveness to particularly sensitive listeners who retain the option of switching off offending broadcasts."

The panel, in the opinion written by Judge Leventhal, said it recognized the difficulty in determining "relevant community standards in a national context." Nevertheless, it said, the commission must adopt in obscenity cases an approach that provides, as nearly as possible, the functional equivalent of a jury determination of a clear community consensus that the material is lewd and offensive. In approaching this sensitive obligation, the commission does not have the free hand of bureaucratic censorship.

But bureaucratic censorship is what Judge Bazelon saw in the Sonderling case and a number of related events that blew up at about the same time two years ago. He cited the announcement of a closed inquiry into allegations of obscene or indecent broadcasts, the adoption by the National Association of Broadcasters, at its convention in Washington, of a resolution condemning "tasteless and vulgar" programming, and the NAB speech by then-FCC Chairman Dean Burch attacking the "prurient trash that is the stock-in-trade of the sex-oriented radio talk show."

The broadcasters' response to these events, Judge Bazelon noted, "indicates the true nature of the relationship between the licensees and the commission and fully justified Chairman Burch's 'hope' that his statement would make the controversy moot." Storer Broadcasting ended sex talk on its talk show at KGBS (AM) Los Angeles, where the format achieved its first notoriety, and other stations across the country fell into line. Judge Bazelon noted that by June of 1973 an NAB survey found that virtually all sex-talk shows were off the air.

Sonderling, too, banned all sexual discussion from its talk show after the notice of inquiry and Chairman Burch's speech. But the commission had already decided to impose a forfeiture as a result of the WALD-FM broadcasts, in part at least in hopes that Sonderling would refuse to pay the fine and provoke the issue into the courts for a judicial determination of the commission's authority under the obscenity statute.

Sonderling chose to pay the fine. But the Illinois citizen group, along with the Illinois Division of the American Civil Liberties Union, stepped in to appeal the case in behalf of listeners they said were deprived of programing they wanted to hear. In November, the court upheld the commission in a 3-to-0 decision that the commission cited in its report to Congress on the broadcast of violent, indecent and obscene material, as well as in the ruling declaring that a comedy record broadcast by Pacifica's WBAI(FM) New York was indecent.

Indeed, these two documents are part of what is seen as a renewed effort on the part of the commission to induce broadcasters to exercise restraint in programing, particularly where children are concerned. The commission, through Chairman Richard E. Wiley's office, played a key role in the decision of the networks to limit the first hour of network prime time to so-called family viewing, and in the NAB's move toward amending its code to limit the first two hours of prime time to such programing (Broadcasting, Feb. 10).

Judge Bazelon contends that the panel made a number of reversible errors, both procedural and substantive. He said, for instance, that the court erred in holding that citizen groups lacked standing to challenge the procedures under which Sonderling was fined. And he said those procedures themselves—in which the notice of liability presents the licensee with what is in effect a "final judgment of obscenity and from which there is no assurance of prompt judicial review"—are deficient.

He held, too, that the court was wrong in not reversing the commission on the substantive issue of whether the broadcasts were obscene. He said the court affirmed the commission on the basis of a Supreme Court obscenity case—Miller v. California—which provides for the ap-
The court's apparent cute Sonderling, Judge Bazelon noted, "produce any evidence the same..."

But it is the failure of the court in its opinion "to see the whole of the commission's policy instead of focusing only on the Sonderling forfeiture" that constitutes the "most pervasive error," Judge Bazelon said.

He has no doubt that the commission's closed-door inquiry was instituted for no other purpose than the effect it would have on broadcasters. It was announced after the commission decided to prosecute Sonderling. Judge Bazelon noted, and he said, "there is no evidence that it accomplished anything." The prosecution of Sonderling, he said, was an "example" for broadcasters to heed. "Moreover, the FCC is as aware as the licensees of the relationship between the licensees and the commission and knows exactly how the 'raised-eyebrow' technique works. That technique was used with precision and success to achieve the goal of eliminating the sex-oriented talk shows."

To Judge Bazelon, the case raises the question of whether the commission can enforce obscenity prohibitions prior to a judicial determination without violating the "broad principles of First Amendment law." He thinks the entire court should grapple with what he says is "a very serious question of statutory construction."

But more than that, he Judge Bazelon the case points up the court's responsibility for guarding against "raised-eyebrow" regulation by the commission. (In that connection, however, he acknowledges that some of his own speeches about television—usually critical (BROADCASTING, Nov. 18)—might be viewed as unconstitutional under his reasoning.)

The court's apparent unwillingness to examine the reality of the relationship between the commission and the licensees in favor of an examination of specific regulatory actions is understandable, he said. Complete sensitivity to that relationship, he added, could lead to a re-examination of the law which could threaten established rules and policies.

And he noted, as he has on other occasions, that the solution to the problem of the raised eyebrow might be a complete revamping of the system of broadcasting which would lead to the elimination of the licensing of speakers. But, he said, since that course is impossible without congressional action, "the task of the courts must be to vigilantly oversee FCC administration of the regulatory scheme to eliminate the worst of the 'slippage' effects of that scheme, no matter how difficult the role of overseer may be."

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Justice weighs court attack on crossownership

Others seek FCC reconsideration of divestitures, and ANPA wants loosener rule on future acquisitions

The question concerning the FCC's new crossownership rule that was still unresolved last week was whether the Department of Justice would challenge the rule in court. The deadline for seeking FCC reconsideration passed on March 14, with the Department missing among the petitioners.

But those seeking to challenge the commission in court still have time, until April 1. And Justice officials last week said an appeal was still being considered. Meanwhile, the FCC was considering onlyhana less for a new consideration. Three broadcaster-newspaper owners, faced with divestiture of either the broadcasting property or the newspaper by 1980, petitioned, as did an AM applicant who is seeking to supplant Radio Station WMJ, licensee of a frequency in Stamford, Conn.

But the major petition was filed by American Newspaper Publishers Association, which is seeking partial reconsideration and clarification of the rule which prohibits creation of new broadcast-newspaper combinations in the same community and requires the breakup of combinations in 16 communities where the commission contends media monopoly exists.

ANPA is seeking a more "flexible" approach to both aspects of the rule. It said that the prospective ban should be amended to permit new combinations where it could be shown that they satisfy the concerns that led the commission to adopt the general ban. ANPA noted in that respect that there is no need to worry about new combinations since the number of affiliated newspapers and television stations has declined in the last five years, from 94 to 79.

ANPA also contended that the divestiture rule is not justified in any market where the station service is "substantially attuned" to the community's needs and no abuses arising from crossownership have been alleged, let alone proved. ANPA said it "is patently unfair" to single out one type of broadcast entities simply because each is believed to "own the only station that provides a theoretically predicted city-grade signal strength in its class of broadcast service over the community in question."

The association asked the commission to make it clear that economic hardship and loss of service to the community are not the only grounds on which waiver of the divestiture rule will be granted. ANPA noted that the crossownership rule would not prevent the possibility of divestiture in any market structure—including the introduction of a new newspaper or broadcast station—so that "there is no guarantee of waiver," said ANPA. ANPA also asked that the commission not restrict the order requests to the six-month period following issuance of the order. The judicial review of the rule now under way will extend for some time the ANPA said. Furthermore, it said, a precedent develops in the new area, thus seeking waivers of the divestiture rule will be able to frame petitions that take experience into account.

The broadcasters petitioning for reconsideration in hopes of avoiding the rule that would require them to split of their stations from commonly owned newspapers are that the local cable television system delivers a "substantial" amount of program origination to the community, and that "a number" of nearby AM, FM, and TV stations provide off-the-air signals to Findlay residents (BROADCASTING, March 17).

Brockway noted the existence of noncommercial WPNE-TV Watertown, N.Y., and said the commission had erred in not considering noncommercial stations in its crossownership statistics. What's more, Brockway said, the commissioner was arbitrary in drawing up the lists of markets where divestiture would be required; it noted that a television licensee in Hickory, N.C., and a radio licensee in Brookfield, Mo., had been exempted on the ground they would be expected to be eligible for waivers, and that there were other cases—such as in Columbus, Mass., and Johnstown, Pa., where it said there was less diversification of media than in Watertown but where the conditions did not meet divestiture criteria laid down in the rule.

Southern Television Corp. questioned how its situation would change if another newspaper or broadcast facility located in the city prior to 1980. Southern Television said that WHTV (TV), which is now licensed as a satellite in Meridian, is preparing to be transformed into a full-scale, full-time station.

Radio Stamford Inc., which is challenging Kingsley Gillepsie, publisher of the only daily in Stamford, Conn., for the frequency on which WSTC (AM) operates, sought reconsideration of the crossownership rule; but it wants to make the rule tougher. Stamford is off the divestiture list because the city receives cable signals from nearby stations in New York—WNBC (AM) and WCBS (AM). But, Radio Stamford said, neither services Stamford with local news; therefore, it said, Stamford should be on the list of cities where the breakup of radio-newspaper combinations is required.
Busy week for public broadcasting on the Hill

The Senate Commerce Committee last Wednesday reported out a bill that provides for five-year funding of the Corporation for Public Broadcasting with ceilings as high as those the committee voted last year and substantially higher than those proposed by the administration.

At the same time, the heads of CPB, public television and public radio were testifying on the other side of Capitol Hill, in a hearing before the House Communications Subcommittee.

The long-range funding bill (S. 893), noted "without objection" by the Senate Commerce Committee, provides for a federal matching plan under which the government would appropriate annually for CPB an amount equal to 40% of the money CPB can raise on its own. But the floor the government pays would not exceed $88 million for 1976, $103 million for 1977, $121 million for 1978, $140 million for 1979 and $160 million or 1980. The President, however, has said he recommended lower ceilings, beginning with $70 million to be appropriated or 1976, then rising to $100 million for 1980.

The Senate bill also provides that CPB must pass large amounts of the federal funds through to public stations—40% in 1976 and 1977, 45% in 1978 and 1979 and 50% in 1980.

The bill will go now to the Senate Appropriations Committee for hearing and markup.

At the start of the House Communications Subcommittee's public broadcasting "overview" hearing last Wednesday, Chairman Torbert Macdonald (D-Mass.) announced that it was not the purpose of the hearing to discuss the long-range funding bill, but he and the committee members did anyway.

Representing public broadcasting at the hearing were Robert Benjamin, chairman of CPB; Ralph Rogers, chairman of the Public Broadcasting Service; Hartford Gunn, president of PBS; Matthew Coffer, president of the Association of Public Radio Stations, and Lee Frischknecht, president of National Public Radio.

Mr. Rogers told the witnesses he wondered how he would be able to defend a bill involving large government expenditures on the House floor against attacks from those who think the recipient, CPB, is not employing enough blacks, women, chicanos and Indians. He said he had heard that minorities "are not terribly well represented" at public broadcasting stations.

Mr. Loomis offered up statistics he said demonstrated that minority employment at noncommercial stations is in the same ballpark as that at commercial network stations; he said last year 12.2% of all public broadcasting employees were from minority groups. But he said even more significant in view of the intended pattern of minority employment in public broadcasting in the last several years. From 1971 to 1974 he said, overall employment increased 13%, but minority employment increased 23%

Mr. Macdonald, however, that he understood that most of the positions filled by minorities were clerical and custodial. "I'm talking about professional people—cameramen, producers, directors, writers." Mr. Loomis said in 1974, 1.9% of the top four positions in noncommercial stations were held by minority group members. "That isn't very outstanding," Mr. Macdonald said. Mr. Loomis agreed.

Chairman Macdonald said he was not wholly satisfied with the public broadcasters' answers to his queries about minority hiring. He said public broadcasters had been "guaranteed" to increase their efforts and he asked them to furnish a breakdown of minority hiring statistics so that he will be prepared to defend them against groups like the Black Caucus in the House when the long-range funding bill reaches the floor.

And he asked for a list of all the local shows considered minority programing now being offered. He was told by Mr. Benjamin that CPB takes the development of new minority programs as "one of its highest priorities" and Mr. Loomis added that PBS was considering 60 minority-program pilot proposals from production outfits.

At another point in the hearing, Mr. Macdonald wondered if the long-range funding bill might be vulnerable to attack from those who think expenditure for public broadcasting sits low on Congress's spending priorities and that perhaps the bill is asking for too much money. Mr. Rogers, however, replied with an answer that seemed to satisfy the chairman, saying that the appropriations levies contained in the long-range funding bill are no more than ceilings which give CPB an incentive to raise money on its own. He said public broadcasters would not get a dollar of federal money until they raise money privately and that there is no guarantee they will ever reach the ceilings.

All the public broadcasting leaders are agreed that they need the higher ceilings passed by the Senate Commerce Committee to provide them with the insulation from political control that the five-year funding plan was intended to provide, and they said so in a letter to Senate Communications Subcommittee Chairman John Pastore (D-R.I.) early this month (Broadcasting, March 17).

The bill awaiting House committee action, however, has the administration's lower ceilings.

Representative Louis Frey (R-Fla.), ranking Republican on the Communications Subcommittee, told the public broadcasting panel he generally does not like the idea of appropriating funds for periods as long as five years, and asked them why they could not settle for two or three. Mr. Benjamin replied that it takes CPB at least two years to plan a series and that the long-term appropriation is needed to provide security as well as insulation.

Mr. Frey later said that even with five-year funding, there would be a need for continuous congressional oversight. "And we welcome the oversight," Mr. Benjamin replied.

Mr. Frey also said he likes the idea of government matching for the incentive it would provide; but was concerned about how much of the money would actually be passed through to the Station Program Cooperative for the production of new and diverse programming. Mr. Benjamin said that new shows are only produced now in three or four places because public broadcasters have never had enough funds to spread farther.

Representative Timothy Wirth (D-Colo.) expressed concern for increasing local autonomy in stations and preventing the growth of a public broadcasting bureaucracy in Washington. He was told by Mr. Loomis that CPB will not increase its central staff significantly in the next five years.

Mr. Frey also asked if the panelists had any indication that the President might veto the long-range funding bill, to which Mr. Benjamin said they did not.

Mr. Macdonald noted the constant adversity by all the public broadcasting executives present at the hearing that they are currently united and working together harmoniously. Alluding to the squabbling in the past between PBS and CPB over how much CPB funding should be passed on to stations, he asked what they disagree on now.

Mr. Rogers responded that "it takes a little time in a marriage like this" for the partners to make peace. Occasionally, he said, one partner will make a decision "without adequate consultation with the other." He said he thought his disagreements at the moment on matters of principle, only on methods of implementation.

Mr. Macdonald turned a skeptical eye toward the radio representatives, and Mr. Coffey admitted that "we are competitive for the limited funds the corporation has." But he said he is satisfied with the amount of funds allotted for public radio this year (16.5% of the total passed on to public broadcasting) and he is pleased with the fact that public radio was able to have a hand in negotiating that rate last fall, which he said has never happened before.

In his opening statement, Mr. Coffey, speaking for both NPR and APRS, said public radio stations need "major changes in the way they are regulated by the Federal Communications Commission." He said that because the FCC never created a table of assignments for the public portion of the FM band and then permitted 10-watt stations to operate in that space, public radio is at a "crisis point." He said 36 major population centers have no public radio service and most will never have it because
the FM reservations in their areas have been filled with 10-watt stations. A petition to alleviate the problem has been pending before the commission for three years, he said.

Another matter that might inhibit the growth of public radio he said, is the copyright revision bill, currently under consideration in both houses. That bill (S. 22 in the Senate and H.R. 2223 in the House), would remove the exemption from copyright liability for nonprofit station operations, and would require public radio broadcasters to negotiate for clearance of copyrighted music as do commercial stations. "If H.R. 2223 is passed in its present form," he said, "it would take as much as 25% of the current average operating budget to comply. The result of this will be that classical music, for instance, will all but disappear from radio in the United States.

Mr. Macdonald told Mr. Coffey that he has already written Representative Robert Kastenmeier (D-Wis.), chairman of the Judiciary Subcommittee with jurisdiction over copyright, and will discuss public radio's problem with him. In his letter, Mr. Macdonald asked that the copyright bill be referred to the Communications Subcommittee so it can investigate the bill's effect on the communications industry, particularly the cable industry.

Little support
for FCC freeze
on station grants
to government
and churches

Rulemaking proposed by advocates of open-access broadcasting is opposed by its main targets

Religious and educational broadcasters, along with a mix of citizen groups and private individuals, filed comments last week at the FCC opposing the Lansman-Milam rulemaking petition that would freeze all license applications by religious and governmental groups and extend the commission's multiple ownership rules to noncommercial broadcasters (Broadcasting, Jan. 13).

The only group to express any sympathy for the proposals of Jeremy D. Lansman and Lorenzo W. Milam, who are active in helping citizen groups establish noncommercial open-access radio stations, was the National Citizens Committee for Broadcasting. The committee said all of the proposals are "worthy" of FCC exploration, but added that the three rulemaking suggestions should be handled in separate docket, since they affect "somewhat different parties.

NCCB's suggestion to separate the issues of multiple ownership and a governmental application freeze from what it termed a "more controversial" freeze on religious broadcasters, was prompted by its acknowledgment of the "thorny First Amendment" questions regarding religious freedom.

Instead of tackling that issue, NCCB addressed its comments to the need to extend the FCC duopoly rule— which bars common ownership of two stations in the same market and service—to cover noncommercial broadcasters. The NCCB contended that the commission has never explained why it exempted noncommercial broadcasters from the duopoly rules as well as the one-to-a-market rule (which bars acquisitions of co-located TV and radio stations in the same market). The reasons to include noncommercial stations under the rules however, NCCB contended, would open a way for minorities and other citizens to gain an entrance into broadcasting. The dangers of monopoly are no less real in noncommercial broadcasting, concluded NCCB, than in the commercial sector.

The "thorny question" of religious freedom served as the basis for comments filed by church groups, religious broadcasters and private citizens. The National Council of Christian Churches, the United Church of Christ, and Gospel Films said that the Lansman-Milam rulemaking petition was contrary to constitutional guarantees of free speech and religion, and conflicted with the anticensorship provision of the Communications Act.

Boone Bible College and Southeastern Bible College both questioned the true intent of the Lansman-Milam proposals. Was the proposed freeze on religious broadcasters, they asked, an attempt to open up the airwaves to "all" religious thought, or merely an attempt to silence "any" religious views?

M. G. Robertson, president of the Christian Broadcasting Network Inc., suggested that the nation needs more, not less, religious emphasis in the light of what he called the "attack on moral values now going on through the weapons of pornography, excessive violence and lawlessness."

The religious issue also prompted letters of concern from a half-dozen individuals and groups. The libelous and others handwritten—questioned the FCC's authority to meddle in a matter that they contended centered on the "right of religious freedom.

The National Association of Educational Broadcasters and the Association of Public Radio Stations took up the defense against that part of the Lansman-Milam proposals to freeze applications by government owned or controlled groups for reserved educational channels. The NAEB charged that Messrs. Lansman and Milam's argument, that such groups regularly restrict free speech on educational stations, was at best a "shilll" accusation and lacked any demonstration of abuse to be presented to the FCC. APRS also noted the "colorful" rhetoric of the Lansman-Milam petition, but added that "documentation was sparse."

Nevertheless, APRS while adamantly against any freeze on government groups, supported the proposal to freeze religious applicants. APRS noted that it was "not against religious broadcasting," but the same time didn't think increasingly scarce resources (noncommercial license allocations) should be utilized to further a particular religious purpose. The commission, APRS said, has somewhat inconsistently allowed stations devoted to one religion to operate in both the commercial and noncommercial sphere. Rather than freezing all religious applications, APRS would shuts out only those whose "primary motive" is further one particular religious view.

The proposal to extend multiple owner- ship rules to noncommercial broadcasting was also addressed by the NAEB, as well as Metropolis (Ill.) Broadcasting Inc., Community Television of Southern California, KQED Inc. (licenses of KQED-FM San Francisco) and the Curators of the University of Missouri. The groups indicated that unitary ownership has been helpful in the growth of the noncommercial broadcast service in gaining economic efficiency. If group owner- ship was discarded, they argued, it would only result in hurting the "new struggling" noncommercial stations that may later need to combine to be able to break out and increase programing diversity.

Eight picked for Ford
for the CPB board

Among them are Donald Santarelli and Joseph Coors, both of whom are likely to be closely questioned at confirmation hearings

The White House is trying again to fill seats on the 15-member board of directors of the Corporation for Public Broadcasting that have long been vacant, some for more than a year.

The White House, which has submitted lists of nominees to the Senate before only to see Congress adjourn without Senate action, last week submitted names of eight nominees. And there was immediate speculation that the White House may run into trouble when the Senate Commerce Committee holds confirmation hearings. One is Donald Santarelli, former head of the Law Enforcement Assistance Administration; the other, Joseph Coors, head of the Coors brewing company in Golden, Colo.

