Business for '74, '75, '76: Good, better, best
CBS makes its move; NBC responds; ABC still shuffling

Their Battles Had Just Begun.

What awaited returning veterans was almost worse than Vietnam. Overwhelming indifference. Lack of jobs and sympathy. Even, at times, hostility.

Last year, in our extensive, multi-faceted series, "Battles Just Begun," we focused on their difficulties when they returned and found the welcome mat wasn't there. For that series, written and produced by Ted Londphor, WMAL Radio 63 is honored to be the first and only commercial Washington radio station ever to earn the George Foster Peabody Award, known as the "Pulitzer Prize of broadcast journalism."

Our ability to benefit the community we serve is reflected in the legion of awards presented to us in our 50 years of broadcasting.

Public Service. It's what you'd expect from a station so widely and consistently commended. And no one does more of it in the Washington market.

Represented Nationally by McGavren Guild, Inc.

WMAL Radio 63
WHERE ALL IS SAID & DONE
Washington, D.C.
Seeing is believing (cont’d)!

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. In the first “Seeing is believing!” ad, you saw the lift WRET-TV gets from laughs. In every half hour, back-to-back sitcoms gave WRET-TV an average 150% rating increase and a 157% greater share of audience over the 2-hour span, based on a Nov.’74-Nov.’73 comparison. Viewing by women jumped 180% and viewing by 18-49 women went up 177%. That was a great growth story. But we didn’t know then that it was only a beginning. Now we present the continuing heroics of Lucy, the Hillbillies, Gomer and Andy in this sequel to “Seeing is believing!” Eyes right.

Viacom

Appointment calendar. President Ford is expected to pick director of Office of Telecommunications Policy this week from list of prospects on file for some time. As decision neared, Robert Wells, one-time FCC member, now Midwest broadcaster, agreed to give up his Harris-stations stock to meet condition White House originally imposed (though no law requires it). One of newer prospects, John Evans of ATC, cable MSO, has picked up support. Others are John Eger, OTP deputy director; Albert Horley, director of Health, Education and Welfare's Office of Telecommunications Policy; Lynn Wickwire, New York State Cable Commission executive director, and Michael H. Moskow, assistant secretary of housing and urban development.

As for FCC, there's no sign of change. Commissioner Abbott Washburn's term expires June 30, but reappointment is said to be assured. White House aides say that Mr. Washburn, after 20 years in Washington (part of time as deputy director of U.S. Information Agency under Eisenhower) has too much Republican clout to be pushed aside (and he has been exercising it in recent overtures to senators).

Rising C-P-M for papers. One of tools to be given TV stations this month to help them dislodge advertising dollars from newspapers is Television Bureau of Advertising analysis of central-city newspapers in top-50 markets: 131 papers in all. It shows among other things that since 1970 all 131 have raised their line rates — by anywhere from 6% to 136%, with average almost 55% — even though two-thirds of papers have lost circulation in same period.

Analysis will be presented at six TVB regional workshops devoted solely to selling against newspapers, starting today (May 5) at Chicago.

Family way. TV independents and smaller affiliates, now confronted with resignation from National Association of Broadcasters if they do not subscribe to NAB's TV code next year, may not have to face that contingency. Despite reaffirmation of principle of mandatory code subscription for NAB members at last January's meeting of NAB TV board, there's strong movement on to suspend or rescind requirement at board's next meeting in Washington week of June 16. As now written, code subscription becomes condition of NAB membership April 1, 1976.

Substantial number of independents, including Metromedia's, as well as smaller-market affiliates have told NAB they would have to give up membership, since their circumstances won't permit adherence to all provisions of code. Problem has been accentuated by recent adoption of family-viewing provisions, which independents say unfairly inhibit their scheduling (see story page 7).

Field trips. President Ford is reported to have been so satisfied with CBS News's live three-on-one interview with him two weeks ago (Broadcasting, April 28) that he is considering, in effect, taking format on road. On some future presidential trip out of Washington, there is prospect of Mr. Ford sitting down with local anchors for televised conversation. If so, it would probably take place of conventional news conferences President has been holding in cities he visits.