The other nominees:
Robert S. Benjamin, a New York attorney, who would succeed Irving Kristol, who resigned, and Virginia Bauer Duncan, a television producer of Sausalito, Calif., who would succeed former Representative Thomas Curtis, of Missouri, who resigned. Their terms expire on March 26, 1976.


Lucius Perry Gregg Jr., president of First Chicago University Finance Corp., and vice president of the First National Bank of Chicago, who would succeed...
James R. Killian; Lillie E. Herndon, of Columbia, S.C., president of the National Congress of Parents and Teachers, who would succeed Frank Pace Jr., and W. Allan Wallis, chancellor of the University of Rochester, who would succeed Jack J. Valenti, whose term has expired. Their terms, as well as those of Mr. Santarelli and Mr. Coors, would end March 26, 1980.

Mr. Santarelli, who in the closing days of the Nixon administration criticized the former President’s handling of the Watergate scandal, is likely to be questioned by the senators on his role in EEA’s funding of a series of programs in crime and criminal justice on non-commercial KET(TV) Los Angeles. Public broadcasting officials throughout the country questioned the propriety of a public broadcasting station accepting federal money from an agency with a direct interest in the series. Mr. Santarelli, before leaving LEAA, conceived the idea of series of programs on the criminal-justice system and why it does not function better, and until November served as a consultant to LEAA, at least a part in connection with the television project. The controversy that arose over the incident was one of the factors that prompted the Office of Telecommunications Policy in February to circulate a questionnaire among federal departments and agencies aimed at determining whether and to what extent they use non-commercial broadcasting stations "in excessive or inappropriate attempts to reach the public."

Mr. Coors has been under fire from citizen groups for some time. They have questioned his concern for minority groups and have raised a question as to possible conflict of interest that would result from his financing in Television News Inc.—his company owns it and he serves as a director—and his role as a director of CPB. Mr. Coors also attracted critical attention when, at a time his name was expected to be submitted to the Senate as CPB nominee, he complained about a public broadcasting system program dealing with morticians. His complaint was prompted by a letter from a friend who is a mortician.

**Hooks charges failures by public broadcasting, inaction by minorities**

FCC Commissioner Benjamin L. Hooks, the first black ever appointed to the FCC, is continuing to beat on public broadcasting for what he considers its all-encompassing interest in "establishmentarian" programing.

He criticized public broadcasting for such programing in a case involving WNET(TV) New York (BROADCASTING, March 31). For some previous occasions. And in a speech to the Fourth Annual Communications Conference, at Howard University’s Frederick Douglass Honors Luncheon, in Washington March 13, Commissioner Hooks said: "The torch of freedom cannot light our paths in the area of public broadcasting if its programing is continually aimed at one minority group, the cultured, white cosmopolites, while ignoring the other less fortunate minorities which it has a fundamental duty to serve."

And he made a point of stressing what he said in another case: WNET’s "current pattern of establishmentarian pre-domination must cease; the time has come for a showdown with public television."

Commissioner Hooks coupled the warning with an expression of bafflement over the failure of blacks and other minority groups to aim for appointments to the FCC and other regulatory agencies as rewards for political activity. He noted that he is not only the first black appointed to the FCC but was only the second black ever named to a regulatory agency—the first was Leon Higginbotham, who was a member of the Federal Trade Commission but is now a federal district judge.

Commissioner Hooks speculated that the reason minority group members have not shown much interest in regulatory-agency appointments is "confusion or ignorance as to the importance of these positions." He then added: "The torch of freedom cannot produce any generations yet unborn if the miasma of ignorance is allowed to suffocate its flames, leaving us in a choking darkness."

**FCC needs complaint about Alabama AM**

WJAM set for renewal hearing to review programing, ascertainment

The FCC has designated the renewal application of WJAM(AM) Marion, Ala., for hearing to inquire into charges by Albert Turner, as an individual and as president of the Perry County Civic League, that the licensee failed to provide adequate programing and to ascertain the community’s needs.

The commission’s order of a hearing on charges brought by a citizen group is somewhat unusual, since the vast majority of similar petitions to deny are dismissed for lack of "substantial evidence." However, in WJAM’s case the commission said a review of its renewal application disclosed that the licensee, Radio Marion, had failed to submit any data indicating the racial composition of Marion and surrounding Perry county.

The commission noted that without such information, it was unable to determine whether a representative ascertainment survey had been conducted. The omission of demographic data is "extraordinary", said the FCC, in view of the area’s black population, since 41.8% of Marion and 58.9% of Perry county are black.

The commission noted that although Mr. Turner and the civic league are under a "misconception" that a station must divide its programing according to the racial mix of the community, the problems of minorities must nevertheless be taken into consideration in program planning.

Additionally, a review of Radio Marion’s list of typical programing for the past license term and its composite week logs, said the commission, revealed no indication of programing that discussed local needs and interests.

The commission suggested that after completing its ascertainment survey, Radio Marion "merely pit presents programs against ascertainment problems, and when no programs existed, the license indicated editorials and news reports dealt with the ascertainment problems."

The decision to order a hearing on WJAM’s license renewal was adopted unanimously by the commission.

**‘Times’ head and SEC settle their differences**

Court dismisses securities suit against Chandler, whose paper owns two Texas television outlets

A Securities and Exchange Commission suit against Los Angeles Times Publisher Chandler has been dismissed and dismissed without prejudice as a result of an agreement the SEC reached with Mr. Chandler.

The suit, filed in May 1973 in U.S. Court in San Francisco, involved Geotek Resources Fund Inc., on whose board of directors Mr. Chandler served. The suit charged that Geotek and related companies controlled by John Burke violated federal securities laws and misled investors about Geotek oil-drilling operations.

The termination order involving Mr. Chandler, whose company owns KDFW-TV Dallas and KDBC-TV Austin, Tex., did not mention fraud and said that SEC "acknowledges that it did not claim that [Mr. Chandler] intentionally violated any securities law." For his part, Mr. Chandler withdrew assertions he had made about the SEC and acknowledged that the commission had acted in good faith and within its authority.

In dismissing the suit "with prejudice," Judge William T. Sweigert made it impossible for the government to reinstitute its case against Mr. Chandler. The government had alleged that Mr. Chandler and other defendants had filed false and misleading information with regulatory agencies and that Mr. Chandler failed to disclose money and stock he received from Mr. Burke after he introduced him to prospective investors.

Mr. Chandler denied violating the securities laws. He also said he invested $248,000 in a number of the oil programs and had believed in the accuracy of the reports on oil wells. Mr. Chandler resigned from the company in May 1973, when the SEC suit was filed.

Mr. Chandler joined with other defendants on his appeal in April 1974, and in February 1972 after, Mr. Chandler said in a pleading he filed in the case, he and the other directors became aware of "apparent acts of breach of fiduciary duty, mismanagement and mis-appropriation."
Pastore runs into snag

Committee Republicans want to get networks’ thinking before considering bill to partially repeal equal time; CBS renew offer of eight free hours

An attempt by Senator John Pastore (D-R.I.) to have the Senate Commerce Committee consider his bill to partially repeal Section 315 of the Communications Act was repelled in a legislative session of the committee last week by minority members who asked that the committee first hear from the commercial networks before proceeding.

The committee has already heard from CBS, which, in a letter to Senator Pastore dated March 12, renewed the pledge it has made in years past that if the repeal legislation passes, it will devote eight hours of TV and radio network time free of charge to presenting the views of major presidential and vice presidential candidates.

Senator Pastore is chairman of the Senate Communications Subcommittee. His bill (S. 608), carried over from the last session, would amend the Communications Act so that broadcasters could no longer have to devote equal time to candidates for President and Vice President. As currently written, Section 315 states that broadcasters must make available equal time to qualified candidates to any public office.

Arthur Taylor, CBS president, wrote Senator Pastore that under CBS’s free-time plan, the network is suggesting that in the first and last hours the candidates either individually or in joint appearances, present their over-all views. The intervening six hours, Mr. Taylor said, "would be devoted to various formats, the purpose of which would be to elicit the greatest amount of information on the candidates’ attitudes toward the campaign issues." He said CBS would use several different approaches and would negotiate formats with the candidates. "But final editorial control would rest with us," he said.

Mr. Taylor said CBS believes its plan "would result in a far more invigorating flow of information on the campaign than perhaps ever before in our nation’s history.

In previous years, ABC and NBC have made similar commitments, conditioned on the passage of the Pastore bill, and spokesmen for each last week said they expected the pledges would be renewed.

Changing Hands

Announced

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

- KAYQ(AM) Kansas City, Mo.: Sold by Broadcasting Inc. to Coleman American Co. for $750,000. Seller, Edward S. Scott, owns KLAK-AM-FM Denver-Lakewood, Colo. Kansas City-based Coleman American, which is publicly traded over the counter, is in moving and storage and production of instructional materials. James F. Coleman is president and board chairman. KAYQ is on 1190 khz with 1 kw day and 250 w night. Broker: Richard A. Shaeheen Inc.
- KN Kahn(AM) Salt Lake City: Control of Granite District Radio Broadcasting Co sold by Mr. and Mrs. Howard D. John- son, Jerold W. Johnson and C. Nell Westover to Arthur P. and Virginia M Williams (20% before, 88.4% after) for $67,400. Harold M. Goates and Ruth Christensen will retain remaining minority interest. Mr. and Mrs. Johnson along with Mr. Westover own KSUB(AM) Cedar City, Utah. Johnsons also have minority interest in KREL-AM-FM Idabel Okla. Jerold Johnson owns KEVA(AM) Evanston, Wyo. Buyers, Mr. and Mrs. Williams, own KSHO-TV Las Vegas in addition to real estate holdings. KN is on 1280 khz with 5 kw day and 500 w night.
- KVFOP(AM)-KPLA(FM) Plainview, Tex.: Sold by Plainview Broadcasting Co. to KVFOP Inc. for $500,000. Principals in seller are W. J. "Bill" Harpole, president Kermit Ashby, general manager, and Wilbon "Tut" Tawwater, station manager. They have no other broadcast interests. Buyers are William W. Jamar Jr. and William R. Rice. Mr. Rice owns KKF(AM) Brownwood, KTFY(AM) Bor- ger and KFWM(AM) Monahans, all Texas.
- MA(AM) Eugene, Ore.: Sold by Century Pacific Broadcasting Inc. (John W. Mowbray, Chris Wedes and James O'Neil) to Monroe Broadcasting Co. for $200,000. Mr. Mowbray has interest in KG(AM) Burien, Wash.,; other sellers have no other broadcast interests. Principals in buyer are Wesley L. Mon- roe, Stephen E. Dean and Delbert Bert- holf, who own KGA(AM) Springfield, Fla. KVP is on 1400 khz with 1 kw day and 250 w night. KPLA(AM) is on 97.3 mhz with 5 kw and antenna 125 feet above average terrain. Broker: George Moore & Associates.
- KEED(AM) Waco, Calif.: Sold by Maple Leaf Broadcasting Co. to Kseo Inc. for $200,000. Seller is Edward G. Peters, who has no other broadcast interests. Principal in seller, Don Bevillacqua, has interest in KAR(AM) Blaine, Wash., in addition to South American company, Radio Monumental, which operates stations in San Jose and Costa Rica. Kseo is daytimer on 1050 khz with 1 kw. Broker: Hamilton & Landis Associates.

Approved

Sales approved by the FCC last week include:

- KS(AM)-FM Lubbock, Tex.: Sold by McAlister Broadcasting Corp. to Harris Enterprises Inc. for $942,500. Principals in seller are R. B. McAlister, board chairman, and Bill McAlister, president, who also own KSEL-TV Lubbock. Principals in

Broadcasting Mar 24 1975 26
FM dispute in Canada

Private broadcasters say CRTC plan will hike program costs.

The Canadian Radio-Television Commission's efforts to set up a revamped FM policy are being resisted by private broadcasters. The Canadian Association of Broadcasters has recommended the creation of a joint advisory board to iron out differences. CABC agrees with the CRTC goals, but disputes the suggested means of implementing the regulations.

The proposed regulations are aimed at making FM "quite different" from AM. However, CABC has expressed misgivings about the increased cost of programming to meet stringent "promise of performance" regulations. The CABC also contends that CRTC's proposed reduction of commercial time would necessitate increases in FM advertising rates.

CABC has suggested postponing the commercial time reduction until the "new-performance phase" ends in 1978, pointing out that the increase in rates would be as great as 33 1/3%.

Another bone of contention in CRTC's proposed amendments is "the easy access Canadian audiences have to American FM stations"—not bound by Canadian rules. Review of the American FM penetration question by the joint industry/commission advisory body was suggested by CABC.

Media Briefs


TV monitors. General Federation of Women's Clubs, through state education departments will monitor TV programming, study program impact and launch letter-writing campaign to implement change where it deems necessary. Emphasis to start, according to Mrs. Claude Billings, Communications Division chairman, Montezuma, Ind., "will be on logging public service announcements in each state."

Too close? Emerson College, licensee of noncommercial WERS(FM) Boston on 88.9 MHz, has petitioned FCC to deny or designate for hearing application of University of Massachusetts for construction permit to operate noncommercial FM on 89.3 MHz at Boston. Emerson claimed interference would result to WERS's signal if new station is built.

One more time. Sixty-three broadcast licensees have filed joint petition with FCC requesting refunds of all fees paid under 1970 schedule. As did petitions before it, broadcasters argued Supreme
Court decision in National Cable Television Association case, that struck down fee schedule, was also applicable to broadcast fees.

**Denied.** FCC has rejected request by Coordinating Committee of the Black Community for reconsideration of commission's dismissal of group's renewal challenge against nine Topeka, Kan., stations. CCB's petition—filed against KLEX (AM), KSWT-FM, KTOP-AM-FM, WREN (AM), and WBB-AM-FM-TV—alleged job discrimination and programming inadequacies. Charges were rejected by FCC because of late filing and lack of specifics to back up allegations (Broadcasting, July 29, 1974). Reconsideration request was based on claim of "new" evidence and that FCC erred in finding petition untimely. However, commission said any new evidence could have been provided at initial filing and restated that charges lacked "sufficient" facts for support. Commissioner Benjamin Hooks dissented and questioned FCC's assertion that programming of interest to local community in general could suffice to meet minority needs.

**Webb in D.C.** Show Corp., Los Angeles, has opened Washington office with Larry Webb, president of radio division of that consulting firm, in charge. Mr. Webb, one-time head of Station Representatives Association, New York, for past 11 years has been executive vice president-general manager of KLRA (AM) Pasadena, Calif. The Kenwood House, 5101 River Road, Chevy Chase, Md.

**Field trip.** Over 50 FCC staff employees visited WEMA (AM) Arlington, Va., last week as part of commission's professional education program. Visit was part of course in technical broadcast licensing, which likes other in education program, is open to all FCC personnel with college degree or special-interest concern. Program sponsors hope similar visits will take place next time program is offered, which should be fall.

**When it rains, it pours.** Just before air time March 12, W2BO-TV Memphis weatherman Dave Brown was slugged and knocked down by man who rushed into studio upset about weather conditions, more rain and flooding.

**Straus to court.** Strauss Communications Inc., licensee of WYCA (AM) New York, has filed appeal in U.S. Court for review of FCC opinion that admonished station for broadcasting personal attack on Representative Benjamin S. Rosenthal (D.-N.Y.). FCC Broadcast Bureau had initially notified Strauss of $1,000 forfeiture liability, but commission noted that case did not warrant penalty due to time lapse between discussion of controversial issue and personal attack.

**Solo.** Robert Bernstein, director of information services, for Viacom International, New York, has resigned to open own public relations firm, March Five Inc., to serve communications field. Initial representation includes National Association of Television Program Executives and projects for RKO General Broadcasting, 30 East 42nd Street, New York 10017. Telephone MU 7-3484.

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**Broadcast Advertising**

AAA A reports general gains in advertising acceptance

But new study also finds skepticism about content and credibility; attitudes toward TV said to affect attitudes toward all advertising

A small minority is critical of television advertising "clutter" and "intrusiveness." A few are highly vocal about advertising to children, and about political advertising. People hear a good deal of argument about whether it's the broadcasters or the advertisers who decide what goes on the air. On the whole, however, they are overwhelmingly favorable to the idea that advertising pays for the broadcast programming they see and hear and helps keep down the prices they pay for newspapers and magazines.

What do all of these findings have in common? This: For all the talk they generate, none of them has much to do with what people think about advertising generally.

What does count is whether the advertising is informative, credible and entertaining. There also is a correlation between attitudes toward TV advertising and toward advertising generally. To some extent, at least, people judge advertising in terms of the advertising they see on TV.

These findings are drawn from a new study described to the annual meeting of the American Association of Advertising Agencies last week and being made public today (March 24). The study, conducted last year by the AAAA under the guidance of an academic review committee with Professor Raymond A. Bauer of Harvard University at its head, was in part a follow-up to one done by the AAAA in 1964 (Broadcasting, April 27, 1964). Results of the new one were reported by Rena Bartos of J. Walter Thompson Co., chairperson of the AAAA subcommittee on consumer attitudes toward advertising, in a speech prepared for delivery Saturday (March 22) at the AAAA convention at Dorado Beach, Puerto Rico.

Mrs. Bartos said the 1974 study, like the one in 1964, found that advertising was near the bottom of the list of things people were concerned about—even lower than in 1964, in fact. Among major institutions, only the press outranked it in public favor—and in credibility. More than three-fourths of respondents, almost nine out of 10 respondents (88%) rated advertising essential, a gain of 10 per centage points since 1964.

In other ways, however, consumers appeared to have grown more skeptical. The number who felt that advertising results in better products for the public, helps raise the standard of living and results in lower prices all had declined somewhat, while those who said most advertising insults the intelligence of the average consumer increased, as did those who thought that advertising often persuades people to buy things they shouldn't.

The study, Mrs. Bartos said, also found that consumers have different feelings about advertising in different media: "They like the ads they see in newspapers most of all and are most negative toward ads that come in the mail. They like ads in magazines and radio commercials more than the commercials they see on TV or the ads they see outdoors. [See chart I.]

"We have no way of knowing whether their negative feelings are a reflection of the content or the sheer quality of advertising in the less popular media."

"However, popularity or liking is not the whole story. Our analysis shows that the way consumers feel about ads in some media makes a particularly strong contribution to their over-all attitudes toward advertising. TV commercials on TV and ads in newspapers dominate their perceptions of advertising as a whole."

The study identified eight "issues" that it said contribute to consumers' over-all attitudes toward advertising. But, Mrs. Bartos said, the way consumers feel about three of those eight "is the key to how they look at advertising." The three: consumer benefits (information about products, where to find them, what they cost), credibility and entertainment value.

To some extent, accord to the report, these three can account for as much as 64% of the influence on attitudes, with the consumer-benefits question representing 23%, credibility 22% and entertainment value 19%.

Farther down the scale of influence, though often near the top in visibility, were other issues, such as whether advertising helps children to mature, whether agencies should handle political campaigns, whether it is the broadcaster or the agency that decides on programs and whether advertising is an aid to the economy. These four questions were lumped together under the heading of "advertising as a social and economic force" and credited with contributing 14% to over-all attitudes toward advertising. (The question of advertiser/broadcaster influence in programing was reported separately as contributing 2%.)

TV clutter and commercial frequency and loudness were portrayed as making "only a minor contribution (7%) to over-all attitudes toward advertising," although clutter "triggered the highest level of unfavorable opinion."

On the other hand, the idea that advertising supports a free press and pays for broadcast programs produced the highest level of support, yet was found to be a minor (2%) contributor to over-all attitudes.

Even farther down the list of real influences were questions on advertising to children, political advertising, social contributions of advertising and its economic role. These, the report said, were found
Lower people feel about advertising, medium by medium

![Graph showing opinions on advertising, medium by medium]

to be "nonissues" in terms of shaping consumer attitudes.

The study concluded that "5% of the population are our severest critics" and "another 16% are 'most unfavorable' toward advertising."

"The extreme 5% seems to be strong anti-everything," Mrs. Bartos said. "They tend to be most negative to all other institutions and most critical of advertising in all media. Incidentally, they tend to use consumer reports occasionally when they go shopping. They are more likely than the rest to be men between 30 and 45 and to live in big cities and in apartments."

"The 'mostly unfavorable' 16% tend to be upscale and intellectual. They are above par in education, income and in the 30-to-44 age group. They are quite critical of all institutions. They are twice as likely as the total sample to be negative to advertising in all media, or all but newspapers and magazines.

"They tend to watch TV less than the average and read magazines, including consumer reports, more. They are less interested than the average in professional sports, more interested in public education. If these people sound like some of our friends and neighbors, they probably are."

At the other extreme, "8% of the public are completely favorable to advertising" and 29% say they are "mostly favorable."

Thus, Mrs. Bartos said, "slightly more than one in three consumers are completely or mostly favorable toward advertising. They tend to be less well educated, less affluent and older than the rest of the population."

"They are most approving of all other institutions and of the ads they see in all media. Some criticize the ads they get in the mail and outdoor advertising. These people are the heart and soul of the television audience, but they aren't great readers of magazines or of consumer reports. The 'mostly's' are somewhat above average in their interest in professional sports."

In between the fans and the critics the study found moderates or a "swing group," representing about 40% of the sample, who "are about average in their use of all media," tend to be young and average or above average in education and income, and tend also to be skeptical but "moderate both in their favorable and unfavorable opinions about advertising."

It is this "swing group," Mrs. Bartos said, that advertisers and agencies should treat as "really the opportunity group for long-range improvement of public attitudes toward our industry. Their opinions, both pro- and anti-advertising, are not as strongly entrenched as those at the extremes. Our challenge is to find a way to reach them with credibility."

Mrs. Bartos said the AAAA research committee is "developing a plan to study the extent and nature of consumer experience with products that don't perform as advertised." In addition, she said, "since consumers judge us on the extent to which ads (and particularly TV commercials) give them consumer benefits, are entertaining and credible, we are exploring a way to develop simple, standard measures of each."

But perhaps the best use that may be made of the study, she concluded, "is to make ads that consumers see and hear as useful to them, credible and enjoyable as we can. That seems to be the path to improving public attitudes toward advertising. And it might just turn out to be the most effective way we can perform our own essential function of selling our clients' products."

Alter strengthens case for spot radio

RAB executive gives early findings from ARMS II study

Tabulations from radio's $400,000 ARMS II study, still in process, have repeatedly and without exception shown that "dollar for dollar, radio delivers more reach/frequency and total impressions against target audiences" than do rival media, Robert H. Alter, executive vice president of the Radio Advertising Bureau, said last week.

He reviewed some of the preliminary findings from the ARMS II study (Broadcasting, Jan. 13) and revealed some more in a speech at a Radio Day held Wednesday (March 19) by the New York Market Radio Broadcasters Association (NYMRAD). Highlights included:

- An analysis of specific campaigns found that spot radio delivered anywhere from 55% to 396% more impressions than spot TV against target audiences.
- Shifting one-third of one spot-TV budget to spot radio increased reach by 37%, frequency by 45% and total impressions against target groups by 101%.
- Substituting spot radio for spot TV...
as a supplement to network TV increased reach 23%, frequency 32% and total impressions 63%, again against target groups.

Mr. Alter spoke at an all-day meeting, sponsored by NYMRAD and attended by some 50 general managers and sales managers of New York area radio stations. In other sessions, panels of agency executives explored spot-radio problems and other panelists examined the selling of radio against other media.

It's raining cats-and-dogs commercials

The pet-food makers keep raising their expenditures in television; TVB tells how much and companies say why they're banking on TV; it provides a startling contrast to the modest budgets for baby foods.

Pluto and Tabby are eating better than ever on TV commercials, but what ever happened to Baby?

The seemingly endless spate of commercials for dog and cat foods that bound across the television screens each day, are in contrast to the long stretches without a single blurb showing a gurgling baby sampling strained vegetables or soups.

Figures last week from the Television Bureau of Advertising graphically illustrate the chasm that separates the cats and the dogs from the babies in the TV advertising spectrum. Pet food marketers in 1974 invested $110.8 million in television (the total, except for $2 million for bird food, was for cat and dog commodities). In contrast, the comparable figure for baby food products was $144,700.

Over the past decade, the purveyors of cat and dog foods have steadily increased their allotment to television. In 1964 the investment was a substantial $31.8 million and climbed to $66.9 million in 1973 and zoomed to $110.8 million last year. Television is the backbone of cat-dog food advertising, amounting to 80-85% of the total.

Officials of cat and dog food companies, which include such major organizations as General Foods Corp., Carnation Co., Quaker Oats andRalston Purina, are loath to discuss their advertising investments in any detail. They acknowledged that their growing investments in television stemmed from an expanded market and the influx of new products in all categories. They said TV is a preferred medium for cat and dog foods, as it is for many packaged-goods products, because the ability to demonstrate is a paramount consideration in this sector.

The television picture for baby foods is virtually a direct antithesis. In 1964 infant-edibles entrepreneurs earmarked about $5 million for TV. In the other years of the sixties the figure remained in the $2-million area, slumped to $1 million in 1972, plummeted to $7,200 in 1973 and edged up to $14,700 in 1974, largely because of the H. J. Heinz Co., Pittsburgh, is taking a more aggressive stance in TV.

Spokesmen for Heinz, and the other giant players in the infant foods field, Gerber Products Co., Fremont, Mich., and Baker-Beechnut, Fort Washington, Pa., emphasized that the swing away from television was not related to the channel's advertising effectiveness. They explained that the baby-food field in the 1960's and early 1970's was plagued by a "price war," and the ensuing competition for shelf space led to a stronger accent on higher allowances to dealers. They agreed that advertising as a whole and not merely television suffered. Another complicating factor, they said, was the price controls in effect in the early 1970's.

At first glance it may appear puzzling that the baby foods area invests scantily in advertising generally, let alone TV. Paid advertising, according to marketing specialists at Gerber, Heinz and Baker-Beechnut, is limited to $2 million in 1975 for all three companies. Baby-food specialists mention that perhaps as much as $3 million is allocated to direct promotion to prospective mothers, doctors and hospitals but contend the squeeze on advertising is related primarily to the "price wars," and believe the industry is in a process of recovery and a heavier advertising program is in the offing.

"By the way, the decline in baby population is not a significant factor," one official noted. "Though baby population is down from about 4.5 million annually in the mid-1960's to about 3.1 million last year, sales have held firm and were about $500 million in 1974. In other words, there is more usage of baby foods by fewer families."

One demographic bit of information that tends to restrict the growth of the market is that Baby is a baby for only 12 to 15 months. The infant grows and moves on to regular food, unlike cats and dogs who use pet food throughout their life span.

The only baby-food maker that intends to accelerate its television spending is Heinz. The company was the sole baby-food investor in TV last year spending an estimated $144,700 in spot, according to TVB, and a company spokesman last week said it is continuing to use the medium this year using different media weights in an unspecified number of markets. An official of Gerber, the leader in the field, said the company has opted for print but hastened to say that television is not being used only because of advertising-budget restrictions.

But there are good reasons why Pluto and Tabby have it all the way over Baby. Robert Tabur, director of public affairs for the Pet Food Institute in Washington, provides some mind-boggling statistics on the cat and dog universe. Retail sales of cat and dog food products have jumped from $1 billion in 1964 to $2.1 billion in 1974. Consumption during that span
A Night with The New Yorker

Celebrating the 50th year of America's favorite magazine with selections from the works of Dorothy Parker, James Thurber, Robert Benchley, Odgen Nash, John Hersey, A. J. Liebling, John O'Hara, Rachel Carson, Woody Allen, Truman Capote, Isaac Bashevis Singer, Janet Flanner, John McNulty, Irwin Shaw, Wolcott Gibbs, Sally Benson, Thomas Wolfe.

In readings by:

A Night with The New Yorker will be hosted by Heywood Hale Broun, Lewis Mumford, and Brendan Gill—author of the new best-seller, "Here at The New Yorker."

Scheduled for airing in April on WOR, WBAL, WAVA, WCLV, WCRB, and other major stations, this four-hour show is offered without cost as a new experience in radio entertainment.

Call Cinemasound, 212-799-4800, for information.
Breakthrough for radio

The Radio Information Office of the National Association of Broadcasters reports the U.S. Postal Service is now using radio on a trial basis in three cities: Atlanta, Columbus, Ohio, and Minneapolis-St. Paul—and plans to add three more to the list in April. Furthermore, RIO says, there is good chance some of the Postal Service’s multi-million dollar advertising budget will be assigned to radio and TV broadcasting when the new fiscal year begins July 1.

BAR reports television-network sales as of March 9
ABC $137,690,800 (30.5%); CBS $160,164,800 (35.5%); NBC $152,818,600 (34.0%)

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Source: Broadcast Advertisers Reports

WANTED TO TRADE:
new cars for broadcast time

Chrysler announces one-for-two plan for bartering spot time; few stations want to go along for the ride

Chrysler Corp., Detroit, is intensifying its activities in bartering advertising to reduce its inventories.

A spokesman said Chrysler has bartered in the past “but not on the magnitude planned now.” Chrysler has a two-pronged trade effort: One is an exchange of cars and trucks for time on TV and radio stations in 55 major markets on a one-for-two basis (Chrysler would obtain time valued at twice that of its vehicles), with Media Stock Exchange, a subsidiary of John F. Small Inc., New York, handling the media assignment. The other is a trade of feature films for Chrysler vehicles under way through John Crocker Associates, New York, in association with Official Films Inc., New York.

Mr. Crocker reported last week that TV stations thus far have expressed unwillingness to trade on the two-for-one basis, although some evinced interest in a formula under which they would receive 50% in cash and 50% on a one-for-two-and-a-half basis. He was optimistic that an acceptable approach could be devised.

Neither Media Stock Exchange nor SMY was authorized to discuss stations that had been lined up for the barter transaction, referring all queries to Chrysler. An official there said a number of stations had agreed to the exchange but declined to give details.

Other automobile companies, including General Motors, American Motors and Ford Motor Co., said there were no plans for barter at this time.

Station representative sources said they had heard of the Chrysler offer and were surprised by its dimensions. They voiced the view that local stations accepting the transaction would suffer since this corporate approach would tend to reduce the number of barter deals that stations can make with local auto dealers.

Blair ties into computer for spot work

REPPAK system of Donovan Data is first phase of link-up promising fast verification, fewer discrepancies

John Blair & Co., New York, is the first national rep firm to subscribe to REPPAK, a new service of Donovan Data Systems Inc., New York, that by 1976 will be part of a national computer link among representatives, advertising agencies and stations for processing spot broadcasting transactions.

Unveiled at a news conference held in New York last week by Blair and Donovan Data Systems, REPPAK will be in the testing stage four months from now and will be operational by Jan. 1, 1976,
Business Briefs

Eight-week sweeps. Advertising Research Foundation, New York, is setting up committee of agency, advertiser and broadcasting executives to study the feasibility of eight-week rating sweeps for local TV as possible remedy for alleged promotional and program "hyping" during audience measurement periods. Erwin Ephron, senior vice-president and director of media, McCaffrey & McCall, New York, has been named head of ARF committee. Other members will be announced shortly.


Radio co-op dollars. National Association of Broadcasters has retained Edward C. Crimmins to suggest methods to increase radio cooperative advertising. Mr. Crimmins, senior vice-president of Pinpoint Marketing Inc., New York, has designed over 150 co-op programs for manufacturers and wrote "A Management Guide to Cooperative Advertising."

Telerep sets up helping hand

Telerep Inc., New York, has established a new unit, Television Marketing Associates, that will work closely with Telerep retail stations on ways to develop added revenues from such sources as local and retail advertising, co-op advertising and national spot business.

The new unit will be funded by Telerep and its stations, and a spokesman said 12 of 16 outlets already have agreed to participate in the financing. The establishment of TMA follows a test of the concept by Telerep and several of its represented stations during 1974. Alfred Masini, president of Telerep, said the experiment "exceeded expectations."

TMA will begin on April 1 and will be headed by Dick Noll, who has been named general manager from his post of sales development at Telerep. R. Donald O'Leary, a national account executive at the Television Bureau of Advertising, will join TMA as marketing director, effective April 7.

The bulk of TMA's work, according to Mr. Masini, will be performed in the stations' marketplaces in cooperation with each station's sales manager and sales personnel.
B&B gets Hardee's. Hardee's Food Systems Inc., Rocky Mount, N.C., fast-food chain with more than 900 outlets in 42 states, has named Benton & Bowles, New York, as agency, replacing Dancer-Fitzgerald-Sample, New York. Account is expected to bill about $6 million, of which more than 90% will be in television.

Return flight. In its first TV splurge since last July, American Airlines, New York, began extensive spot effort in 28 of its best markets last week, running commercials between 50 and 60 times in first two weeks and leveling off in later weeks. Commercials introduce American personnel (stewardess, mechanic, reservation clerk, pilot) and stress "good service performed by good people." Spot TV is being supported by radio in 35 markets and print. Spokesman said advertising will be considerably more than last year when American spent almost $3 million in TV, Agency is Doyle Dane Bernbach, New York.

Trial balloons. Federal Trade Commission awaits decision by Government Accounting Office on FTC's latest proposal, corporate pattern reporting. CPR, designed to collect confidential business statistics from more than 1,200 top manufacturing companies for developing sales-to-advertising ratios, follows line-of-business reporting program involving 345 major firms (.broadcasting, Sept. 9, 1974, et seq.). U.S. Chamber of Commerce is objecting on grounds that it violates confidentiality, duplicates reports to other government agencies and adds burden to business operations. Speculation is that results of Wilmington, Del., federal district court ruling against LOB report procedure will be influential in CPR outcome.

New in Richmond. Jacobs Morgan & Westbrook has been established by Harry Jacobs, former president of Cargilli, Wilson & Acree, Atlanta; Michael D. Morgan, who was vice president and managing director of CW&A's Richmond, Va., office, and Bill Westbrook, formerly creative director for CW&A in Richmond. At new firm, Mr. Jacobs is chairman of board and co-creative director; Mr. Morgan is president, and Mr. Westbrook executive vice president and co-creative director. 519 East Main Street, Richmond 23219; (804) 644-4677.

MMT expands. MMT Sales Inc., New York, has opened St. Louis office, to be managed by Marty Ludington, formerly with Katz Television. 911 Washington Street, 63101; (314) 421-5360.

Keeping up with inflation. Citing 12% rise in cost-of-living last year, Noble-Dury & Associates, Nashville, this month gave 12% raise to its employees making $10,000 per year or less. F. William Satterwhite, president, said this was over and above all merit increases and that it affected slightly more than half of agency's 42 employees in Nashville and Memphis.

David Foster at the door: looking back at three years with the NCTA

The association's soon-to-depart president reflects on a tenure with an industry that he admits looked like "Napoleon's retreat from Moscow" after the optimism that peaked in 1973; he shares the many frustrations and some of the satisfactions of the job

For David H. Foster, in his job as president of the National Cable Television Association, the future is rapidly being overtaken by the past. He assumed the post on April 1, 1972, and will leave it officially on May 31-sooner, if a successor can be found and installed. So he is at that point where he is beginning to think about the achievements and frustrations and the might-have-beens of his stewardship, and of the future the cable industry can still achieve, whoever is in the chair he now occupies.

The past three years have not been a roaring success for NCTA or for David Foster, because they have not been great ones for the cable industry. But the hard times cable television has fallen on have not been entirely the fault of the industry's representatives in Washington. NCTA could not be expected to have the answer to the economic problems that have plagued the industry along with the rest of the country-the tight money, the inflation, the recession - that have turned somewhat sour what was seen several years ago as the promise of a bright future. As Mr. Foster himself says, the cable industry's history since the euphoric days of the 1973 NCTA convention in Anaheim, Calif., reads like "Napoleon's retreat from Moscow."

But the regulatory problems that cable interests say are hobbling them are NCTA's responsibility, and in discussing them and other matters in his office the other day, Mr. Foster, for the most part, expressed the frustrations about the FCC that cablemen have long expressed. The 1972 rules that were supposed to break the chains the cable industry had said were holding it down seem somehow not to have made all that much difference, Mr. Foster said. So the commission, he added, must try again. And as broadcasters do in discussing the need to preserve free television, Mr. Foster is discussing the need to "free up" cable television, talked of the "public interest" to be served.

Does the FCC have an obligation to promote the interests of cable at the expense of broadcasters? Mr. Foster has

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A beautiful music programming service that is easy to operate, perfectly blended, and technically unequalled.

A collection of the best-loved religious music, tailored to fit any format, at a most reasonable price.

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(214) 651-1010

Represented by Ralph Stachon and Associates, 1322 Inwood Road, Dallas, Texas 75247 (214) 638-6231

Broadcasting Mar 24 1975 34
no trouble answering yes to that question. "It's hard to encourage a new technology when an old technology exists," he contended. "The birth of a new child in the family changes the rights and prerogatives of the old child."

But his rummaging through the frustrations of the past three years produced a new thought as to the failure of cable interests and of pay cable interests to do better than they have done at the commission. (He termed the new pay cable rules, which had not yet been issued, "one of the real disappointments" and said he thought cable spokesmen had made persuasive arguments as to why the rules had no legal or logical justification and should be temporarily suspended to provide hard evidence as to the impact pay cable would have on broadcasting.) Then he suggested that perhaps the marriage of pay cable and cable was not the natural that it seemed, that perhaps it was mutually disadvantageous.

"Perhaps the entrepreneurs in pay cable have made a mistake in allying themselves with cable," he said. "If they saw themselves as a separate industry using not only cable but any electronic means of delivery—multipoint distribution systems, satellites, common carrier facilities, whatever — they might have fared better." He suggested, as an example, that although pay cable is not involved in the dispute over copyright, it is affected by it.

As for cable television, he said, "a lot of people view it with suspicion because they see it developing as pay cable. So looking into the future," he said, "I would tell cable, 'You're better off by yourselves on some issues.' I'd say the same thing to pay program entrepreneurs." He acknowledged, however, that, in some cases at least he would be giving the advice to the same people.

Mr. Foster acceded the opposition a backhanded compliment in the pay cable vs. free television controversy: "My brothers in broadcasting have done an awfully good job of arguing their case without having one."

With or without pay cable as a partner of cable television, he is hopeful the commission will take some action to aid cable — to provide the climate in which the money lenders will feel comfortable in making money available to cable. "Their reaction won't be changed by a speech by Chairman [Richard E.] Wiley," he said, "only by action by the commission showing it realizes cable needs to be encouraged." But he believes the economic problems the cable industry has endured over the past several years have helped alert the commission to the fact that the 1972 rules amount to "overkill," and he professes to see "something of a changing attitude on the part of the FCC."

The action reflecting that change, he said, has not yet come. But, he added, "I can't help but the continuing prosperity of the broadcasting industry and the continued slow growth of the cable industry—he put it at a rate of 10%-11% each year, compared to a former 18%—"that it will not dawn on the FCC that they've got to adjust the regulatory balance."

What would it take to help cable achieve a breakthrough, at least in the major markets where the growth potential is to be found? Mr. Foster was not specific; he said it was too soon to discuss in detail the proposals the NCTA would make in connection with the commission's promised look at re-regulation of the cable industry. But he complained, as cable interests have in the past, about the syndication rules — those designed to assure stations exclusivity against cable systems in the use of nonnetwork material; he said they wiped out much of the benefits the new signal-carriage rules were supposed to afford cable stations. And the proposed rule dealing with the importation of distant telecasts of sports events, he said, would "virtually nullify" the value of the supposed benefits.

In any case, he said, if the commission does not adjust the balance between cable and broadcasting, there are forces at work that will produce a balance not even broadcasters would welcome. "The established common carriers will take over the broadband communications business by default," he said.

But would it hurt broadcasters to have the cable industry swallowed up by the AT&T's and ITT's of the world? Mr. Foster paused a long time, reflected, then said that despite the present antagonism between the two industries, "there is a natural, long-term common interest between broadcasting and cable that can evolve and develop over the next few decades." Indeed, he said, the commission's ban on crossownership of cable and television in the same markets as a serious error. "I understand the antitrust and First Amendment arguments that have been made in favor of the ban," he said, "but it's bad to keep broadcasters from investing in cable."

For all the hostility with which cable interests traditionally view the FCC, the commission, Mr. Foster suggests, is the only game in town so far as cable's search for regulatory relief is concerned. He dismisses the cable television bill that the Office of Telecommunications Policy is preparing as missing the point of cable's need, at least as the cable industry sees that need. The bill would shift the regulatory focus of cable from the commission to the courts and to local or state governments. But Mr. Foster said it is looking too far down the road, and is "not sufficiently concerned with freeing up cable today."

He also dismisses the proposed bill as one not likely to get very far along the legislative process. He says its chances range "from very poor to none." But it may serve a useful function, he feels—"as the basis for a hearing in which Congress could give the FCC advice on regulating the cable industry."

NCTA's problems in the past several years have not all been with the FCC or with broadcasters. One has been the internal battle over copyright legislation. A group of small-system operators who broke away from NCTA on the question of pole-attachment rates have set up their own organization, the Community Antenna Television Association, and are opposing NCTA and the copyright legislation. Another group calling itself the Ad Hoc Committee of Concerned Cable Television Operators for a Fair Copyright Law, is waging a grass-roots campaign against copyright legislation, urging subscribers to express their opposition in letters to their representatives.