CBS's three-on-one, incidentally, did not start that way, according to White House aides. Originally, Walter Cronkite was to do one-on-one. But then commentator Eric Severeid and later White House correspondent Bob Schieffer suggested to New York brass they should be included. Eventually, CBS offered White House these alternatives: two-hour taped one-on-one with Mr. Cronkite, for editing to hour, or one-hour live three-on-one. White House preferred it live.

Fair or foul? FCC staff is dumping tough fairness-doctrine problem in commissioners' laps. Question: Did WNCN(FM) (now WQIV) New York incur fairness obligation when, as classical station about to switch to rock, it broadcast spots suggesting that only way to save format was to transfer it to noncommercial station along with WCN recorded library? WCN Listeners Guild, one of two groups that sought to block format switch and are now petitioning to deny WQIV's renewal, maintains that spots raised one side of controversial issue of public importance and that opposing view — that WCN could obtain format — should be aired. Commission's general counsel's office, which once opposed that view, now supports it. Broadcast Bureau says fairness is not involved. That leaves it all up to commissioners.

Although commission decision could have far-reaching implications, issue may be academic as far as Starr Broadcasting's WQIV is concerned, since station is now rocker. Station has also been hit with competing application.

Cranking up. Air staff for NBC Radio's new News and Information Service (NIS) is beginning to take shape, and month's dry run starts May 19 in preparation for official launching June 18. Among those reportedly set for anchor posts are Ed Brown, anchor/commentator at WNEW(AM) New York, who'll also do commentary; Ray Rice, news/editorial supervisor at WNEW(AM), and Cliff Barrett, program director, WMCA(AM) New York. Bill Lynch, assistant director of news operations and programs at all-news WCBS(AM) New York, has signed on as national political correspondent. NIS has also signed as first broadcast client of UPI's Dataspread service, which delivers copy at 1,200 words per minute, and for string of UPI newswire services.

Straw hat circuit. Though there's no variety show in its new fall schedule, NBC-TV is scheduling two — consecutively — for summer. Beginning in mid-July, Thursday hour at 8 p.m. NYT will be occupied for four consecutive weeks by Gladys Knight and Pips, then for four more by Ben Vereen, actor-singer-dancer and star of Broadway musical, "Pippin."

Ascertainment by rule. FCC is moving carefully to implement changes in ascertainment procedures for commercial renewal applicants that won general commission endorsement in meeting early last month (Broadcasting, April 7). Although some officials thought several proposed changes could be adopted on basis of information obtained in inquiry, commission will seek comment on all of them in rulemaking due out this week. Proposed exemption from formal ascertainment procedures of stations in markets of less than 10,000, on which commission had always intended to obtain comments, is likely to be most controversial. One question commission will pose is how renewal applicant in exempt category could be challenged for inadequate ascertainment.
Top of the Week

Upward curve. The talk was understandably bullish at an investment seminar on broadcasting in New York, but it was not without foundation. 1975 is off to a good start despite the over-all economy and 1976 should do even better with a boost from campaign coffers, say broadcasters and a market analyst. And some of the first figures on 1974's good showing are out. Page 12.


Women work. AWRT's 24th annual convention is all business, as usual. Organization determines to be more visible on industry issues, and some want it more visible on women's issues. Page 18.

FCC's full calendar. A hectic meeting schedule featuring Chairman Wiley-style innovations will keep the pressure on the commission and its staff for next three months. Page 20.

Confidentially speaking. Internal memoranda are exempt from Freedom of Information Act, according to FCC and Supreme Court rulings. Page 20.

Fancy footwork. Rather than leave well enough alone, CBS pulls some veteran programs, introduces nine new series and reshuffles six top-10 shows to new time periods for next season. NBC counterpunches. Page 26.

Retail advertising dollars. Television Bureau of Advertising workshop focuses on effective and economical retail campaigns. Executives from stations, advertisers, agencies and commercial production firms have inflation-recession on their minds. Page 29.

Uncle Nielsen, after polling its clients, concludes that the time has not yet come for eight-week sweeps, and it gives up on idea for now. Page 30.