Mr. Foster seems not overly concerned by the defections. In terms of membership strength, they represent annual dues of $13,000, or 36,000 subscribers, out of a total annual dues collection of $1.1 million. And he says the copyright issue will be settled—but not soon. He noted that the cable section is not the only source of controversy in the copyright bill; last year, a major storm developed over the question of broadcaster payment of performance royalties to record performers and manufacturers (see also editorial, page 66).

Besides, time will be needed to educate the new members of the House Judiciary Subcommittee on Copyrights on the bill.

The image of David Foster as a battler for copyright legislation is one that broadcasters and copyright owners cannot accept. They insist the cable industry has not lived up to its commitment
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NCTA sets the scene for New Orleans

Agenda lists among its cast
Washington officials Wiley and Byrd; economic problems will be focus of Brookings' Pechman

The National Cable Television Association is rapidly penciling in the particulars for the agenda of its 24th annual convention, to be held April 13-16 in the Riverside Convention Center in New Orleans.

Prominent among the list of government figures who will be addressing the delegates: FCC Chairman Richard E. Wiley, who will address the Monday luncheon. Keynoting the convention, on Sunday, April 13, will be Senator Robert Byrd (D-W.Va.), majority whip. Another senator, William D. Hathaway (D-Me.) will speak at luncheon on Tuesday day. Also speaking at lunch that day will be Moon Landrieu, mayor of New Orleans, and David Foster, NCTA president.

Helping to put cable's shaky economic picture into the perspective of the nation's shaky economic picture will be Joseph Pechman, director of economic studies at the Brookings Institution, Washington. Dr. Pechman will speak on Tuesday morning at the management session.

Another FCC commissioner, Abbott Washburn, will also participate in a Monday morning session on regulatory problems.

Following are the main management and technical functions of the NCTA convention, with speakers and panelists:

Management Program

Sunday
Welcome and chairman's address (2:25 p.m.) John Muir, chairman, 1975 convention committee; Bruce E. Lovett, chairman, NCTA.
Keynote address (2:15-2:45 p.m.), Senator Robert Byrd (D-W.Va.), Senate majority whip.
Joint management/technical session:
View from the Top (3-4:30 p.m.). Moderator: Rex A. Bradley, president, Telecable Corp. and NCTA chairman. Panelists: Richard E. Willey, chairman, FCC; John Eger, acting director, Office of Telecommunications Policy; Jack Valenti, president, Motion Picture Association of America; Monroe Rifkin, president, American Television and Communications.
1975 cablecasting awards (4:45 p.m.). Presentation by Rex A. Bradley, NCTA chairman; excerpts from winning tapes.

Monday

Eye-opener sessions:
Subscription cablecasting (8-9 a.m.). Moderator: Dore Schary, Theatreatment, New York. Panelists: Gerald Levin, Home Box Office, New York; Donald
Bernier, Twin City Trans-Video, Allentown, Pa.; John Atwood, Theta Cable, Los Angeles, and Allen Greenstadt, Optical Systems, Los Angeles.

Management session:
Cable's federal architects (9:45-11:45 a.m.). Moderator: Ralph M. Berch, president, Viacom International. Panelists: Representative John J. McFall (D-Calif.); Donald Baker, Justice Department and Barbara Rogers, Register of Copyrights.

Luncheon (12 noon-1:30 p.m.). Speaker: Richard E. Willey, chairman, FCC. Presentation of public cablecasting award.

The regulatory dilemma (2:20-4:15 p.m.). Moderator: John Gwin, Cox Cable Communications, Atlanta. Panelists: James Hughes, FCC; John Wilt, San Diego City attorney; Thomas B. Cross, Boulder (Colo.) Video; Robert Ross, OTP; and George Barco, Meadville (Pa.) Matter Antenna.

Management session:

Your dues in action (3:20-4:15 p.m.), to be repeated 8 a.m. Wednesday. Host: David Foster, NCTA president, with NCTA staff members: Wally Bristow, Stuart Fieldstein, Charles Walsh, Don Anderson and Robert Stengel.

Tuesday

Eye-opener session:
Cable marketing (8-9:30 a.m.). Moderator: Greg Liptak, United Cable Television, Tulsa, Okla. Panelists: Shirley Gilbert, Suburban Cablevision, East Orange, N.J.; Jeff A. Marcus, Teleprompter Corp.; and James M. Thomas, Rockford (Ill.) Cablevision.


Subscription cablecasting (9-9:30 a.m.). Moderator: Geoffrey M. Nathanson of Geoffrey M. Nathanson and Associates, Los Angeles. Panelists: Robert Weisberg, Telelam Program Services, New York; James Win, Coaxial Communications, Columbus, Ohio; Jerry Burge, Davis Communications, Atlanta; and Kenneth Gunier, UA Cablevision, San Angelo, Tex.

Management sessions:
The state of the economy (9:45-10:30 a.m.). Speaker: Dr. Joseph Peckman, director of economic studies, Brookings Institution, Washington.

Today's cable economics (10:45 a.m.-12 noon). Moderator: Georges Conrad, Cablevision president, America's Cable TV & Communications. Panelists: Daniel Aaron, president, Comcast Corp.; Henry Harris, president, Cox Cable; Gustave M. Hauser, president, Warner Cable Corp.; Russel Karp, president, Teleprompter Corp.; and Gene Schneider, president, United Cable.

Luncheon (12:15-2 p.m.). Speakers: David Foster, president, NCTA; Senator William D. Hathaway (D-Me.) and Moon Landrieu, mayor of New Orleans.

Annual NCTA membership meeting (3-5 p.m.).

Wednesday

Eye-opener session:

Financial considerations (10:35 a.m.-12:15 p.m.). Moderator: Douglas H. Dittrick, Viacom International, New York. Panelists: Jerry Greene, Teleprompter; Dr. John C. Patrick, Telecommunications Inc., Denver; Tim Foreman, Cox Cable Communications, Atlanta; James Ackerman, Becker Communications, Indianapolis.


Management session:


Luncheon (12:30-2 p.m.). Speaker: David Foster, NCTA president.

Management session:
L'agnappe (roundtable discussions on marketing, rate increases and programming). Discussion leaders to be announced.

Technical Program

Monday

Eye-opener workshops:
Power-related problems in CATV systems (8-9:30 a.m.). Moderator: Travis Nabors, Columbus TV Cable, Columbus, Miss. Panelists: James C. Herman, Warner Cable; Herman Ewshani and Dr. Jacob Shekhi, all of Jerrold Electronics, Horsham, Pa., and Harry Perlow, Suffolk Cablevision, Central Islip, N.Y.


Technical sessions:


Tuesday

Eye-opener sessions:
Training/job classification/licensing for CATV (8-9:30 a.m.)
a.m. Moderator: Stephen Doudouzas, Vision Cable Communications, Fort Lee, N.J. Panelists: Robert Blitodeau Suburban Cablevision, East Orange, N.J.; O. D. Page, Cable Dynamics; Tom M. Straw, Texas A & M University, College Station; James B. Wright, CATV of Rockford, Ill., and A.M. Rutkowski, FCC.


Technical sessions:


- Wednesday

Eye-opener sessions:

The receiver and the cable (9:30-10 a.m.) Moderator: Frank Bias, Tele-Vue Systems. Panelists: James Neese, United Cable Television, Tulsa; Gilbert Herrigel, Jr., RCA Corp. Indianapolis; Robert Cowert, Gill Cable, San Jose, Calif.; C. Bailey Neal, GTE Sylvania, Batavia, N.Y., and Dr. Robert L. Grant, Magnavox Co., Fort Wayne, Ind.


Technical sessions:


Luncheon (12:15-3:00 p.m.) Speakers: David Foster, NCTA president, and Buddy Fossen, TV and film actor.

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Poverty is major issue in comments on '77 deadline

Cable firms tell FCC that money is not available for conversion, support from some opponents question source of CATV's financial study

Cable television groups flooded the FCC last week with comments supporting the commission's proposal to cancel or postpone the March 31, 1977, deadline for compliance with the FCC's channel-capacity and two-way capability standards, set down in its 1972 cable rules.

Compliance, they argued, would necessitate large capital outlays in order to rebuild systems that had been in operation before the 1972 rules were adopted—money the cable industry is hard pressed to secure at this time.

Broadcasters, citizen groups and local cable regulators remain impressed by cable's financial argument however, and they suggested the 1977 date be retained.

Compliance with the 1972 cable rules would require cable systems that are now "grandfathered" or those in operation before March 31, 1972, to build up to 20-channel capacity; provide channels for nonfree television use equal in number to those designed for TV signals if the system uses over 10 TV signals; provide for two-way capability between home receivers and the headend; and provide public, educational and local government access channels.

According to estimates by the National Cable Television Association, such rebuilding requirements, for all systems in operation before 1972, would cost some $4.30 million. To recoup the added expenditure, NCTA added, subscriber rates would have to be increased by approximately 65%.

And all cable groups quickly noted that in today's economic climate subscribers may not be willing to absorb the two-to-four-dollar increase in their monthly rates that would be needed to obtain the 65% figure.

Joint comments filed on the behalf of 22 cable operators contended that at present there has been no demonstration of a need for two-way capability and equivalent bandwidth for nonbroadcast purposes. Furthermore, they said, expanding channel capacity from 12 to 20 would result only in more unused channels, since "most" major market systems are now carrying all the channels permitted by FCC rules.

The Washington law firm of Dow, Lohnes & Albertson submitted comments behalf of nearly a dozen cable operators, pointing out that if subscriber fees go up, many small system subscribers will be forced to subsidize related larger systems. Those individuals, the cable groups added, will thus pay for services they not only might not necessarily want, but also services they won't get. (The
rebuild requirements pertain only to major-market systems.)

The same groups contended that "it makes little sense to impose huge financial penalties on cable hardware that is already in the industry, until the needs for and uses of that hardware are better defined." Specifically, the cable operators noted the commission's nonresolution of issues concerning nonduplication, pay cable, access channel policy and copyright provision.

Although compliance by 1977 was unanimously opposed by cable groups, the question of whether the date should be postponed or canceled elicited various responses. Most favored cancellation because they felt it would remove the "economic cloud" and improve the "investment climate" of the cable industry.

Central California Communications Corp. suggested pushing the deadline back three years to 1980 as an alternative to cancellation. Teleprompter said that if the date is postponed it should follow the resolution of the FCC's promised rulemaking on channel capacity and access.

Several cable investors, including John Hancock Life Insurance Co., and Warburg Paribas Becker Inc., supported cancellation or at least postponement of the 1977 deadline, claiming the funds necessary for rebuilding cable systems just aren't there. Any capital investment for rebuilding, the investors noted, would be diverted from the construction of new systems, which help attain a higher subscriber and revenue base that in turn will foster growth in the industry.

However, the economic situation was viewed from a different vantage point by broadcasters. ABC along with 19 broadcast licensees that filed joint comments, questioned whether the present cable financial outlook was "real and long range" or only temporary and the result of "blue-sky promotions and promises."

The broadcasters also questioned the lack of public-interest mention in the comments submitted by the cable groups. ABC charged that "each and every one" of the FCC's actions regarding cable standards has been prompted "solely" by the cable industry's continuous complaints of financial distress. Public interest has not been a significant consideration in the "private bills" for cable relief, the network added.

Concern about public interest was expressed in comments filed by the City of San Diego, the New York State Commission on Cable Television, the National Black Media Coalition, the Philadelphia Community Cable Coalition and the City of San Diego. In NBMC's words, the date switch was a "classic case study of the decision making process at its worst."

As of the middle of last week, the commission had not acted on the petitions presented by the community groups to reinstitute the later due date.

High Baruch dueling duet
at Ohio cable meet

NAB vice president beards enemy in its own camp; Viacom executive maintains offensive against prejudicial FCC regulation

"Whatever happened to community antenna television, the business that turned a good profit for a whole host of small businessmen and women by charging a monthly fee to bring more stations and clearer pictures in TV underserved living rooms across America?"

That was the question William Carlisle, vice president-government relations of the National Association of Broadcasters, asked in an address to a meeting of the Ohio Cable Television Association last Monday. His own answer: "With the emergence of the MSOs—with the introduction of 'show biz' and competition

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for the big buck in the top markets—community antenna became ‘cable television.’" He told the cable group that "the mad scramble to eliminate or emasculate the FCC's antiphishing rules "can have its motivation only in a desire of at least some of your leaders to print one helluva lot of instant money."

But Ralph Baruch, president of Viacom International, told the same gathering that the public, through the marketplace—not federal regulation—should be the ultimate judge of what services it wants from cable television. He said that if pay cable and perhaps the cable industry as a whole are to succeed, the public must be offered new alternatives to the existing cable system. "Never, to the best of my knowledge," Mr. Baruch said, "has a case been proven that cable or pay cable does in fact harm either the economic base of the broadcasters or the American public."

Mr. Carlisle said some cable industry spokesmen are deluding themselves in thinking that cable will replace over-the-air TV. He said, "Those teeming millions in the big cities are long since wedded to the idea that after you buy a TV set and pay for the electricity to run it and the service to maintain it, what you see is supposed to be free." And, he added, "Ask yourselves how many congressmen are going to want to go home to an urban district where the best TV movies and sports have been siphoned to the exclusive use of those who can pay."

But Mr. Baruch said, "We are an industry that the public has accepted, likes and pays for." He said pay cable should be given the "same standards, the same freedom of choice" that the over-the-air broadcast audience is afforded.

Mr. Carlisle called for cable operators to cooperate with local broadcasters because "after the smoke clears away and the debris is cleaned up after the current warfare ends over such matters as pay cable siphoning, copyright and non-duplication rules, we'll both still be here..."

He said cable systems should carry broadcasters' signal "willingly and on-channel if it's possible," and protect the broadcaster's unfrazzled audience. The broadcaster, he said, should provide the cable system with timely information on what network programs he wants protected, and not cut away too soon or too late.

Mr. Carlisle told his audience of cablecasters that they should bear in mind that without broadcasters, most of them would be out of business.

Mr. Baruch, on the other hand, said the FCC "is using its personal clairvoyance to crystal gazer into the future and project how an as yet practically non-existing [pay cable] could possibly hypothetically harm an enormously successful existing oligopoly."

He cited as an example the treatment of motion-picture carriage in the commission's soon-to-be-adopted pay cable rules. The commission will state, he said, that pay cable can exhibit any motion picture in a market, once it is three years old, if the picture is under contract to the broadcaster.

But, he said, most of the motion picture contracts to broadcasters are exclusive. "So what the commission in essence is really saying is that pay cable can have all the movies it can't get, and the public is denied its freedom of choice."

He said the FCC will also rule that pay cable can exhibit any motion picture more than three years old not under contract to a broadcaster if the broadcaster has not aired the picture in three years. "This means the broadcaster can run a motion picture two years and eleven months from the last broadcast date and on a continuous basis deny that motion picture to pay cable."

The sports rules will also be strengthened substantially in favor of broadcasting, Mr. Baruch said, "without any evidence, without any proof, and without any threat of diversion." Under the proposed rule, the time required for a specific event to be off the air before pay cable could show it has been lengthened from two years to five. And if the local broadcaster has shown 25% or more of a given sport, pay cable would be restricted to half the remainder. "Why half?" Mr. Baruch asked.

Mr. Baruch concluded that it is vital that competition be fostered, not stifled by federal regulation. He said that in order to preserve the public's freedom of choice, "federal regulation should be realistic and nonprotective, and offer no one a security blanket, particularly those who really don't need one."

### RECENT SALES

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**Queens system hunts shortcuts to quick start**

Initial use of HBO closed-circuit will bypass FCC, state regulation; talks with city on fees next priority; Dolan says financing is available

Plans are under way to get a cable-TV system going in Queens, New York, that would be exempt from FCC and New York State regulation, at least at the start.

The exemption would come into play because the system would not be carrying the signals of the over-the-air broadcast channels. In effect, it would be a closed-circuit system for the transmission to subscribers of Home Box Office package of late theatrical movies ("China-town," "The Taking of Pelham 1-2-3") and sports events not on over-the-air television (e.g., the home games of the New York Knicks basketball team and the New York Rangers hockey team). According to industry sources, such a system would not fall under the purview of the FCC or the New York State Cable Commission.

The main advantage of such an exemption, according to Morris Tarshis, New York City's director of franchises, and Charles F. Dolan, president of the Community Development Corp., which will operate the new system, would be to chop as much as 18 months off the timetable for getting the system up and running. "We could be ready to go by the end of this year," says Mr. Dolan.

He added that the next two months or so will be devoted to ironing out the details of New York City's "64-page-long" franchise contract. A key point in these negotiations, he says, involves the percentage-of-gross figure that Mr. Tarshis will demand for the city. The Sterling Manhattan Cable Co. is charged 10% for its cable service, which serves the lower half of Manhattan, but Mr. Tarshis says that's a discount rate, the purpose of which was to allow pay-cable service to get off the ground in that borough. Industry sources said Mr. Dolan's company may be asked to pay a percentage that's closer to the city's 25% maximum.

Once his company is given the go-ahead, Mr. Dolan says, he'll begin to put up pole lines in a section of his franchise area covering a sample of about 6,000 homes. (The entire franchise area includes 125,000 or so homes.) This initial experiment will cost the company about $450,000 (on the basis of a $75 per-home outlay), most of which will be borrowed from banks and from the construction company that will put up the lines. (As president of a company called Cablevision, Mr. Dolan also operates a standard cable-TV system, which includes a pay channel, in Nassau county, New York.) He said that despite the current credit squeeze, there is money available for the Queens experiment because the Home Box Office pay-cable package has
Second season keeps giving CBS a lift

Network stays back on top, paced by strong showing of new shows, ABC sees some hope in MNA sweep for February

CBS-TV continued its strong second-season Nielsen performance (BROADCASTING, March 17) with a 22.0 rating for the week of March 10-16, compared to NBC-TV's 18.4 rating and ABC's 16.3. CBS came out on top five nights (Monday, Tuesday, Thursday, Saturday and Sunday) and finished second to NBC on Wednesday and Friday. It cornered four of the week's top five shows, eight of the top 10 and 14 of the top 20.

The Jeffersons (25.5 rating, 45 share on March 15), Cher (21.7 rating, 34 share on March 16) and Tony Orlando and Dawn (20.7 rating, 31 share on March 12), CBS's new second-season hits, continued their solid numbers. But the March 14 premiere of CBS's new Friday-night sitcom, We'll Get By (8:30-9 p.m., NYT), came up limping against NBC's Chico and the Man, with a 14.2 rating and 23 share to Chico's 26.9 rating and 43 share.

NBC programers said they saw a ray of hope in the improved performance of Sunshine and The Bob Crane Show against The Waltons' first rerun on March 13, but Sunshine's 17.8 rating and 29 share and The Bob Crane Show's 18.0 rating and 28 share (The Waltons' rerun averaged a 23.1 rating and 37 share for the hour) still put these second-season sitcoms in the sub-survival category.

ABC's statisticians were drawing consolation from the multinetwork-area breakdowns with the Feb. 5-March 4 Nielsen sweep period (BROADCASTING, March 17), which gave the network an 18.9 rating compared to its 18.4 rating in the sweeps covering all markets. (The MNA's encompass the 70 markets in which all three networks are directly competitive with one another.)

TV academy splits on Lew Grade salute

Hollywood questions New York action; trustees also face financial plight

Confrontation between Western and Eastern trustees of the National Academy of TV Arts and Sciences is expected to erupt at the regular April 4-6 meeting in San Francisco, with one subject of controversy the reported payment of $100,000 to the academy by Sir Lew Grade who is to be honored by the New York chapter's "Salute to Sir Lew Grade" April 18. ABC will record the ceremonies and the entertainment for a program to be broadcast in May. Among those scheduled to

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perform are Julie Andrews, Tom Jones, Peter Sellers and John Lennon.

The money question was raised formally by Thomas W. Sarnoff, NBC vice president, Los Angeles, and immediate past chairman of the TV academy, in a letter to John Cannon, New York independent producer, who is the current NATAS chairman. Mr. Sarnoff questioned the appearance of payment by Sir Lew for the honor.

This was followed last week by a resolution by the board of governors of the 4,000-member Hollywood chapter calling on the New York chapter to insure that the broadcast indicates that it is that chapter that is doing the honors for Sir Lew, that the payment by Sir Lew be made directly to the New York chapter and not to the national organization, and that identification of the payment be announced over the air during the broadcast to comply with FCC regulations.

An ABC source indicated that the network was paying Sir Lew in excess of $100,000 for the rights to the show.

The San Francisco trustees meeting is expected to grapple with other academy problems. One that is considered serious is the financial state of the national organization. Income from last year's three Emmy awards shows (nighttime entertainment, daytime entertainment and news-documentaries) plus other fees and revenues totaled less than $500,000, according to knowledgeable sources. The operating expense of the national organization is running $500,000-$600,000, it is said.

ABC takes Canadian problem to FCC

ABC called on the FCC last week to adopt a rule stopping Canadian stations whose signals can be viewed in America from broadcasting U.S. TV network programs prior to the domestic telecast of such programming.

ABC noted that companies selling U.S. network programs are required by Canadian broadcasters to grant a prior release in Canada. ABC said that the Canadian pre-release is of particular concern in border cities where the telecasts by Canadian stations can be received earlier than the first U.S. network broadcast of the identical program, thus cutting into the U.S. station's local audience.

ABC asked the FCC to exercise the regulatory authority conferred by the Communications Act "to protect the integrity of television service" in such localities as Seattle, Buffalo, N.Y., and Bellingham, Wash. ABC said the rule should require producers and distributors to obtain export licenses from the FCC for any program to be pre-released by a Canadian station or network which is regularly viewed in the U.S., either over the air or by cable television.

A bit of learning in family hour urged

Midwest organization contends elimination of sex-violence isn't the total consideration

A nonprofit Chicago-based group is getting public opinion on the networks' family values problem this September (Broadcasting, March 10). Prime Time School Television, which advocates the use of evening TV for educational purposes, will compile and send comments from families and educators to the National Association of Broadcasters, the networks, sponsors and producers.

Lynn Mills, executive director of PTST, said the emphasis on what is to be avoided—sex and violence—has resulted in overlooking what should be included in TV programming. "It is conceivable," she said, "that rather than a step toward increasing the quality of television [the family hour plan] might be a retreat toward bland, palub programs that serve no function other than to fill time."

Parents, teachers, students and viewers are being asked to express their views in writing, to PTST, Family Hour Clearing-house, 100 North LaSalle Street, Chicago 60602.

Trip called off

Sources at Syndicat Services, which appeared close to an agreement earlier this month with three CBS-owned stations for its Travlin' On TV series of half-hour concerts (Broadcasting, March 10), now say the deal is off. "We ran afoul of the prime-time access rule changes," said a spokesman, adding that the station access time was beginning to shrink up in light of the network's stated intention to program four full hours on Sundays. CBS is also exploring the possibility of pre-empting the Saturday hour from 7 to 8 p.m. for public-affairs shows and children's specials, according to a source. Without the support of one network-owned station group, the spokesman said, "we're not going to be able to hold the advertisers or the other stations that might have been willing to sign on with the show. Which means Travlin' On won't get off the ground."

Program Briefs

Duo splits. Chris Bearde and Allan Byle, TV producers since 1968, have dissolved their partnership. This will not affect their production of Bobby Vinton Show, prime-time access program sold to five CBS-owned stations. It is due to go into production next month. Pair first worked together on an Elvis Presley special; since then some of their notable programs have been Andy Williams Show, Sonny & Cher Comedy Hour, That's My Mum and Hudson Brothers Razzle Dazzle Show.

Big one coming back. Viacom Enterprises has reached agreement with CBS-owned WCBS-TV New York, KNXT(TV) Los Angeles and WCAU-TV Philadelphia for weekly prime-access slotting of new version of The $64,000 Question, with kickoff slated for fall 1976 (Broadcasting, March 10). Show was one of kingpin series during prime-time quiz era of 50's.

Michener's maxiprogram. James Michener's best-selling novel, "Hawaii," is being developed as ABC's "Novel for Television" by United Artists/Convivium Productions. Epic eight-hour story is history of Hawaii and its great families, and will have final length of approximately 12 hours. David Chasman will be executive producer, with Ron Shedlo and J. Lee Thompson co-producers.

Reiner production. Carl Reiner has joined Columbia Pictures Television as executive producer and star of Everything Money Can't Buy, new half-hour comedy series that will premiere on ABC-TV in fall. Series was originally scheduled for current season but was shelved when federal court delayed modification of FCC's prime-time access rule.

TV now. Public Affairs Broadcast Group, Los Angeles-based radio production firm that provides public affairs programs to broadcasters, has formed television unit. TV series scheduled to start this fall, will consist of half-hour documentaries and one-minute featurettes. Topics to be discussed on TV series, as well as on radio programs, are based on analysis of member-station's ascertainment of community problems. Mark Bragg is president of company; Ed O'Donnell, executive vice president, and Jim L. Key, vice president-marketing.
Broadcast Journalism

'Pensions' case on fairness takes new twist

Attorneys differ on significance of turnaround in appellate orders

The NBC Pensions case, which has produced more than one surprise while shuttling between the FCC and the courts over the last three years, last week produced another. There is confusion about the precise meaning of this one.

The U.S. Court of Appeals, with eight judges participating, vacated its own order granting rehearing and returned the case to the three-judge panel that had originally considered it. The panel was told to determine whether the issue had become moot.

The order, issued two weeks before the full bench was to have heard arguments in the case, on April 2, also reinstated the decision of the panel, which in September had overruled the commission to hold that NBC had not violated the fairness doctrine in connection with the documentary, Pensions: The Broken Promise.

NBC reacted with a statement expressing gratification that the court had reinstated the earlier opinion. The action of the full bench, an NBC spokesman said, reaffirms the panel's recognition "of the broadcast journalist's particular ability to increase public awareness on matters of public concern" and "further strengthens the public's right to know."

But at the FCC, which had filed the suggestion of mootness on which the court acted, the court's order was not read as a clear-cut victory for any side. Attorneys said that if the panel determines the case is moot, it would, in effect become a noncase—the panel's opinion as well as the commission's would be wiped out, and everyone would be back at square one. But if the panel decides the case is not moot—and it reached that conclusion in the original opinion—the full court could either reverse its order for rehearing or it could change its mind and deny the request for rehearing, in which event the case could be appealed to the Supreme Court.

However, the attorneys made it clear the order had them puzzled. "We'll have to wait and see what the panel does," said FCC General Counsel Ashton Hardy.

The case had originated in a complaint by Accuracy in Media, a conservatively oriented media watchdog, which held that the Pensions program had expressed a negative point of view regarding private pension plans and had argued in favor of legislation providing for their control.

The complaint was upheld by the FCC, despite NBC's argument that the program dealt with some problems in some pension plans and did not raise a fairness issue. The appeals court, in a 2-to-1 decision, held that the commission erred in substituting its judgment for NBC's as to the main thrust of the program rather applying the test of reasonableness.

The commission, which did not feel that the opinion weakened the fairness doctrine, did not seek review by the full court. But AIM did—and to the surprise of the commission and most observers, its petition for rehearing was granted.

The commission filed a brief with the full court urging suggestion of it to overturn the panel's decision. But later it filed its mootness, contending that since pensions legislation had been enacted in September, the issues raised by AIM were no longer controversial.

Participating in the order reinstating the panel's opinion and remanding the question of mootness were seven members of the nine-member panel plus senior Judge William Fahy, who was a member of the original panel. Judge Harold L. Himmel, who had written the opinion in the case, and Chief Judge David Bazelon were absent.

Predecessors haunt Nessen after six months

Ex-NBC newsman and press secretary to Ford fights credibility war, outlines the battle at SDX talk; reporters criticize his abilities

After six months as President Ford's press secretary, ex-NBC correspondent Ronald Nessen often finds himself the subject of news stories dealing with reporters' complaints about his White House news operation—its lack of competence and even credibility, and his bursts of temper. Indeed, his six-month anniversary was greeted last Wednesday by the CBS-TV and ABC-TV morning news shows with critical but generally balanced pieces on his performance.

But on the night before, Mr. Nessen had gone public with his own defense, in a low-key appearance before the Washington chapter of the Society of Professional Journalists, Sigma Delta Chi. For the most part, the speech contained a catalogue of procedural changes in the White House news operation that are designed to open the tap on news. But he also argued that the "biggest problem" he has had to overcome is "the atmosphere of suspicion and hostility" affecting relations between the White House and the news media "that was built up over the years of Watergate and Vietnam."

White House reporters generally agree that this is a problem; they also agree with Mr. Nessen's assessment that not only reporters, but also their news audiences "don't believe what the White House says."

To restore "believability in the White House," Mr. Nessen has, he said, kept the promise made on taking the news secretary's job—"never to lie or mislead." But his concern has also been not only with the quality but the quantity of news flowing from the White House.

"Under President Ford," he said, "the policy is to make as much information available as possible, not as little as we get away with." In support of that assertion, Mr. Nessen made these points: President Ford has held 11 news conferences in the last six months and given exclusive interviews to NBC and ABC, the wire services, several newspapers and news magazines; follow-up questions are now permitted at presidential news conferences ("a historic improvement in the institution of presidential news conferences"); reporters are free to go directly to White House officials without checking with the press office ("I don't want to be a booking agent or censor"); the President invites a half-dozen White House reporters to White House social functions as his personal guests ("reporters used to be regarded as unwelcome or as 'enemies'; that's not true any more"); the size of the press pool flying with the President has been increased and a network television film crew is now a permanent part of the pool; and Mr. Nessen attends private presidential meetings with cabinet officers and others in the guise of "a press pool of one" and reports the substance of the conversation, complete with quotes, to the White House press corps.

The question of competence that has been raised in connection with Mr. Nessen deals not only with the mechanics of his job but with how accurately he re-

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Postlude to search of KPFK

KPFK (FM) Los Angeles radio station and the Peabody Awards organizations have filed a challenge in the California Superior Court to a police search of the FM station last October. Police, armed with a warrant, had searched the station seeking the original of a statement from a terrorist group that took responsibility for the hotel bombing. Will Lewis, KPFK manager, had refused to hand over the material although he provided police and media with typed copies of the communiqué. Joining the station and its parent, Pacifica Foundation Inc., were other media organizations which sought to challenge the police search. "The search was conducted in violation of the First Amendment," said the suit.

The suit was filed in the Los Angeles Superior Court on behalf of the station, the station's parent, Pacifica, and the Reporters Committee for Freedom of the Press, according to a statement from the station. The suit seeks an injunction to prevent further searches at the station.

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A fair-weather financial forecast for broadcasting

Goldman, Sachs barometer indicates continued gains in revenues for TV, group stocks are rated a good buy

An upbeat report on the television business and on television stocks is being distributed by the Wall Street firm of Goldman, Sachs & Co. It anticipates a 5%-7% gain in station revenues this year, with local business up 6%-8% and national up 4%-6%, and while it says this could mean no gain and even a slight decline in industry profits, it feels the earnings of publicly-owned group broadcasters should range from flat to slightly higher than those of last year. The report gives the groups this edge because of their concentration in the faster-growing markets and their professional management. And it looks forward to 1976 as a good year for broadcasters generally.

The report, by Harvey Sandler of the firm's investment research department, notes that TV station revenues compounded at an 8% rate in the 1960-70 period despite poor results in three of those years, and it projects gains in the 7%-9% range over the next five years. "In large part because local advertising is expected to continue to increase 10%-13% a year."

The analysis also finds some "important operating characteristics and qualities of the television broadcast business that augur well for long-term growth and stability and, in our opinion, better short-term stock market performance." Among these is its low percentage of revenues exceeding 30%; a relatively low content (25%-30% of revenues) with few, if any, labor problems; excellent pricing flexibility; no raw material problems; no inventory problems; considerable operating leverage with 70% of the incremental sales dollar carried down to profit; a cash flow that far exceeds capital expenditure requirements and a regulatory environment that is much better today than at any time in the past five years. Although it projects revenue gains for 1974, the report expects the growth rate to decline as the year goes along, with quarterly increases of 9%, 7%, 5% and 3%. However, it also notes that television business was especially strong during the latter half of 1974, making this year's second-half comparisons more difficult. The report's "more optimistic" view of 1975 is attributed to TV's "surprising strength of the past few months."

The report says that Goldman, Sachs researchers are taking "a more positive investment posture on group broadcasters." Specifically, it says, "We continue to recommend purchase of Capital Cities Communications shares for long-term capital appreciation. And we now believe the shares of Cox Broadcasting, Combined Communications and Storer Broadcasting are attractive. Each offers investors different investment and business characteristics, although each derives the majority of earnings from television broadcasting."

Financial Briefs

Becker financing. Becker Communications Associates, Chicago, has closed $750,000 senior secured loan, due 1985, to Cable Run Cablevision Co., subsidiary of Ohio Valley Cablevision Inc. Proceeds of loan will be used to purchase and operate systems in Morehead and Olive Hill, both Kentucky. Since its inception in 1973, Becker has committed approximately $30 million to cable and broadcasting, according to Jim Ackerman, executive director.

Jefferson-Pilot dividend. Quarterly dividend of 15 cents per share, payable March 7, marked 63rd consecutive year of cash dividends to shareholders by Jefferson-Pilot Corp., Greensboro, N.C., and its predecessor, Jefferson Standard Life Insurance Co. Consolidated income of $38,126,000 in 1974 was more than double 1969's $27,966,000, five-year increase of 101.7%, or annual average gain of 15.74% compounded.

Ogilvy's best year. Ogilvy & Mather International, New York, reported record net income in 1974 of $5,465,095 ($3.02 per share) on billings of $322,809,667, up from income of $4,967,674 ($2.73 per share) on billings of $476,293,540 in 1973.
MCA and Philips premiere their optical home video-disk system

They're claiming $500 cost for unit, 2-to-$10 range for disks, ready by fall 1976

The new Philips/MCA video-disk system for home TV record libraries was demonstrated for the first time in New York last week before a group of newsmen obviously impressed by what they saw.

The system, to be marketed beginning in the fall of 1976, was put through its paces—including slow motion, fast motion, stop motion, reverse motion and fast access to other programing on the same disk—and it performed without an apparent hitch.

The only discernible distraction was a moment of color breakup and scratchy sound whenever the fast-forward or fast-reverse button was pushed to move from one segment of programing to another—from a golf lesson to a cooking lesson, for example—on the same disk. Officials said this was natural.

Otherwise the colors appeared true and consistent throughout the demonstration, which consisted of segments of motion pictures and specially produced material such as golf, cooking and guitar lessons.

Officials said the playback systems would be offered initially at about $500, "comparable to today's price for a color television set," and the disks at from $2 to $10, "depending on length, content and other marketing factors." The disks can provide 30 minutes of uninterrupted color programing or black-and-white programing plus sound, and officials said the technology permits 60 minutes of playing time.

The player, which works through conventional sets, employs the so-called optional "pickup" system, in which a light beam rather than a needle or stylus relays images and sound from disk to TV screen.

The optical-vs.-stylus issue could become the focus of a heavy controversy before any disk system gets to market. RCA is developing its own system, which uses a stylus, and last week reiterated its contention that its system has "inherent advantages over any known optical system," can be manufactured and sold at lower prices and is easier and less expensive to service.

RCA also scheduled a first major public showing for last Thursday.

MCA and Philips officials meanwhile contended that the optical system—there is lower in cost and most convenient, that optical disks "never wear out" and that they will have "a virtually inexhaustible supply" of programing available—in their contention a vital factor.

They also made clear that they would not rush into national distribution, but rather would start marketing "under controlled conditions" and "in selected markets only.

North American Philips Corp., a member of the N.V. Philips of Holland group of companies, and its subsidiary, the Magnavox Co., will be the Philips operational representatives in the U.S., with Magnavox responsible for video-disk player production and marketing. MCA Disc-O-Vision Inc., an MCA subsidiary, will manufacture, market and distribute video-disk programing.

For starters, officials said, more than 11,000 movie titles are available from MCA's Universal Pictures subsidiary, arrangements have been made for use of 20th Century-Fox and Paramount Pictures features and discussions are being held with other producers.

It was emphasized that MCA will "make available custom product master- ing and replication facilities to all programers" and thus "ease the initial problems of independent producers, publishers, and educational program producers, international producers and countless other program sources."

Both MCA and Philips were said to have already developed license procedures consistent with "a liberal licensing policy."

It was estimated that a video disk could be stamped "every four seconds"—"on a cookie-cutter basis," one official called it—at a manufacturing cost of about 40 cents a disk (not counting programing costs).

N.V. Philips and MCA were working separately on the development of disk systems until last fall, when they agreed to join forces on a single system. The result, a Philips executive said last week, is "a truly unified optical system that will incorporate the best features of both."

The demonstration for newsmen last Tuesday, at the Pierre hotel in New York, launched a series of showings there and in selected of the country to invited representatives of the electronic, entertainment, financial, governmental, business, education and programing fields. Robert T. Cavanagh, vice president of North American Philips, and John W. Findlater, vice president of MCA and president of MCA Disco-Vision, were co-hosts.

Other participants included W. Zeis, manager of N.V. Philips video-disk operations; Kent Broadbent, vice president for research and development, MCA Disc-O-Vision, and Nathaniel J. Adamson, vice president and director of products for Magnavox Consumer Electronics Co., a subsidiary of Magnavox Co.

AMST, NAB buck land-mobile proposal

Broadcasters say it would be premature to settle frequency-sharing in cement

Broadcasters have challenged the suggestions by land-mobile interests (including Motorola Inc., AT&T and the Land Mobile Communications Council) that present frequency-sharing be incorporated in the U.S. policy at the 1979 World Administration Radio Conference.

Reply comments filed with the FCC by the National Association of Broadcasters and the Association of Maximum Service Telecasters claimed it would be unsound to lock in frequency allocations that may be "revised or undone" in the foreseeable future.

The current shared-allocation arrangements followed FCC deliberations regarding land-mobile growth projections. The rulemaking set aside television channels 14-20 (470-512 mhz band) to be shared between broadcasters and land-mobile operators in the nation's 10 largest urban areas, and reallocated UHF channels 70-83 (806-947 mhz band) to land-mobile use with the provision for continued TV translator operation on a non-interference basis.

Those arrangements, noted NAB and AMST, were conceived by the FCC as "tentative and not final" and should not now be made irreversible by incorporating the changes into the WARC agreement, that will establish allocation requirements for the next decade.

RCA's latest in hand-held

RCA Broadcast Systems will unveil a new battery-operated portable color TV camera system at the National Association of Broadcasters convention next month. The new camera, designated the TK-76, will join the TKF-45, introduced at last year's convention, as RCA's portable camera line. The TK-76 portable will use three two-thirds-inch pickup tubes and will feature a shock-mounted optical system with a prism efficiency four times that of standard field lens systems. It will weigh under 20 pounds including camera head, 10-1 zoom lens, and electronic viewfinder. A separate power pack will weigh approximately 10 pounds, including batteries.

The newly developed addition to the TKF-45, now in factory production, will also be shown—a lightweight control unit for backpack or hand-carried use. The unit will make it possible for a cameraman to range up to 5,000 feet from a
video taping or microwave station and still transmit studio-quality pictures.

The TK-76 is expected to see most use as an electronic news gathering tool, while the TKP-45 can be used for on-location commercial work or for studio use.

Technical Briefs

Summer outfit. Broadcast Equipment Division of Harris Corp., Quincy, Ill., has received $392,000 order from Westinghouse Broadcasting Co. Being purchased is 50 kw BTD-50H1 dual IF modulation transmitter for WJZ-TV Baltimore, with delivery scheduled for summer of 1975.

Improved film. Du Pont Co., Wilmington, Del., has introduced new line of polyester film with ultrasmooth surface designed for video-tape applications. Film, called Mylar Type VB, is meant to minimize dropouts with loss of film handling and tracking properties, and is available in .75-mil, .83-mil, and .92-mil film thicknesses through du Pont film department customer service centers.

Number 200. Ampex Corp., Redwood City, Calif., has delivered 200th AVR-2 studio quadruplex video-tape recorder/reproducer to the Canadian Broadcasting Corp., which now has 32 such machines. AVR-2 was introduced at 1974 National Association of Broadcasters convention in Houston.

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Music

Is the country going out of country & western?

The drift of C&W into pop and MOR occupies attention of programers at Nashville meeting

The rift between tradition and innovation that has characterized country music and country radio in the 1970's was again prominent March 14 and 15 in the sixth annual Country Radio Seminar, held at Nashville's Airport Hilton Inn. The two days of meetings focused on the changes that have "modernized" country radio, but it was apparent that not all of the gathering's 300 delegates approved of those changes.

The seminar's agenda chairman, Rick Libby of KENR(AM) Houston, said he was "somewhat disappointed" by a turnout numbering approximately 70 fewer than last year's total, and cited a harsher economic climate and the canceling of an event's expected "100 kw AVR-2" as the principle reasons for the decline. Those who did attend seemed well pleased by the program, though disagreement on where country radio is or where it should be going were a major part of the discussions.

The opening session's presentation of country station promotions, sales techniques and music research strategies made apparent a situation that is either the medium's hope, according to some delegates, or its greatest problem, in the view of others. As country radio has made its incursion into larger markets, it has taken on more of the style and technique of other formats, leaving only the music itself, in the opinion of some more conservative programers, to distinguish country. "I see country starting to look like rock radio, and I don't like it," said one secondary market station manager.