Toward a consensus. NCTA again endorses concept of copyright payments, but its board is still searching for a final position that will make everyone happy before legislation goes moving this summer on the Hill. Page 31.

From Saigon: 30. Broadcasting's biggest and longest story drew to a close last week, with correspondents scrambling to file stories and then flee in the hectic final hours. Page 36.


ABC-TV abandons made-for-TV movies while it brings on nine new programs

ABC-TV announced seven and half hours of new programming, encompassing nine shows, and time-slot shifts for seven of its returning series, when it released its 1975-76 prime-time schedule to audience of ad-agency executives in New York Friday (May 2). Biggest surprise was ABC's cancellation of both of its made-for-TV movie nights in favor of more regular series shows.

Three of nine new series are sitcoms: Welcome Back (Jimmy Komack/Don Wolper Productions), with Gabriel Kaplan as teacher sparring with his wisecracking delinquent students; When Things Were Rotten (Paramount Televisiion), Mel Brooks' send-up of Robin Hood and 12th century England, and On the Rocks (John Rich Productions), about group of comic prisoners in minimum-security facility. Two are heavy-action series: Starsky and Hutch (Spelling-Goldberg Productions), about team of "street-wise" cops, and Matt Helm (Columbia Pictures Television), starring Tony Franciosa as Los Angeles private eye. Other new series are: Swiss Family Robinson (20th Century-Fox and Irwin Allen Productions), based on classic children's book about adventures of shipwrecked family; Mobile Two (Universal TV and Jack Webb Productions), starring Jack Cooper as head of team of TV newsmen who get involved in all sorts of melodramatic stories, and previously announced Howard Cosell Show (executive producer, Roone Arledge, president of ABC Sports), which will be done live from New York and feature sports-like remotes. Final hour (Monday at 8, NYT) is still to be chosen from one of three westerns: Barbary Coast (Paramount), Bridger (Universal) and How the West Was Won (MG-M-TV).

Shows ABC canceled, in addition to Tuesday and Wednesday Movies of the Week, are: Return, Night Stalker, Hot L Baltimore, Odd Couple, Get Christie Love, Kung Fu and Caribe.

ABC-TV's 1975-76 prime-time schedule reads:

- Monday: 8-9, western (to be announced); 9-11, Monday Night Football.
- Tuesday: 8-8:30, Happy Days; 8:30-9, Welcome Back; 9-10, Rookies; 10-11, Marcus Welby, M.D.
- Wednesday: 8-8:30, When Things Were Rotten; 8:30-9, That's My Mama; 9-10, Baretti; 10-11, Starsky and Hutch.
- Thursday: 8-8:30, Barney Miller; 8:30-9, On the Rocks; 9-10, Streets of San Francisco; 10-11, Harry O.
- Friday: 8-9, The Howard Cosell Show; 9-11, Friday Night Movies.
- Saturday: 8-9, Mobile Two; 9-10, S.W.A.T.; 10-11, Matt Helm.
- Sunday: 7-8, Swiss Family Robinson; 8-9, Six Million Dollar Man; 9-11, Sunday Night Movies.

Following release of ABC-TV's schedule, CBS and NBC said that no further changes were contemplated in their line-ups. CBS's schedule is "embedded in cement," said Robert Wood, president of CBS-TV. "Our major competitor is CBS," said Marvin Antonowsky, vice president, program administration, NBC. (Earlier story on CBS's newly announced schedule and NBC's revisions of previously announced schedule is on page 26.)

FCC hard-lines it on PTAR III, invites challenge in court on effective date

FCC on Friday disclosed manner in which it will modify Prime-Time Access Rule III as result of decision handed down two weeks ago by U.S. Court of Appeals in New York (Broadcasting, April 28). Commission's announcement made new court test certain.

Critical issue, and one on which court will be asked to rule, is effective date. Commission said PTAR III will be-

Index to departments on back cover.
come effective Sept. 8, 1975, as originally contemplated, including new exemption for network or off-network programs designed for children 2 through 12, documentary programs and public affairs programs. (Commission said it will define last category in new order; officials say it will rely on definition in proposed AM renewal form issued last month (Broadcasting, April 7).)