Featured panelists at several sessions called such modernization central to the "Game Plan... Success" that was the seminar's theme. Dave Klemm of Blair Radio, while advising sales managers to "use the image of Nashville" in their presentations, cautioned them to avoid "country jargon," pointing out that not all agencies (or clients) are country fans. "We want a class image," asserted Charles Warner, general manager of NBC-owned WMAQ(AM) Chicago. "One of the problems that country has in the larger markets is that people are known on it, and you have trouble with the agencies." His station's music director, Bob Pittman, claimed, "If we want to broaden the base of country, we have to balance it carefully..." and outlined complex research and airplay systems far beyond those used at most country stations.

WMAQ, a recent convert to country, was, along with KLAC(AM) Los Angeles, most visible among the stations attending the seminar (notably absent was WHN[AM] New York, and speculation at the seminar was abundant that the Storer station will soon change format); but accompanying the attention given the WMAQ's expensive experiment came some criticism from programers at a Friday night "rap room" session. Several delegates took issue with the tight playlist and strict record research used at WMAQ, and noted that many of the station's personnel are new to country radio and not necessarily loyal to it. One smaller market program director, however, came to the defense of WMAQ's techniques: "There's a reluctance among many country radio people to take hold of what's happening in the communications business. They say 'I love country music' and think that's enough."

Equally displeased with the direction country radio has taken were three representatives of the Association of Country Entertainers (ACE), the splinter group formed last year over dissatisfaction with country awards given to pop artists by the Country Music Association. ACE's chairman, George Morgan, presented the group's newly drafted code of ethics, emphasizing loyalty to country music and to its audience, then spoke frankly about the new group's raison d'etre: "I'd be less than truthful if I didn't say that the main reason ACE was formed was that we were really unhappy with the awards situation this year," Mr. Morgan said. "ACE is not an enforcement agency to tell any record producer or any disk jockey what to do."

Nonetheless, ACE members Jean Shep-
ard and Barbara Mandrell made clear the group's likes and dislikes, and foremost in the latter category was the artist who, more than any other, has come to symbolize the unpopular pop incursion into country music, Olivia Newton-John. "I'm a big fan of Olivia Newton-John," Miss Mandrell said, "but she's not a country artist. I admit I'm two-faced about this—I'm always elated when a country performer has a crossover hit, but I'm offended when I hear a country station playing a pop hit." Miss Shepard noted that Miss Newton-John's managers have withdrawn her from the country concert circuit, reportedly saying: "Olivia will not work any more concerts with any country singers, Tammy Wynette and George Joneses."

ACE's message to country broadcasters, as stated by Miss Mandrell, was of the need "to preserve our separate identities as country music people—and that includes both the Jockeys and record people. If you're a country disk jockey, or have a country station, you don't want to get back to pop. And if you keep doing what you're doing, you'll lose your station identity, and be back to pop 40."

The broadcasters' rebuttal to the ACE presentation was summed up by Dave Murray of WYZE(AM) Atlanta: "If playing a record by a non-country artist can draw a listener, how can we not play that record?" Other Jockeys pointed out that listener demand, not the whims of air personalities, determines their playlists. And Mr. Morgan admitted after the session that in the face of heavy requests a country program director would have no choice but to play a pop record.

The seminar's rule forbidding record promotion at the gathering, while not strictly observed at all times, did seem to help focus the Jockeys' attention on the business of radio rather than records. Although a few country artists such as Buck Owens and Barbi Benton did attend some of the sessions, the principal contact most broadcasters had with performers was through a Saturday night "new faces" show, featuring Eddie Rabbit, Sunday Sharpe, Kenny O'Dell, Billy Larkin, Betty Jean Robinson, David Wills, Ronnie Sessions, Brian Shaw, Connie Cato and Brian Collins.

Although a number of broadcasters seemed reluctant to discard the country radio they have known in favor of the adapted format that has made its way into the largest markets, many more seemed to share the hope for country that Jack Thayer, president of NBC Radio, stated in his Saturday keynote address: "I believe country radio is the true MOR of America," he said. "It has warmth and most of all it has credibility."

### Breaking In

**Young Americans—David Bowie (RCA)**

Mr. Bowie has gone through something of a turnaround in musical style in recent months, firing the rock band he called the Spiders from Mars and hiring a talented group of black musicians to perform a heavily R&B infused sound. The ever-spectacular David Bowie stage show has been modified accordingly, and initial reaction to the album from which his new single takes its name has been quite favorable, more so than any since Hunky Dory. Young Americans fits in well with the disco movement, and is proving its pop appeal as well. Its first break came two weeks ago at WXY(AM) Cleveland, and it has since been added by WKKO (AM) Boston, WRCE (AM) Washington, KQV(AM) Pittsburgh, and WCUE(AM) Cuyahoga Falls, Ohio.

### Extras

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

- **Autobahn**, Kraftwerk (Vertigo).
- **Bad Co.**, Bad Co. ( Swan Song).
- **Beer Barrel Polka**, Bobby Vinton (ABC/Dunhill).
- **Breaking Attraction**, Blue Swede (EMI).
- I'll Play for You, Seals & Crofts (Warner Bros.).
- **Immigrant**, Neil Sedaka (Rocket).
- **Leon»,** Wet Willie (Capricorn).
- **Living Your Life Before You Die, Point-3**, Blue Thumb (GRT).
- **Living a Little, Laughing a Little**, Spinners (Atlantic).
- **Love Finds Its Own Way, Glady's Knight & The Pips (Buddah).
- **Love Corp.,** Huey Corp. (RCA).
- **One Woman, Only, Nigel Olsson (Rocket).
- **Rainy Day People, Kris Kristofferson & Rita Coolidge (Monument).
- **Runaway, Charlie Kirkus** (Playboy).
- **Someone Take My Heart Away, Edgar Winter Group (Epic).
- **Two Plus Two, Jaggerz (Wooden Nickel).**
- **Wildfire, Michael Murphy (Epic).**

### Tracking the 'Playlist.'

Olivia Newton-John, Frankie Valli, and the Doobie Brothers retain their hold on the "Playlist" this week, with Minnie Riperton's Lovin' You, at four, the strongest gainer within the top 10. Elton John's Philadelphia Freedom makes its first top-10 appearance at nine. Newcomers are apparently not shying away from Ringo Starr's version of Hoyt Axton's The No-No Song with its references to various narcotic substances, and the single moves to 11. Emma by Hot Chocolate and Shame, Shame, Shame by Shirley and Co. continue to gain, with B. J. Thomass Hey Won't You Play Another Somebody Done Something Wrong Song, now topping some MOR charts, making its top-20 bow at 19. A number of singles in the second 20 seem ready to break the logjam higher up on the chart, with the closest to top-20 status being Barry White's What Am I Gonna Do With You, bolted this week at 22. Tony Orlando and Dawn's first Elektra effort, a remake of He Don't Love You (Like I Love You), is at 26 in only its second week on the chart. Al Green's L-O-V-E (Love) is making similarly strong gains, bolted at 36; and the Jackson Five's I Am Love is also bolted, at 37 and adding stations rapidly after a month of relative inaction. Ace's How Long is also moving with surprising speed for a debut single, bolted at 40 in its third week. Barry Manilow's It's A Miracle continues to add stations, and is bolted at 41. Queen's Killer Queen, at 42, is establishing the British glitter rockers on American charts for the first time. Bennie Bell's Shaving Cream is the first novelty single in some months to achieve widespread acceptance, and is bolted at 48, while the Blackbyrd's Walking in Rhythm is giving jazz-oriented progressive R&B some rare pop exposure, bolted at 57. Strongest among the new "Playlist" entrants is Paul Anka's I Don't Like to Steep Alone, at 45, and apparently less likely than his two previous singles to arouse feminist anger. Pure Prairie League's Amie breaks in at 53 after several weeks just off the chart. Earth, Wind & Fire, another R&B group popular with progressive audiences, is making what may be its best effort at pop recognition with Shining Star, bolted at 63. Two of RCA's brightest lights, David Bowie and John Denver, make the list with their latest singles, with Mr. Bowie's soul-influenced Young Americans at 66 and Mr. Denver's live version of Thank God I'm A Country Boy at 67.

Broadcasting Mar 24 1975 48
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<td>Queen—Elektra</td>
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<tr>
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<td>Lucy Soul (2:55)</td>
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The Broadcasting
Playlist
Mar 24

These are the top songs in air-play popularity on U.S. radio, as reported to
broadcasting by a nationwide sample of stations that program contemporary,
op-40 format programming. Each entry has been "weighted" in terms of
audience ratings for the reporting station on which it is played and for the part
"the day in which it appears." [S] indicates an upward movement of 10 or
more chart positions over the previous Playlist week.
## Broadcasting

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<th>% change in week</th>
<th>High 1974-75</th>
<th>Low</th>
<th>P/E ratio</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
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## Cablecasting

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<th>Closing Wed, March 19</th>
<th>Closing Wed, March 12</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High 1974-75</th>
<th>Low</th>
<th>P/E ratio</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
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<tr>
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### Stock Market Summary

<table>
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<tr>
<th>Stock symbol</th>
<th>Closing Wed. March 19</th>
<th>Closing Wed. March 22</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>1974-75</th>
<th>P/E ratio</th>
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<tr>
<td>TELE-COMMUNICATION</td>
<td>TCOM O</td>
<td>2 3/4</td>
<td>2 3/4</td>
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<td>5 3/4</td>
<td>7/8</td>
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<td>TELEPROMPTER</td>
<td>TP N</td>
<td>4 5/8</td>
<td>4</td>
<td>+ 5/8</td>
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<td>35 1/4</td>
<td>0.00</td>
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<td>TOCOM*</td>
<td>TOCM O</td>
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<td>0.00</td>
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<td>+ 4.54</td>
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<tr>
<td>VIACOM</td>
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<td>5 3/4</td>
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<td>VIKA**</td>
<td>VIK A</td>
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**Total**: 85,757

### Programming

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<td>DISNEY</td>
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<tr>
<td>FILMWAYS</td>
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<td>FOUR STAR</td>
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<tr>
<td>FILM STAR</td>
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<tr>
<td>MGM</td>
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<td>TELEVISIONS INTL.</td>
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<td>TRANSCONTINENTAL</td>
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**Total**: 165,470

### Service

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<td>GREY ADVERTISING</td>
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<td>MAXWELL JOHNSON</td>
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<td>DILLY &amp; MATHER</td>
<td>DGIL</td>
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<td>J. WALTER THOMPSON</td>
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<td>UNIVERSAL COMM.</td>
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**Total**: 54,591

### Electronics

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<td>CCA ELECTRONICS</td>
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<td>CETEC</td>
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<td>CONAL INC.</td>
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<td>CONRAIG</td>
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<td>GENERAL ELECTRIC</td>
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<td>MAG</td>
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<td>MOTOROLA</td>
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<td>ZENITH</td>
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**Total**: 774,121

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*P/E ratio computed with earnings for last 12 months published by company. 1P/Stock split.

**Standard & Poor's Industrial Average**

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<th>Average</th>
<th>Value</th>
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<td>93.6</td>
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<tr>
<td>1.0</td>
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</table>

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**A-American Stock Exchange**

**B-Midwest Stock Exchange**

**C-New York Stock Exchange**

**D-Over the counter [bid price shown]**

**E-Pacifc Coast Stock Exchange**

1 Stock did not trade on Wednesday; closing price shown is last traded price.

Over-the-counter bid prices supplied by Hornblowers & Weeks, Hemphil-Noyes Inc., Washington, D.C. Yearly highs and lows are drawn from trading days reported by Broadcasting. Actual figures may vary slightly.

P/E ratios are based on earnings-per-share figures for the last 12 months as published by Standard & Poor's Corp., or as obtained through broadcasting's own research. Earnings figures are exclusive of extraordinary gains or losses.

* P/E ratio computed with earnings for last 12 months published by company. 1P/Stock split.

**No P/E ratio is computed; company registered net losses.**

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Broadcasting Mar 24 1975

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Media

Harry G. Stife, president and chief executive officer, Rath Packing Co., Waterloo, Iowa, elected president, Black Hawk Broadcasting Co., Waterloo. Robert Buckmaster, formerly president of Black Hawk Broadcasting, continues as chief operating officer and board chairman. Black Hawk stations are: KWNL-AM-TV and KFMW(FM) Waterloo; KLWV(AM) Cedar Rapids, Iowa; KTIV(TV) Sioux City, Iowa, and KAAL-TV Austin, Minn.


Molly Darr Messner, vice president, WCBG(AM) Chambersburg, Pa., additionally named general manager.


John J. Kerwin Jr., manager, unit managers, NBC Television Network, New York, named director, unit managers and administration. William Aulepp Jr., unit manager, named director, unit manager operations, NBC Television Network.

Ronald L. Gleason, director of advertising and sales administration, Compu/Net, Los Angeles, controls data operations, named director of research and sales promotion, KGO-TV San Francisco.

James R. Short, with Dayton Communications, Dayton, Ohio, named general manager, WMGH(FM) Vevay, Ind.

Ron Mason, sales manager, WQRT(AM)-WQEZ(FM) Birmingham, Ala., named operations manager of stations.

Broadcast Advertising

Gary S. Koester, national sales manager, WEEI(AM) Boston, named sales manager, CBS Radio Spot Sales, Chicago office.

Ellen Hulleberg, research director, McGavren-Guild, New York, elected VP.

Tom Hayes, VP, PRO Time Sales, Chicago, named manager, central division, with responsibility for company’s sales offices in Chicago, Detroit, Cleveland, Dallas, Memphis and Denver.


Tom Maguire, local sales manager, KSCT-TV San Jose, Calif., named general sales manager, succeeded by Larry Cusden, account executive, KSCT-TV.

Dick Bove, sales manager, KOAX(FM) Dallas, named general sales manager, KXTX-TV Dallas.

Sherman C. Wildman, account executive, WCBS-TV New York, named retail/development sales manager, WCRS-TV.

Carl Cloyd, with KDIA(AM) Oakland, Calif., named sales manager, KSOL(FM) San Mateo, Calif.


Dan R. Hubert, senior VP and associate creative director, Compton Advertising, New York, named creative director.

Gregory T. Lano, on sales staff, WSMW-TV Worcester, Mass., named local-regional sales manager.

Don Kobiela, formerly operations manager, WHLK(AM) Lakewood, N.J., named creative services director, KQV(AM) Pittsburgh.

Programing

Dennis Johnson, manager, live nighttime programming operations, NBC Television Network, New York, named manager, comedy programs, NBC-TV West Coast, Burbank, Calif.

Eric G. Norberg, assistant program director, KMPC(AM) Los Angeles, named program director KEX(AM) Portland, Ore., succeeding Victor Ives, named to same post, KSFO(AM) San Francisco. All are Golden West Broadcasting stations.

Jim Tuerson Jr., assistant program director, WLS-TV Chicago, named program director, KGO-TV San Francisco. Both are ABC-owned stations.

Bobby Rich, air personality, KJXJ(AM) Los Angeles, named program director, KFMB-FM Mendocino, Calif.

Wash Allen, announcer, KCOH(AM) Houston, named program director.

Herb Hunt, news director, WQYK-FM Tampa, Fla., named associate program director, WLCY-FM Tampa-St. Petersburg, Fla.

Richard Irving, VP-director and producer, Universal Television, named to newly created position of VP-television production controls, Universal City Studios, Universal City, Calif.

Barbara Hunter, sports anchorperson, KGO-TV San Francisco, named sportscaster, KNBC-TV Los Angeles.


Jacquie Murphy, assistant news director, ware(AM) Ware, Mass., named producer-hostess of daily talk show, Gary James, announcer, ware, named program-music director.

John Brodie, former San Francisco 49er star and network sportscaster last season, named sports director, KRON-TV San Francisco.

Russell Warren Johnson, lecturer at Howard University’s School of Communications, Washington, named to head special interest program project, National Public Radio, Washington.


Broadcast Journalism

Ken Kashihara, co-anchorman, KABC-TV Los Angeles, named ABC News correspondent in Los Angeles.
Equipment & Engineering

Joseph C. Clocone, account manager, Data Packaging Corp., named northeastern regional sales manager, Electro Sound Inc., Sunnysvale, Calif.

Fred S. Howink, who retired as VP-general manager, Evening Star Stations, Washington, five stars as chairman and chief executive officer, Commercial Electronics Inc., Mountain View, Calif.

Robert B. Sommer, secretary-treasurer, Western Video Systems Inc., San Diego (formerly San Diego Video), elected chief executive officer.

Allied Fields

FCC Chairman Richard E. Wiley on Friday (March 21) received Alumni Achievement Award from Georgetown University's Alumni Club of Metropolitan Washington. Chairman Wiley was awarded L.L.M. degree by Georgetown Law Center in 1962.

Roy H. Park, president, Park Broadcasting, Ithaca, New York, received Watauga Medal from his alma mater, North Carolina State University, for "distinguished contributions to the advancement of NCSU," at annual Founders Day banquet in Raleigh.

J. Leonard Reinsch, chairman of board, Cox Cable Communications and member of board of directors, Cox Broadcasting Corp., named to receive first board of directors award, from American Women in Radio and Television for "lifetime achievement in broadcasting and total dedication to AWRT." Award will be presented April 24 at AWRT's annual convention in Chicago ("Closed Circuit," March 10).

Lewis F. Parker, administrative law judge for Drug Enforcement Administration, Department of Justice, Washington; Theodore P. von Brand, administrative law judge, Interstate Commerce Commission; and Thomas F. Howder, administrative law judge, U.S. Department of Labor, named ALJs for Federal Trade Commission.

Bob J. Gage, formerly co-owner, Karl-
FM actions


* KYTV-FM Montgomery, Ala.—Radio Montgomery granted C to replace existing station. Action March 12.

* Provo, Utah—Equinox Inc. Broadcast Bureau granted 94.9 mhz, 29 kw, HAAT minus 660 ft. P.O. address: 3111 South State St., Provo, estimated operating cost $38,000; first-year operating cost $43,000; revenue $48,000. Format: country. Contempo: Principles: David S. Grow (45%); real estate developer; Larry V. Boll (20%); director of management and operations. Association: They have interest in KEYFM(AM) Provo, Utah. Action March 5.

* Lander, Wyo.—Fremont Broadcasting, Broadcast Bureau granted 97.5 mhz, 25 kw, HAAT —43 ft. P.O. address: 630 W. 4th St., Lander, estimated operating cost $32,000; first-year operating cost $37,000; revenue $47,000. Format: country. Contempo: Principles: Michael E. Breeze (100%) owns KOVE(AM) Lander (BPH-9004). Action Feb. 27.

FM starts

* KWAQ Sun City, Ariz.—Authorized program operation on 106.3 mhz, ERP 3 kw, HAAT 97 ft. Action March 10.

* KMSA Grand Junction, Colo.—Authorized program operation on 91.3 mhz, TPO 10 w, HAAT 80 ft. Action Feb. 20.

* WDFP Battle Creek, Mich.—Authorized program operation on 93.3 mhz, ERP 3 kw, HAAT 161 ft. Action March 10.

* KPOX Havre, Mont.—Authorized program operation on 92.5 mhz, ERP 49 w, HAAT 500 ft. Action March 10.

* KPOE Humble City, N.M.—Authorized program operation on 93.6 mhz, ERP 100 kw, HAAT 334 ft. Action March 10.

* WTRB Kentville, N.S.—Authorized program operation on 92.7 mhz, ERP 12 kw, HAAT 175 ft. Action March 10.

* KBBB-FM Borger, Tex.—Authorized program operation on 104.9 mhz, ERP 26 kw, HAAT 175 ft. Action March 10.

* KBBD-AM Beaver, Utah—Authorized program operation on 90.1 mhz, TPO 10 w. Action March 10.

FM licenses

Broadcast Bureau granted following licenses covering new stations:


* WSSR Springfield, Ill.—Sangamon State University (BLH-6519). Action March 11.

* WQRT Danville, Ind.—Hendricks County Broadcasting Corp. (BLH-6557). Action March 11.

* WSRX Altoona, Mich.—Board of Control of Grand Valley State College (BLED-1350). Action March 11.


* WONDX Olive Hill, Tenn.—Regional Life Foundation (BLED-1344). Action March 11.

Ownership changes

Applications

* KROP(AM) Brawley, Calif. (1300 khz, 1 kw-D)—Seeks assignment of license from Roake Inc. to John B. Sodette for $240,000. Seller: Boyd Kelly has interest in KAD(A) (AM) Grand Prairie, KDWW(AM) Stamford and KBFD(FM) Wichita Falls, all Texas. All parties agree to interest in KERN(AM) McAllister, both California; KTBO(AM) Brawley, both California; John B. Sodette has been active in broadcasting for many years and has been in charge of accounts for KSTS(TV) San Diego. Action March 10.

* KARL-AM Carlisle, Calif. (95.9 mhz, 2 kw)—Seeks assignment of license from Far West Broadcasting Corp. to Tri-Cities Broadcasting for $75,000. Seller: Far West seeks to sell station to another due to financial losses. Buyer: Jeffrey Chandler (99%) is a California real estate developer. Action March 4.

* KBL(C) Lakeport, Calif. (1270 khz, 500 w-D)—Seeks transfer of control of Lake County Broadcasting Co. from Don and Dorothy Emerson (60% before; 0% after) to Noel Knight Jr. and Noel Knight Sr. (40% after; 0% before). Consideration: $150,000. Principal: Noel Knight Jr. is general manager of KBL(C). Action March 10.

* WNYC(AM) (1350, 1 kw-D), WNYC(TM) (AM) (1500, 1 kw-D) and WNYC(W) (AM) (1600, 1 kw-D) of New York City to Herbert C. and Ethel A. Rice (60% before; 70% after) to Michael C. Rice, trustee, Herbert C. Rice family trust (40% after; 30% before). No consideration. Principal: Herbert C. Rice. Action March 10.

* WLB(E)AM Leeuws-Bestu, Fla. (700 khz, 5 kw—$200,000. Seller: Seeks transfer of control of the Newum Broadcasting Co. from Herbert C. and Ethel A. Rice (60% before; 0% after) to Michael C. Rice, trustee, Herbert C. Rice family trust (40% after; 0% before). No consideration. Principal: Herbert C. Rice. Action March 10.

* WNRJ(AM) Gainesville, Ga. (1130 khz, 1 kw-D)—Seeks transfer of control of WLBA Inc. from Noranda Inc. (50% before; none after) to Ernest H. Reynolds, Jr., Malone K. Reynolds, Ernest Hyman Reynolds and Bobby R. Reynolds (none before; 100% after). Consideration: forgiveness of outstanding debt. Principal: Ernest H. Reynolds, Jr. et al. are owners of WLBA(AM). Action March 10.

* WADO-AM Wayneboro, Miss. (AM) (990 khz, 1 kw-D): FM: 105.5 mhz, 3 kw)—Seeks transfer of control of Martin Broadcasting Co. from Wilbur J. Martin, Jr. (99% before; 1% after) to Wilbur J. Martin, Jr. (91% after; 9% before). Consideration: None. Principal: Wilbur J. Martin, Jr., general manager of WABO-AM-FM, is son of Wilbur J. Martin Sr. Action March 11.


* WBLK-FM Des Moines, Iowa (93.7 mhz, 56 kw)—Seeks transfer of control of WBLK Broadcasting Corp. from Franklin L. Woerner (none before; 85% after) to Franklin L. Woerner (none before; 85% after). Consideration: None. Principal: Franklin L. Woerner, son of Frank Woerner, is son of Rita L. Woerner. Action March 10.

* WENTAM-Gloversville, N.Y. (1340 khz, 1 kw-D), 250 kw—Seeks transfer of control from WENT Broadcasting Co. to Dean Broadcasting Co., for $320,000. Seller: Joseph H. Tubin, president and treasurer, wishes to sell because of health reasons. Buyer: Richard Ruby (100%) is general manager of retail furniture and appliance store Ann. March 10.

* KEED(AM) Eugene, Ore. (1450 khz, 1 kw)—Seeks transfer of control of Century Pacific Broadcasting Corp. to John W. Mowbray, Chris Wedes and John W. Mowbray (none before; 100% after). Consideration: None. Principal: Monroe Broadcasting, consisting of WSLY, Monroe, Del., WBBB, Berthold, Shellito Broadcasting, Southington, Conn., and Dean and Mike Burdette, owner of KDA(AM) Spokane Wash. Action March 10.

* KXOS(AM) Slatwater, Tex. (1290 khz, 1 kw—D)—Seeks transfer of control of Stein Broadcasting Co. from Myrl Stein (55% before; none after) to Jack Stein. (45% after; 0% before). Consideration: $26,500. Principal: Jack Stein, general manager of...
Summary of broadcasting

FCC tabulations as of Jan. 31, 1975

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<th>On air</th>
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* Special temporary authorization
** Includes off-air licenses

Facilities changes

TV actions

- WBKB-TV Alpena, Mich.—Broadcast Bureau granted assignment of license from San Juan Broadcasting Co. to Blue Mountain Broadcasting Co. for $250,000. (Feb. 7, 1975)

AM applications

- WSTD Beloit, Neb.—Seeks CP to change ant.-trans., and studio location to A-1, 5 miles west-southwest of Beloit (Jan. 31, 1975)

AM actions

- KDLX Detroit Lakes, Minn.—Broadcast Bureau grants request to make changes in ant.-trans.; condition (BP-1986). Action March 11.

AM applications

- KWSN Shawnee, Okla.—Seeks CP to change ant.-trans., and studio location to MacArthur and Bryan Streets, Shawnee. (Ann. March 10)

AM actions


FM actions

- KPLS-FM Forest Lake, Minn.—Seeks to change call sign to KFSP (300 w., 5 miles north-northeast of St. Cloud). (Jan. 31, 1975)

FM application

- KPMR-FM Park Rapids, Minn.—Seeks to change call sign to KPKR (100 w., 5 miles north-northeast of Park Rapids). (Jan. 31, 1975)

AM starts

- Following stations were authorized program operating authority for changes on date shown:
  - WELE South Daytona, Fla. (BP-1976), March 5
  - WKYS Burnsville, N.C. (BP-1976), Feb. 27

FM stations

- KCLA-FM Redlands, Calif.—Broadcast Bureau grants CP to change trans., location to 1 mile northwest of Calif. Hwy. 18, on Cloudland, Calif. (Jan. 31, 1975)

FM application

- KPRM-FM Rialto, Calif.—Broadcast Bureau grants assignment of license from San Juan Broadcasting Co. to Blue Mountain Broadcasting Co. for $250,000. (Feb. 7, 1975)

AM starts

- Following stations were authorized program operating authority for changes on date shown:
  - WELE South Daytona, Fla. (BP-1976), March 5
  - WKYS Burnsville, N.C. (BP-1976), Feb. 27

FM stations

- KCLA-FM Redlands, Calif.—Broadcast Bureau grants CP to change trans., location to 1 mile northwest of Calif. Hwy. 18, on Cloudland, Calif. (Jan. 31, 1975)

FM application

- KPRM-FM Rialto, Calif.—Broadcast Bureau grants assignment of license from San Juan Broadcasting Co. to Blue Mountain Broadcasting Co. for $250,000. (Feb. 7, 1975)
 WNJR.

Associated F.

Lexington, 9277). Action March 5.

CP (extended), granted mod. of CP to change trans. and ant.; ERP

ft.; remote control from (BPH-9353). Action March 5.

WQLQ(FM) Berlin, N.H. — Broadcast Bureau granted request for rule waiver for comparable television tuning rules. Bureau was convinced that rules currently utilized in television receivers manufactured on or after July 1, 1975, detract from correct tuning accuracy within ±2 mHz of correct frequency. QIusar requested permission to use tuners which were accurate to within ±2 mHz of correct frequency, with 95% of the total complying with the ±2 mHz accuracy standard. FCC found that waiver was warranted in view of small number of receivers involved and substantial expenses Qusar would incur if waiver were denied. Action March 11.


WCKO(FM) Pompano Beach, Fla. — Broadcast Bureau granted request for rule waiver to identify as Pompano Beach-Ft. Lauderdale, Fla. Action March 4.

WUSB(FM) Tampa, Fla. — Broadcast Bureau granted request for rule waiver to identify as Tampa-St. Petersburg area. Action March 4.

WAIAM Chicago—FCC denied application of WAIAM-Chicago for presunrise service authorization. WAIAM was pursuing presunrise hours had already been denied in rulemaking proceeding. Commission found that WAIAM's request was based on an unusual circumstance or change to earlier authorization. Action March 12.

WXFM(FM) Elmwood Park, Ill. — Broadcast Bureau granted request for rule waiver to identify as Elmwood Park-3, Ill. Action March 4.

WYEFE-FM Winnebag Mounds, Ill. — Broadcast Bureau granted request for rule waiver to identify as Wisconsin-8-Telephones. Action March 4.

Topeka, Kan.—FCC denied request by Coordinating Committee of the Black Community for reconsideration of FCC's position on a significant issue of license renewal. The Commission's decision was based upon the public's interest in and the opportunity for consideration of the issues. Action April 4.

WVYK(A) Louisi., Ky.—FCC granted application for renewal of license, which was amended to correct trans. and ant. on Mar. 31, 1975. Action April 4.

WEZr-FM Houston — Broadcast Bureau granted CP to change trans. to 1070 kw; ERP 16.5 kw; ant. height 790 ft. (BPH-9284). Action April 4.

WEZR Manassas, Va. — Broadcast Bureau granted CP to install new ant. for use with main and auxiliary trans.; ERP 100 kw max.; ant. height 875 ft. Action April 5.


FM stations

FCC authorized new program operating authority for changing facilities on date shown:

WWVW, Kanchee, Japan, 900 kHz.(BPH-6949), Nov. 28.

WTVI, Lincoln, Nebr., 500 kW, 270 m ft. Antenna to be raised 30 m ft. to further improve directional spread. Notice March 16.

The Cliffs and west of Erie, Pa. — Broadcast Bureau granted CP to operate translator rebroadcasting K57AJ, station on ch. 57, on ch. 15, at Station's request. Action March 16.


Professional Cards

Atlantic Research Corp.
Jansky & Bailey
Telecommunications Consulting
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5309 Cherokee Avenue
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—Established 1926—
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Phone: (201) 746-3500
Member AFCCE

Edward F. Lorentz & Associates
Consulting Engineers
(formerly Commercial Radio)
1334 G St. N.W., Suite 505
Washington, D.C. 20005
Phone: (202) 396-3232
Member AFCCE

Cohen and Dippe1, P.C.
Consulting Engineers
537 Munsey Bldg.
Washington, D.C. 20004
Member AFCCE

A. D. Ring & Associates
Consulting Radio Engineers
1771 N St., N.W.
Washington, D.C. 20036
Member AFCCE

Gautney & Jones
Consulting Radio Engineers
2922 Teleser Ct. (703) 560-6500
Falls Church, Va. 22042
Member AFCCE

Lohnes & Culver
Consulting Engineers
1156 15th St., N.W., Suite 604
Washington, D.C. 20005
(202) 296-3232
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J. E. Smith
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2029 K Street, N.W.
Washington, D.C. 20006
(202) 877-6755
(301) 770-9470
(302) 233-4664
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Jules Cohen & Associates
Suite 400
1730 M St., N.W., Washington, D.C. 20036
Member AFCCE

Carl E. Smith
Consulting Radio Engineers
8200 Snowville Rd.
Cleveland, Ohio 44111
Phone: 216-526-4586
Member AFCCE

Hammett & Edison, Inc.
Consulting Engineers
Radio & Television
Box 69, International Airport
San Francisco, California 94128
(415) 442-5208
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9208 Wyoming Pl.
Hiland 4-7010
Kansas City, Missouri 64114

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9616 Pinkey Court
Potomac, Maryland 20854
301-299-3900
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Consulting Radio Engineers
Applications and Field Engineering
Computerized Frequency Surveys
345 Colorado Blvd.—80206
(303) 252-2543
Denver, Colorado
Member AFCCE

Oscar Leon Cuellar
Consulting Engineer
1563 South Hudson
(303) 756-8456
Denver, Colorado 80222
Member AFCCE

Hatfield & Dawson
Consulting Engineers
Broadcast & Communications
906-30th Ave.
Seattle, Washington 98122
(206) 324-7860

Midwest Engineering Associates
Consulting Engineers
F. W. Hansen, P.E.
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

Dawkins Espy
Consulting Radio Engineers
Applications/Field Engineering
P.O. Box 3117—Olympic Station 9212
Beverly Hills, Calif.
(213) 722-3344

Hatfield & Dawson
Professional Broadcast and Communications
New HATFIELD & DAWSON
1771 14th St., N.W.
Washington, D.C. 20005
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A. E. Carl Cullum, Jr.
Consulting Engineers
Inwood Post Office
Washington, D.C. 20004
Dallas, Texas 75209
(214) 651-8540
Member AFCCE

John B. Heffelfinger
9208 Wyoming Pl.
Hiland 4-7010
Kansas City, Missouri 64114

E. Harold Munn, Jr., & Associates, Inc.
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7399

Oscar Leon Cuellar
Consulting Engineer
1563 South Hudson
(303) 756-8456
Denver, Colorado 80222
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John H. Battison Assocs.
Consulting Broadcast Engineers
AM-FM-TV-CATV-Microwave
10073 Echo Hill Drive
Cleveland, Ohio 44141
216-526-3906

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Accounts Receivable
Data Processing for Cable Television
P.O. Box 13040 / Sacramento, Ca. 95813
(916) 441-4762

Commercial Radio Monitoring Co.
Precision Frequency Measurements, AM-FM-TV
Monitors Repaired & Certified
123 S. Market St.
Lee's Summit, Mo. 64063
Phone (816) 524-2777

Cambridge Crystals
Precision Frequency Measuring Service
Specialists for AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

Spot Your Firm's Name Here
To Be Seen by 120,000+ Readers—
among them, station owners and managers, chief engineers and technicians—applicants for am fm tv and facsimile facilities.
1970 Readership Survey showing 3.2
(2.0) 341, 34.0 1.0, 1.0.
Cable

Applications

Following operators of cable TV systems requested certification of compliance:

- Fountain Valley Cable Co., 3120 Brady Blvd., Fountain Valley, Calif. (CAC-4828) for the Los Angeles County, Calif.;
- Sierra Nevada: KBTV broadcasting operators.

- Cape Coral, Fla.: KBTV broadcasting operators.
- Cove Creek: KBTV broadcasting operators.

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Help Wanted Management

Pittsburgh-aggressive, sales oriented manager, medium-sized station, good opportunity, salary and commis- sion. Box C-246, BROADCASTING.

Help Wanted Sales

California station seeking sales manager, community participating, who can lead, direct sales staff, and develop own billing. Salary, incentives, bonuses. Box C-104, BROADCASTING.

Florida multi-station group wants seasoned pro first ticket to help produce beautiful MOR sound for discriminating adults. Selling stations to manage. Medium market, fulltime facility. Box C-230, BROADCASTING.

Help Wanted Auditors

Florida multi-station group wants seasoned pro first ticket to help produce beautiful MOR sound for discriminating adults. Selling stations to manage. Medium market, fulltime facility. Box C-230, BROADCASTING.

Top progressive FM needs chief engineer. Must have experience in construction and maintenance. WIRL, 172 Fulton Avenue, Hampton, N.J. 08820.


Midwest 8&9 seeks qualified chief engineer. Must know rules, head of all operations as chief and have directional experience. Good pay, benefits. Call the manager, 812-423-2221. EOE.

Engineer-Auditor wanted, Maryland AM/FM, 301-876-1515.

Help Wanted News

Tired of the major market shuffle? Job security is alive and well in Fargo, North Dakota, a growing market unscarred by the recession. Prefer Midwest oriented Pros. No students. Experience necessary. Jay Joiner, KFQO, 701-237-5245, Box C-237, BROADCASTING.

Morse AM/FM Automation chief. Top equipment, excellent facilities, strong maintenance, profit sharing, and more. Move up. EOE. Box B-190, BROADCASTING.

Wanted-Announcer for MOR AM daytime/FM automated. Must be young, good problems, experience and weekend work. A great place to work! Send resume and recent photo, P.O. Box 215, La Salle, IL 61340. An Equal Opportunity Employee. EOE.

Top 40 DJ. Strong on production. Send air check and recent photo to: R. A. Vincent, PD, Box 392, Harrisonburg, VA 22801.

Help Wanted Technical

Marysville AM/FM Automation needs Chief. Top equipment, excellent facilities, strong maintenance, profit sharing, and more. Move up. EOE. Box B-190, BROADCASTING.

Miami, Florida. AM/FM stereo operation offers permanent position to a qualified engineer. Station has new equipment and outstanding 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.

Class A FM on outskirts of NYC looking for contract engineer to do maintenance and inspection. Must have maintenance experience. Box C-224, BROADCASTING.

Midwest AM-FM Chief needed for automated Station, Contact Ed McKernern, KVOC, Emporia, KS 66801, 316-342-1400.

Top progressive FM-er seeks chief engineer. Must know rules, head of all operations as chief and have directional experience. Good pay, benefits. Call the manager, 812-423-2221. EOE.

Engineer-Auditor wanted, Maryland AM/FM, 301-876-1515.

Help Wanted Programming, Production, Others

P.O. personality needed for midnight solid gold SKW daytime. You gotta believe in gold! Mature, intelli- gent, and patient. Salary, fringe, opportunities. Box C-237, BROADCASTING.


Writers: Organized, original thinker with production feel needed now. If you think like Flagg and can keep it neat, call Jack Shaw 919-267-1806.

Situation Wanted Management

Attention absentee owners, let cost conscious, seasoned broadcaster manage your small market station. Program, news, management and sales experience. Box B-190, BROADCASTING.

Experienced team in management, sales, engineering, programming. Permanent or temporary assignments. Station will solve your problems. Box C-223, BROADCASTING.

Manager-small to medium, multi-station market, if you’re looking for a motivator, 14 yrs. experience, strong sales, over a billion in local sales in past years, looking for challenge of turning your P & L around. Station manager. Box C-201, BROADCASTING.

Sales manager, seeking position in Syracuse, Roches- ter, Buffalo, N.Y. Box C-203, BROADCASTING.

Thoroughly experienced management for small to medium market radio or television, Working salesmen; effective programmer; award winning play by play; first place. Stable, dependable. Love five football season and need job. Send inquiry with reply, please. Box C-209, BROADCASTING.

Station manager, sales manager, Age 39 with proven track record in management from small to large markets. Strong sales ability. Top references. Box C-210, BROADCASTING.

Mature salesman/salesmanager—Prefer east coast. Box C-215, BROADCASTING.

GM, Medium, large market. Experienced AM, FM, top 40, 81, educated, stable. Go anywhere for right opportunities. Box C-208, BROADCASTING.

Hardworking experienced manager. Honest and sober. Will relocate for right offer. Box C-229, BROADCASTING.

Sales/program oriented pro. 10 years experience sales, managing, ownership. Seeks management opportunity, medium market/chain, good music, tight sales, sales opportunity. Metro. Adult format. Box C-256, BROADCASTING.

Situation Wanted Sales

Dynamic salesman in top ten market seeks opportunity to develop potential as sales manager; have ability, potential, drive and initiative. Box C-158, BROADCASTING.

Sales results guaranteed, provided 1 produce spots for clients. Prefer midwest. Fred Rosenthal. 312-584-7255.

Situation Wanted Announcers

DJ, 3rd phone, right board, good news and commer- cials, ready now. Anywhere. Box H-G, BROADCASTING.

Top fan market personality with first and degree seeks FM rock or beauty alike. Will consider smaller markets in CA, CO, or Southwest. Box C-36, BROADCASTING.

DJ, Entertainer on and off, 3rd endorsed, right board, sales experience; interest production, needs 1st break. Anywhere. Anywhere. Contact, Country. MOR, 212-236-0745, call anytime. Box C-163, BROADCASTING.
Help Wanted Announcers

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

Help Wanted Technical

Chief Engineer, We're growing, and we need help. Our expansion demands a strong chief engineer who is both technical and sales oriented. If you'd like to be part of one of the fastest growing chains please send resume to Box C-247, BROADCASTING.

Help Wanted News

Serious newsman seeks challenge in heavy news-oriented station. Prefer Capital or East Coast/Midwest, large or medium market. Excellent opportunity. Resume please. Box C-229, BROADCASTING.

Situation Wanted Techinicl

Major Market FM or Group Chief Engineer. Experience in FM development and successful sales programs, plus first class engineering. Experience as chief in major and minor markets as well as transmitter field engineer for manufacturer. Prefer northeast or west coast, interview at NAB. Box C-255, BROADCASTING.

Situation Wanted News

Serious newsman seeks challenge in heavy news-oriented station. Prefer Capital or East Coast/Midwest, large or medium market. Excellent opportunity. Resume please. Box C-229, BROADCASTING.

First time job. Will go anywhere for good opportunity. Third phone, password, personality and ability to take direction, Chris Parks, Second Floor, 726 Chestnut Street, Philadelphia, PA 19106.

Reel’s crazy delin’ country. High ratings, all rock or contemporary offers considered. First phone. Call 404-364-9252.


Experienced announcer/engineer. 2 1/2 years experience, some major market. Bright, night, good production, audio. Must have a good work ethic. Must work hard. Desire permanence. Bill 904-778-7267.

Polished professional. Contemporary, Medium/large markets. Six years experience. Production while Randy. Box 5396, Fort Wayne, IN 46808.


Hard working and dedicated looking for Top 40 gig in medium southeast market. PD & MD experience. Call 404-226-1240 or 912-226-1240.