Katrina Renouf, counsel for National Association of Independent Television Producers and Distributors, said her client will ask court to review date. NAITPD had appealed PTAR III in part on ground September date did not afford independent producers and syndicators sufficient lead time. And Ms. Renouf noted that court, whose decision at one point referred to "new effective date" of rule, had retained jurisdiction of case.

PTAR III -- as does PTAR I, present version of rule -- prohibits affiliates in top 50 markets from filling more than three hours of prime time with network or off-network material. New exemption -- which NAITPD opposes, as do some others who support basic rule -- is designed to encourage networks to produce programs commission felt were in public interest but being abandoned under PTAR I.

In one other change, network and off-network material and feature films are barred from access time on Saturday, at least for first year. Commission's original rule had stressed importance of Saturday night to independent producers, and warned networks against intruding into Saturday access time without compelling public interest reasons. Court directed commission either to deny access time to networks or drop admonition.

No restrictions are placed on presentation of films in access time, except on Saturday. Originally, commission had barred from access films that had played on network but not those that had not. Court called distinction "capricious." Commission last week said movies shown on individual station basis are not likely to have impact on prime-time access sufficient to warrant restriction on their use. However, it said that if experience warrants, it will after first year consider "an appropriate restriction."

Pastore sees uphill way on equal-time exemptions; Johnson, Washburn pro fairness

Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) admitted Thursday that "I'm losing enthusiasm myself" for legislation he introduced to exempt presidential and vice presidential candidates from equal-time requirement of Communications Act. During hearings earlier in week (see page 14) he had heard subcommittee Republicans Robert Griffin (Michigan) and Ted Stevens (Alaska) attack network offers of free time if bill passes, indicating they thought networks really wanted debate between presidential candidates. If one is incumbent President, they said, he would be in embarrassing position if he refused to debate on grounds he might be forced to divulge sensitive information about policy decisions.

Mr. Pastore then heard former FCC Commissioner Nicholas Johnson complain, as have others in past, that repealing equal time would limit access of third-party candidates. Combined with Republicans' distrust, argument contributed to Mr. Pastore's unease about fight looming ahead on bill.

Mr. Johnson, lone witness at Thursday hearing, also opposed fairness doctrine bills of Senators William Proxmire (D-Wis.) and Roman Iuliuska (R-Nebr.), saying fairness doctrine is "necessary" but not "essential" -- necessary to keep "this government-sanctioned oligopoly" from violating First Amendment rights of others to be heard, but not essential because there are alternatives to doctrine. For example, he said, government could "pass around opportunity to broadcast," limiting licensees to one three-year term with no renewal, it could limit stations' power, thereby making room for more, or it could license more than one operator to same frequency, dividing days or weeks between them. Or it could require stations to sell aside portion of prime time for nondiscriminatory public access.

All these, he said, would address doctrine's basic purpose, "to guarantee every American a fair shot at personal expression ..."

FCC Commissioner Abbott Washburn offered written statement backing up view of FCC Chairman Richard Wiley that doctrine be retained. Without it, he said, FCC would become no more than "frequency cop. I do not believe that this is what the Congress had in mind when it wrote and passed the Communications Act."

Starr's New York FM challenged as other area stations are hit with petitions to deny renewals

Concert Radio Inc., headed by Charles Benton, son of late Senator William Benton (D-Conn.) and owner of Films Inc., Wilmette, Ill., audio visual product distributorship, has filed competing application for 104.3 mhz New York -- frequency now held by Starr Broadcasting's WQIV(FM).

Concert would reinstate station's old WNCN call letters along with its previous classical music format. Mr. Benton has been active in opposing format changes in Chicago area. In addition, two listener groups that have opposed Starr's present rock format since its inception (Broadcasting, Nov. 4, 1974; et seq.) -- WNCN Listeners Guild and Classical Radio for Connecticut -- filed petitions to deny WQIV(FM) license renewal. (Listeners Guild updated petition filed last winter [Broadcasting, Feb. 10].)

There were spate of other filings against New York and New Jersey stations by deadline for oppositions, May 1.

New York television stations, WABC-TV, WNBC-TV, WCBS-TV, WOR-TV, WPIX(TV) and WNET(TV), were targets of New Jersey Governor Brendan Byrne, who requested FCC to "hold in abeyance" station's renewals pending outcome of commission's proposed rulemaking on need for "adequate" VHF service for New Jersey. Greater Newark Chamber of Commerce, filed separate but identical request which was endorsed by New Jersey Coalition for Fair Broadcasting. NJCFB additionally filed request for FCC to order noncommercial WNET(TV) to "affirm" its responsibility to serve Newark -- its actual city of license.

Puerto Rican Media Action and Educational Council Inc. filed against WNEW-TV; WNBC-TV and WNET(TV) New York, on charges of employment discrimination.

Congress of African People filed against WNET(TV) for failure to serve minority needs.

Solomon O. Battle, editor of Black List, filed "objections to renewals" of WCBS-TV and WQFM(FM) New York on charges of discrimination, improper ascertainment and not keeping accessible public inspection file.

Gary L. Vehuten, resident, filed against WACK(AM) Newark, N.Y., on similar charges.

Syracuse Coalition for Free Flow of Information in the Broadcast Media filed against WSYR-TV Syracuse, N.Y., on charges S. I. Newhouse family, station owner, owns undue concentration of media control in market.

Network Project, affiliated with Protestant Foundation of Columbia University, filed against city owned WNYC-AM) New York on charges of undue control, as city also owns two television and two FM facilities.

Fifteen separate Spanish-speaking community groups filed against WNJU-TV Linden, N.J., on promise-versus-performance charges stemming from station's programing commitments made in 1972.

Robert C. Greene filed against WGY(AM)-WGFM(FM)-WRGB(TV) Schenectady, N.Y. (see page 21).

Build Inc. filed against WNIA(AM) Cheektowaga, N.Y., and Rochester Black Media Coalition against WSAY(AM) Rochester, N.Y., in joint petition against owner, Gordon
P. Brown, on charges of employment, ascertainment and programming inadequacies.

For first time “petitions to authorize license renewal” were filed in support of three Rochester stations: WHEC-TV, WBBF(AM) and WBFM(FM), by Rochester Black Media Coalition. RBMC noted unique petitions were designed to point up existing “good-faith working relationships” between itself and those licensees and RBMC’s wish to withdraw challenges it presented during 1972 license renewals. RBMC also had requested month extension to file against other Rochester stations, absent FCC reply to its request for definition of legal broadcaster-citizen agreements. Commission granted extension last week, pushing date to June 1.

Citizen group agreement saved WNEW-TV New York from one petition to deny that otherwise would have come from National Organization for Women.

Code board seeks compromise with independents
Television code review board of National Association of Broadcasters last week took step toward making peace with independents over commercial time standards. After hearing presentation from Herman Land, president of Association of Independent TV Stations, and Don Curran, president of Kaiser Broadcasting Stations, board instructed its time standards committee to meet with INTV committee to explore ways to satisfy interests of both network affiliates and independents. NAB and INTV now have differing sets of standards, making problem for 17 independent station that subscribe to both organizations.

TV code board chairman Wayne Kearl of KENS-TV San Antonio, Tex., reported that board—during three-day meeting in Washington—also took up recently mandated family viewing period. There was consensus among network members of board, he said, that programs requiring advisory warnings and scheduled after 7-9 p.m. family viewing period will not be promoted during family time.

Code board accepted amendment proposed by Gray Panthers to admonish broadcasters to show special sensitivity toward older people, but denied similar plea for language in behalf of homosexuals.

At meeting last Monday, NAB’s radio code board agreed on new language for radio code designed to update old. Most is restatement of same content in contemporary terms, but among new provisions are one urging moderation in use of gambling sequences in radio shows, one forbidding deception about value of prizes or chances of winning in listener contests, one forbidding detailed exposition of hypnosis and one making individual broadcaster responsible for “good faith” judgments on acceptability of music.