Pleasant personality with 3 years radio experience. Prefer MOR, but can work any format. Will do sales. Bill Smith 404-595-2673 or 404-595-1561.

Country DJ, 5 years experience, 3rd phone, family man seeking final move. Sam Basa 703-694-4231.


Experienced, tight board, PBP, sportscaster, good news and commercials. Want to do sales also. Ready now. A/C-PD, WRTN, WOHP, North Maple, Franklin, KS 66747. 913-292-4213.

I have first phone, radio experience, broadcast school trained. E. Hughes, 59 Hubbard Street, Batten Creek, MI.

Hard-working, top DJ who can do also effective sales. Has excellent’s experience and knowledge of music. 614-373-3923.

DJ, 3rd phone, tight board, good news and commercials, willing to relocate. Looking for a future. Blaine J. Reeds 402 Airport Road, Blackfoot, ID 83221. 208-785-1452.

Intelligent, highly-motivated veteran with B.A. degree looking for management position at station. Am seeking a career opportunity with a chance to be exposed to all facets of radio, from DJ to sales and everything in between. WPTQ Phone with endorsement and em broadcast school trained. For rate, reserve, and other pertinent information, write or call Mark J. Leitner, 39 Grove Avenue, Lockport, NY 14094. 716-433-8990.

First ticket, experienced, stable, good references. Currently North East, looking to move back South. Will relocate anywhere between North Carolina and Louisiana. Has broadcast and production/tight board. I’m no screamer. Prefer contemporary MOR, top 40 or Adult Contemporary. Call Mike Connolly, Kussen Street, Keaseyville, NY 12944. Or call me, 518-834-7369, collect.

Available now for radio announcer. Experienced, can work 60-70 hours per week. Tapes available. 402-843-5662.


TELEVISION

Help Wanted Management

Sender. Announcer, Alaska AM-FM-TV. Require strong manager with good accounting skills, also ability to handle personnel relations. Benefits and salary open. Reply Box B-178, BROADCASTING.

Group owned, CBS-TV affiliate, major mid west market needs bright, energetic, creative promotion manager, with a minimum of 1 year experience. Contact Box C-174, BROADCASTING.

Business Manager/Controller. Operator of Radio-TV CATV in Pacific NW. An Equal Opportunity Employer. Send resume to Box C-223, BROADCASTING.
Help Wanted Management

Account Executive. Our CATV clients have continuing needs for outstanding sales executives in various markets. We want college graduates who have completed school within the last three years. Send confidential resume to Fred Harris, Ron Curtis and Company, 9753 East River Road, O'Hare Plaza, Chicago, IL 60651.

WANTED TO BUY EQUIPMENT

Wanted: Manufacturer or supplier of portable, battery operated VHF audio monitor system for channel's 2 thru 13. Similar to portable radio, lost brochure test station. Write C-416, BROADCASTING.

WWCO requires new or used AM gayed tower 400 feet above base isolator. Contact Peter Marcus, 203.278.2468, 201-994-3309.

We are looking for (2) RCA 13V21B tubes. Contact Feinstein, 507-288-7700.

FOR SALE EQUIPMENT

Two RCA TR22 Color VTR's, complete with A/C.

CAT/CLO, spare heads, instruction manuals and ether. Average operating time less than 1000 hours. Contact National TV Company, 7200 S. Hill Dr., Manassas, VA 22110. 703-561-2715.

FM transmitter: 10KW Collins 830F-1A with stereo and SCA. Increasing power. Contact: Tom Jones, KNKR, Rochester, MN 55907. 507-288-7700.


TV transmitters, VHF Ch. 4, both including VSFB filter and diplexer: (1) RCA 25 kw TIT25AL with air-coupled TIT25AL driver, excellent characteristics; (2) RCA TT-2AL, 2 kw. Test loads and spare parts available. Write WCCO-TV, Engineering, 50 South 9th Street, Minneapolis, MN 55402.

Marin, immediate delivery from our inventory, reconditioned remote pickups and studio transmitter links. Terms available. BESCO, 8558 Stannens Freeway, Suite 112, San Diego, CA 92121. 619-330-5580.

PC-70 Color Camera, excellent for studio or remote. New tubes. $300.00. Chief Engineer, 813-334-1131.


CCA Transmitter - 1kw AM/FM, Stroodnant AM-62A Field Intensity Meter 1-100GHZ, D&T Enterprises, 4200 Howard Ave., Alexandria, VA 22304. 703-751-8100.

Two Complete Stereo Automation Systems. For details contact Richard A. Schlo, 16-681-0161.

WANTED

Help Wanted Management

Account Executive. Our CATV clients have continuing needs for outstanding sales executives in various markets. We want college graduates who have completed school within the last three years. Send confidential resume to Fred Harris, Ron Curtis and Company, 9753 East River Road, O'Hare Plaza, Chicago, IL 60651.

WANTED TO BUY EQUIPMENT

Wanted: Manufacturer or supplier of portable, battery operated VHF audio monitor system for channel's 2 thru 13. Similar to portable radio, lost brochure test station. Write C-416, BROADCASTING.

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Two Complete Stereo Automation Systems. For details contact Richard A. Schlo, 16-681-0161.
Help Wanted Management

**TOP TEN MARKET**
Major MOR opening for operations manager plus air shift. Need creative mover to add excitement to overall sound. All replies confidential. E.O.E.
Box C-236, Broadcasting

Help Wanted Sales

ACCOUNT EXECUTIVES—Our television, radio and cable television clients have a continuing need for account executives in small, medium and large markets. Sales experience not necessary, but helpful. We want candidates who have graduated from college within the last three years. Send complete resume to Mike Welker, Ron Curtis & Company, 5725 E. River Road, O'Harle Plaza, Chicago, Ill. 60631, or call (312) 968-6571.

Help Wanted News

MORNING NEWS
Must be strong on air, must be capable of writing under pressure, must have reporting experience. Play-by-play of Big Ten Football also desirable. Stable environment and good salary. If you qualify, send tape and resume to Jerry Reid, KSTT, P.O. Box 3786, Davenport, IA 52803.

Help Wanted Technical

CIRCUIT DEVELOPMENT ENGINEERS
Applicants should be familiar with latest solid state devices and techniques. BSEE 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. 95445.

Help Wanted Management

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Major MOR opening for operations manager plus air shift. Need creative mover to add excitement to overall sound. All replies confidential. E.O.E.
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Send resume and salary requirements to The Grass Valley Group, Inc., P.O. Box 1114, Grass Valley, Calif. 95445.
For Sale Stations Continued

MIDWEST
49% ownership available in top rated AM/FM combination in million plus market. 1974 gross approximately $900,000. $225,000 paid option to purchase remaining 51% over ten years. Reply to Box C-222, BROADCASTING.

Fulltime AM — $350,000
Class "C" FM — $250,000
Reno area. Qualified cash buyers only. Write: Box C-238, BROADCASTING

Major Midwest market opportunity for group broadcaster. 5,000 watt full time AM and full power Class C FM. Combined billings of $1,300,000 and growing. Asking $3,500,000 cash. Market in top twenty. Corporate officers only need reply. Box C-258, BROADCASTING.

Top ten ADI FM facility needs owner with ample financial resources. Station offers superior coverage of top ten market. Presently profitable but has not nearly achieved potential. Asking $1,900,000 cash. Principals only need reply. Box C-259, BROADCASTING.

Top five market AM-FM combination will gross over $2,000,000 in 1974. Asking $5,350,000 cash for this major facility in this large market. Box C-261, BROADCASTING.

AM-FM $700,000
TV $3,600,000
John Grandy
Western Business Brokers
773 Foothill Boulevard
San Luis Obispo, California
805-544-1310

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BROKERS & CONSULTANTS
Serving all 50 States
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305-392-4210

For Sale Stations Continued

CENTRAL U.S.A.
Profitable AM-FM combination. Single station market, located near (top 100) large metro market. Real estate included. Price: $355,000, $125,000 down—balance 10 years.

Fulltime AM operating profitably in two station market. Excellent opportunity and potential for owner/operator. Price of $275,000 is less than twice gross, includes real estate. $70,000 down—balance 10 years to qualified buyer.

GULF COAST
Fulltime AM located in stable economy. Favorable studio and tower lease. Excellent new equipment. Good cash flow. Established history of profitable operation. Price: $315,000 cash, or $225,000 on terms to qualified buyer.

Radio broadcasting company needs equity capital to acquire three additional stations. $300,000 minimum investment in Limited Partnership. Excellent tax shelter program with large capital gains potential.

Contact Ron Curtis
O'Hare Plaza
5725 East River Road
Chicago, IL 60631
or call 312-693-6171

VHF-TV STATION
Leading station in growing major market. Network affiliated.

Principals only write:
P.O. Box 22065
Northeast Station
Washington, D.C. 20002

For Sale Stations Continued

Texas Major FM-Fulltime $2MM Terms
MW Small AM/FM $21M Terms
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Your Classified Ad in BROADCASTING will reach virtually 100% of the industry's decision makers.

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Books for Broadcasters

400. 1975 BROADCASTING YEARBOOK, the one-book library of radio and TV facts—the practically indispensable reference work of the broadcast business world. $17.50, or $15.00 prepaid

401. 1975 BROADCASTING CABLE SOURCEBOOK, the most complete and comprehensive listing for every operating system in the U.S. and Canada. $10.00, or $8.50 prepaid

402. THE LIGHTER SIDE OF BROADCASTING, a selection of 124 Sid Mix cartoons reprinted from BROADCASTING Magazine. An excellent gift. $5.50

403. AM-FM BROADCAST STATION PLANNING GUIDE by Harry A. Etkin. A comprehensive guide to planning, building, and operating a radio broadcast facility—AM, FM, or combined operation. Based on a lifetime of experience and intimate association in broadcasting. 8½ x 11”, illustrated. $12.95

404. THE ANATOMY OF LOCAL RADIO-TV COPY by William A. Peck. Leading station executives have called this book the one that sets the standard for radio-TV copy at the local level. Loaded with hundreds of ways to increase station billing with sales-proven copy. 104 pages. $5.95

405. BROADCAST STATION OPERATING GUIDE by Sol Robinson. This comprehensive reference encompasses every level of broadcasting. The secret to success in broadcasting, as in any other business, is knowing what to do and how to do it. This book tells it like it is. 250 pages. $12.95

406. THE BUSINESS OF RADIO BROADCASTING by Ed Rohr. How to operate a station as a profitable business and serve the public interest as well. This is the first textbook deal with broadcast station operation from beginning to end. Clearly explains proven techniques to follow, and cautions to observe. 400 pages, illustrated. $12.95

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Please send me book(s) number(s)
Payment for the full amount is enclosed.

Name
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City State Zip

For Sale Stations Continued

GOING TO THE NAB?
Ben Larson & Bill Walker
Will Be At The
MGM GRAND HOTEL
Stop By To Discuss
Sales, mergers, acquisitions, and appraisals
LARSON/WALKER & COMPANY

BROADCASTING’S CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad, indicate the EXACT category desired. Television or Radio. Help Wanted or Situations Wanted. Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

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

Copy: Deadline is MONDAY for the following Monday’s issue. Copy must be submitted in writing.

No telephone copy accepted.

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, films or VTR’s. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Rates, classified display ads:
—Help Wanted, 50¢ per word—$10.00 weekly minimum. (Billing charge to stations and firms: $1.00).
—Situations Wanted, 40¢ per word—$5.00 weekly minimum.
—All other classifications, 60¢ per word—$10.00 weekly minimum.

—Add 20¢ per Box Number per issue.
—Rates, classified display ads:
—Advertisements: $2.00 per issue.
—Situations Wanted (Personal ads) $25.00 per inch.
—All other $45.00 per inch.
—More than 4 lines billed at run-of-book rate.
—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunities advertising requires display space.

Legal Notices: Billed at run-of-book rate regardless of size or number of words.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip Code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, CDG, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name Phone

City State Zip

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Indicate desired category:

Copy:

Brokers & Consultants to the Communications Industry

RICHARD A. SHAHEEN, INC.

432 N. Michigan Ave. Chicago, Ill 60611
312/467-0040


THE KEITH W. HORTON COMPANY, INC.

200 William Street • Elms, New York 14020
P.O. Box 948 • (607) 733-7198

For Sale Stations Continued

ATTEND THE NAB

AT YOUR SERVICE WITH 20 YEARS EXPERIENCE.

New York City Office

RICHARD A.
SHAHEEN, INC.

432 N. Michigan Ave. Chicago, Ill 60611
312/467-0040

Brokers & Consultants to the Communications Industry

THE KEITH W. HORTON COMPANY, INC.

200 William Street • Elms, New York 14020
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Name Phone

City State Zip

Insert time(s). Starting date Box No.

Display (number of inches).

Indicate desired category:

Copy:
Profile

The power of positive

Bob Duffy of Christal

The facts are prominently displayed on his background sheet, but The Christal Company's Bob Duffy will still find a way to insert into any for-the-record conversation his standing as the youngest of all the major rep-firm presidents in the country right now (he's 34) and, in addition, the distinction he enjoyed 10 years ago of being the youngest big-college varsity basketball coach in the country (he was Colgate University's head coach from 1965 to 1967).

Mr. Duffy is genuinely proud of these accomplishments, because he lives by the ospel of success, achievement and positive mental attitudes. He says he's a devotee of the books that feature logical, common-sense approaches to success and prosperity, with Napoleon Hill's "Think and Grow Rich" at the top of a list that includes volumes like Norman Vincent Peale's "Enthusiasm Makes the Difference" and Maxwell Maltz's "Psycho-Cybernetics."

"Attitude is the key—a winning state of mind can be conditioned by mental toughness," says Bob Duffy, speaking with all the fervor of a man who's discovered an important secret and is willing to share it with anyone else who will listen. In line with his message, he projects an image that would be welcomed by any casting office in Hollywood for leading-man roles: he's tall and trim, meticulously groomed, with all-American-boy good looks diminished only slightly by a hairline hat's beginning to recede) and an almost overpoweringly energetic manner.

"Selling is an art form, not a game or a pastime," he enthuses, trying to distill in a few words the ingredients that go into the making of a successful salesman. "It's a myth that someone who's personable, handsome and well dressed can get to the top as a salesman on those qualities alone. The art of selling has to be studied carefully, like any other art, and it has to be experienced over a reasonable period of time. Don't forget that you're dealing with people, that you're trying to control thinking of another individual. Which means that the more you know about persuasion, motivation, human behavior, about psychology in the broad sense, the better you'll be at your job."

Mr. Duffy says he's always looking for the positive angle in any sales situation, and one of his favorite examples of this strategy involves a simple change in terminology. He didn't like the term "combination sale" to describe a rep firm's yokings together, for example, some of its teen-age-oriented and some of its adult-oriented stations and selling blocks of time to an advertiser as part of a package deal. He felt that the word "combination" implies an artificial joining of elements that are not compatible with one another. So now, at Christal, a combination deal is known as a "spectrum sale."

Christal has been engineering more of these kinds of sales in recent years because, while all of its 19 AM stations generally are slanted toward adults (25 and over), a good third of its 18 FM clients have gravitated to some form of rock, in most cases to cloak themselves in an identity that's light years away from that of their sister AM stations, according to Mr. Duffy.

The presidency of a radio-rep firm certainly qualifies Bob Duffy for success status. But he's convinced that if he'd commanded the self-awareness and positive mental attitudes at the age of 22 that he possesses today he'd now be in the twilight of an illustrious pro-basketball player's career. As a kid in Katonah, N.Y., and a half years later to take on the challenge of reorganizing The Christal Co., which had just been bought out by Cox Broadcasting. (Cox took it over on July 1, 1973, and Mr. Duffy was hired two months later. He was made president last August."

"He's a highly ambitious guy," concludes Bill Burton, "and he has the ability to be as big as he wants to be."
Hardy perennial

As he had promised, Senator Hugh Scott (R-Pa.) has once again embarked on a cause he has consistently been losing since he first took it up 42 years ago as a young member of the House of Representatives. Broadcasters, who are the senator's intended victims, must not complacently assume that the cause will automatically be lost again.

Senator Scott has introduced his familiar bill to establish in the copyright law a new right for record manufacturers and performers. The bill (S. 1111) would set a scale of compulsory fees that radio and television stations would pay into a pool to be distributed among performers and manufacturers of musical recordings. Details appeared in Broadcasting a week ago. By conservative arithmetic, the Scott bill would cost broadcasters at least $10 million a year—almost all of it from radio stations.

Throughout the tedious history of this legislation, Mr. Scott has argued that the performance of a musical work is as creative an act as the writing of it. By his reasoning, performers and manufacturers are entitled to their version of royalties that composers have historically derived from the performance of their copyrighted works.

Also by that reasoning, although Senator Scott has cagily refrained from mentioning the eventuality, there is no way to keep everybody else who is engaged in the presentation of literary or musical works from acquiring the same sort of right that Mr. Scott wants to legislate for record performers and manufacturers. If Mr. Scott's basic argument is sound, how can the new right be denied the actor who performs in a television film or the studio that produces it?

A point that Mr. Scott carefully omits or underplays is that performers and manufacturers in the record business are already compensated, often handsomely, for the work they do. Musicians are paid union scale or better, depending on their skill, popularity and bargaining power. Featured performers share in the proceeds from record sales. The revenues of manufacturers are limited only by individual ingenuity and the dimensions of the record market.

Beyond that, the whole process of record distribution is fueled by broadcast promotion—most obtained at no cost. Stan Cronyn, senior vice president of Warner Bros. Records, acknowledged that condition in a recent speech (Broadcasting, March 10) while urging the record business to diversify its marketing techniques.

"What would happen to our business if radio died?" asked Mr. Cronyn. "Half of us would have to give up our Mercedes leases."

Does Mr. Scott want to put two Mercedeses in every record executive's garage?

What the NAB really needs

The by-laws committee of the National Association of Broadcasters has suggested several changes in the size and composition of the NAB boards (Broadcasting, March 17). The announced purpose is to "improve the NAB by eliminating the seeds of divisiveness and by improving the representation and effectiveness of the board of directors and its executive committee."

The purpose is unlikely to be realized except by somewhat stronger measures than the by-laws committee has proposed.

In present composition the boards are tilted unrealistically toward radio or, to be more precise, small-market radio. That observation is made in the certain knowledge that it will be disputed by some small-market members of the NAB, who are convinced that the association directs excessive attention to affairs of interest to the big-city television membership.

The radio board now comprises 30 members, including five from networks. The television board has 15 members, including three from networks, although the by-laws authorize a total strength of 18. The joint board comprises the radio and television directors, the NAB president, the joint-board chairman and the immediate past chairman of the joint board. At the moment the last two seats are occupied by representatives of radio.

The by-laws committee proposes to reduce the radio board to 25 members and fix the television board at 15. It also proposes to eliminate the official role of the immediate past chairman, who would no longer occupy his present seats on the joint board and on the association's executive committee, which now consists of the past chairman, incumbent joint-board chairman, the chairmen and vice chairmen of the radio and television boards and the president.

Considering the composition of the by-laws committee, whose four members come from Red Wing, Minn.; North Adams, Mass.; Medford, Ore., and Seattle, it must be judged an act of statesmanship that the committee voted to reduce radio representation at all. The committee is to be complimented for taking a step in the right direction.

Equity demands, however, that television and radio be given equal voting power in directing NAB policy. Whatever the number of board members, the total voting strength of each board should be the same. If it is deemed reasonable that the radio board have more members than the television board, in recognition of the larger number of radio members of the NAB, let each radio director be given a fraction of a vote for a total matching that of the television board.

In case of tie votes in proceedings of the joint board, the decisive ballot would be cast by the presiding officer. And who should that be? The president and chairman of the National Association of Broadcasters.

In its present configuration, the NAB is overlaid at the top. The joint-board chairmanship and the presidency ought to be consolidated to give its occupant the status that is needed by the chief executive who is on the scene in Washington.

"When he said he wanted a sales manager, chief engineer, traffic director, copy writer, news director and first-phone MOR announcer, I thought he meant more than one man."
System 90 puts Harris ahead in program automation

- System 90 is a complete program automation control package, with many standard features that are usually considered optional in other systems.
- All programming is handled from a single control console, which can be conveniently located up to 150 feet away from the system. The console also provides continuous display of important operating data.
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And there's lots more. For complete information about the dependable, easy to operate, competitively priced System 90, write Harris Corporation, Broadcast Equipment Division, 123 Hampshire Street, Quincy, Illinois 62301.
Broadcast equipment designed today for the day after tomorrow.

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A NEW VTR, LOOK AT
A REALLY NEW VTR.

RCA's new technology
TR600 proves medium price
and small size can add
up to unsurpassed perform-
ance. Check the specs
— check the price — and
you'll discover that the
newest offers you the most.

See it at NAB.