No retroactivity on fees, FCC says
FCC has confirmed March 1 effective date for its 1975 fee schedule as it concerns grant fees for broadcast assignment and transfer authorizations. Commission’s revised fee schedule ( Broadcasting, Jan. 20) had lowered grant fees and numerous broadcasters, involved in transfer cases before designated March 1 effective date, had contended they should be able to pay lower fee. Those broadcasters argued collection of higher fees (under old schedule) was “unreasonable and arbitrary” because new fees were adopted to implement Supreme Court ruling that struck down old schedule in case concerning National Cable Television Association. Commission held to its already stated view that court case involved only validity of cable annual fees and not over-all fee schedule. Commission further notified broadcasters that those who had withheld proper fee payment would have 10 days to pay or face possible rescission of granted authority. Refund requests from broadcasters who had paid correct fees under protest were similarly denied.

Looking good in South Dakota. Dakota Broadcasting Co. (Theodore M. Cormaney, Gilbert D. Moyle and Sherwood L. Corner, all Rapid City, S.D., businessmen) has been granted construction permit for channel 7 Rapid City and satellite channel 5 in Lead, in initial decision by FCC Administrative Law Judge John H. Conlin.

Pacifica to fight indecency ruling. As expected (“Closed Circuit,” March 24), FCC will court test it said it wanted of its declaratory ruling that broadcast of George Carlin comedy record (seven dirty words never to be heard on air) is indecent. Pacifica Foundation, licensee of station involved, WBAI(FM) New York, has filed notice of appeal in U.S. Court of Appeals in Washington. WBAI station manager, Larry Josephson, said station would mount national publicity campaign to get other licensees, professional people and members of public to support its contest.

First in line at FCC for pay-cable earth station. As anticipated ( Broadcasting, April 28) first application to build receive-only earth station has arrived at FCC, filed by UA-Columbia Cablevision. Proposal calls for earth station to be built at Fort Pierce, Fla., cable system’s headend on 7 1/2-acre site, with 10-meter dish, reaching to 40 feet height on mount. Use of 3940-4020 mhz and 4100-4180 mhz frequency bands are proposed. Programming received at earth station will be transmitted to companion cable system at Vero Beach, Fla., 13.1 miles away, via existing common carrier microwave provided by American Television and Communications. UA-Columbia estimated annual over-all costs for maintenance and overhead at $15,000 per station. Equipment cost to build station is $75,000.

Great guns in daytime. NBC-TV researchers reported 33 national Nielsen share average for first week (April 21-25) of episodes of new 60-minute version of long-running Days of Our Lives soap opera (1:30-2:30 p.m., NYT), improvement of eight share points over that time period’s previous week. With Another World (3-4 p.m.) holding at solid 30 share since it was extended from 30- to 60 minutes earlier this year by NBC, other two networks may be forced to begin scheduling longer-form daytime dramas.

In Brief

Headliners

Tom Dillon, president and chief executive officer of BBDO International Inc. and its principal subsidiary, BBDO New York, named chairman of both companies and continues as chief executive officer. James J. Jordan, executive VP and creative director of BBDO Inc., named president of domestic agency. Bruce Crawford, executive VP and chief financial officer of BBDO Inc., named president of BBDO International. That organization is holding company with advertising agencies and other subsidiaries throughout world, with 71% of billings from BBDO Inc.
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The cost is minimal . . . $250.00 for one complete set, or $225.00 each for three sets or more. The "Breakthrough Course of Radio Selling" could be the best bargain you ever invested in. It's not a substitute for the training you give. Rather, it's an innovative supplement to your in-house sales program. Covers such important subjects as: Basic Fundamentals of Selling Radio . . . Research . . . Retail Selling and Prospecting . . . Merchandising . . . Co Op Advertising . . . Client Sales Promotion and much more. So you can find "The Breakthrough Course of Radio Selling" will pay for itself in more productive sales for your station.

To receive your copy(s), fill in your order form today.

Also in May

\* May 12-13 — National Religious Broadcasters Southwest chapter convention. First Baptist Church, Dallas.
\* May 13 — National Association of Broadcasters by-laws committee meeting, NAB headquarters, Washington.
\* May 13 — Radio Advertising Bureau ideorama meeting on small-market sales. Holiday Inn, Indianapolis.
\* May 13 — Radio Advertising Bureau ideorama meeting on small-market sales. Holiday Inn, Springfield, Ill.
\* May 15 — Radio Advertising Bureau ideorama meeting on small-market sales. Holiday Inn, Pensacola, Fla.
\* May 15 — Radio Advertising Bureau ideorama meeting on small-market sales. Ramada Inn, Springfield, Ill.
\* May 15 — Radio Advertising Bureau ideorama meeting on small-market sales. Holiday Inn, Virginia Beach (for Norfolk, Va. area).
\* May 18-19 — National Association of State Advertisers Agencies Association annual conference, Canyon hotel, Palm Springs, Calif.
\* May 18-20 — Annual convention. NBC-TV affiliates, Century Plaza hotel, Los Angeles.

Major meeting dates in 1975-76
\* May 13-14 — Annual convention. CBS-TV affiliates, Century Plaza hotel, Los Angeles.
\* May 19-20 — Annual convention. NBC-TV affiliates, Century Plaza hotel, Los Angeles.
\* May 29-30 — Annual convention. ABC-TV affiliates, Century Plaza hotel, Los Angeles.
\* Nov. 12-15 — Society of Professional Journalists, Sigma Delta Chi, 65th anniversary convention, Benjamin Franklin hotel, Philadelphia.

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

June 1-14—Summer Electronics Show, sponsored by consumer electronics group, Electronic Industries Association, McCormick Place, Chicago.

June 2-4—Paulist Communications workshops on communications with emphasis on radio and geared to novices, New Mexico, July 3. Further details: Los Angeles building, Atlanta 30304, (404) 967-8102.

June 3—Radio Advertising Bureau IBA meeting on small-market sales, Holiday Inn, Wichita, Kan.

June 3—Radio Advertising Bureau IBA meeting on small-market sales, Holiday Inn, Huntingdon, Pa.

June 3—Radio Advertising Bureau IBA meeting on small-market sales, Holiday Inn, St. Louis, Mo.

June 3-5—Armed Forces Communications Electronic Association 20th annual convention, Sheraton Park hotel, Washington.

June 3-6—Conference on "University Applications of Satellites and Cable Technology" sponsored by Universities of Wisconsin and Minnesota and Midwest University Communications, International Activities, University of Wisconsin, Madison.

June 3-6—Indiana Broadcasters Association spring convention, Algonquin Hilton, Indianapolis.

June 5—Radio Advertising Bureau IBA meeting on small-market sales, Holiday Inn, Oklahoma City.

June 5—Radio Advertising Bureau IBA meeting on small-market sales, Holiday Inn, Covington, Ky. (For Cincinnati area).

June 5—Radio Advertising Bureau IBA meeting on small-market sales, Great Falls, Mont.

June 7-9—Atlanta Broadcasters Association spring convention, Sheraton Inn, Huntsville.

June 8-9—Missouri Broadcasters Association spring meeting.

June 8—20th annual seminar. Speakers: Dick Shiben, FCC. Washington, on non renewal form and new ascertainment guidelines. And Brenda Fox, National Association of Broadcasters, on double billing. Saturday session speaker: Senator Roman Baca (N. Mex.), Lodge of the Four Seasons, Lake of the Ozarks.

June 8-10—International Telecommunication Union biannual symposium on Space and Radiocommunication.

June 8-10—Radio TV News Directors Association regional meeting, in cooperation with Medill School of Journalism, Northwestern University, Evanston, Ill.


June 8-10—Iowa Broadcasters Association annual convention. Lake Delavan.


June 8-21—Institute for Religious Communications 7th annual workshop. Speakers: Donald H. McGann, president, National Association of Broadcasters, Norman Cash, president, Television Bureau of Advertising, Joseph E. Levine, picture executive and producer, and D. Thomas Miller, president, CBS TV-owned stations, Loyola University, New Orleans.


June 9—Radio Advertising Bureau IBA meeting on small-market sales. Prom Sheraton, Kansas City, Mo.

June 10—Radio Advertising Bureau IBA meeting on small-market sales. Holiday Inn, Lincoln, Neb.

June 10-13—Canadian Radio Television Commission hearings in which major part of agenda will be devoted to position paper on pay TV for Canada, CRC headquarters, Ottawa.

June 12—Radio Advertising Bureau IBA meeting on small-market sales. Holiday Inn, Sioux Falls, S.D.

June 12—Radio Advertising Bureau IBA meeting on small-market sales. Sheraton Jet Port Inn, Orlando, Fla.

June 12—Arsonic Actors Guild-American Federation of Television and Radio Artists joint executive committee meeting to discuss merger of unions. Los Angeles.

June 12—Florida Cable Television Association annual convention. Beach Club hotel, Naples.


June 12-15—Mississippi Broadcasters Association 34th annual convention, Ken Bailey, WBBK (AM) Hattiesburg, chairman, Sheraton hotel, Biloxi.


June 14-17—39th annual Television Programming Conference, Contact: Conrad Cagie, WAVE-TV, Box 500, Louisville, Ky, 40201. Calloway Gardens, Pine Mountain.

June 17—Advertising Research Foundation midyear convention.

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conference, O'Hare Hilton, Chicago.
* June 17—Radio Advertising Bureau Idearama meeting on small-market sales, Holiday Inn, Portland, Me.
* June 17—Radio Advertising Bureau Idearama meeting on small-market sales, Holiday Inn, Pascagoula, Ky.
* June 19—Radio Advertising Bureau Idearama meeting on small-market sales, Holiday Inn, Lexington, Ky.
* June 20-21—Florida Associated Press Broadcasters Convention, St. Petersburg Beach hotels, Key Biscayne.
* June 22-24—New Jersey Broadcasters Association annual convention, Holiday Inn, Wildwood Crest.
* June 22-24—Indiana Association of Broadcasters 22nd annual convention, Sun Clark, WBAE [AM] Tampa. chairman. Dutch Inn, Disneyworld.
* June 24—Radio Advertising Bureau Idearama meeting on small-market sales, Holiday Inn, Little Rock, Ark.
* June 24—Radio Advertising Bureau Idearama meeting on small-market sales, Holiday Inn, Youngstown, Ohio.
* June 24—Radio Advertising Bureau Idearama meeting on small-market sales, Holiday Inn, Eugene, Ore.
* June 24-27—National Broadcast Editorial Association annual convention, Presentation of "James Madison Award" to U.S. Supreme Court Justice William O. Douglas, San Francisco.
* June 26-28—Rox Mountains Broadcasters Association annual convention, Big Sky, Mont.
* June 27-29—Radio Advertising Bureau Idearama meeting on small-market sales, Holiday Inn, Spokane, Wash.
* June 26—Radio Advertising Bureau Idearama meeting on small-market sales, Holiday Inn, Eau Claire, Wis.
* June 27—Radio Advertising Bureau Idearama meeting on small-market sales, Holiday Inn, Seattle.

**July**

July 9-12—Colorado Broadcasters Association summer convention, Tamarron, Durango.
* July 11—FCC deadline to comments on inquiry into feasibility of VHF drop-ins (Broadcasting, April 7). FCC, Washington.
* July 17-19—Institute of Broadcasting Financial Management/Broadcast Credit Association quarterly board of directors meetings. Hyatt Regency, Toronto, Canada.

**August**

Aug. 3-8—National Association of Broadcasters Sixth sales management seminar. Harvard University Graduate School of Business Administration, Boston.
* Aug. 11—FCC deadline for reply comments on inquiry into feasibility of VHF drop-ins (Broadcasting, April 7). FCC, Washington.

**September**

* Sept. 15—Deadline for entries in 1976 Ohio State Award. Sponsored by the Institute for Education by Radio-Television, for information, educational, entertainment and technical programs. Additional information and entry form: The Ohio State Awards, 2400 Olentangy Road, Columbus, Ohio 43210.

**October**

Oct 2-6—Joint fall meeting, Missouri Broadcasters Association and Illinois Broadcasters Association Chace-Park Plaza hotel, St. Louis.
* Oct. 2-5—International Telecommunications Union, second world telecommunication exhibition, Telecom 75. Event scheduled simultaneously with Second World Telecommunications Forum, Second Interna- tional Conference of VHF, UHF, Microwave and Electronics Film, and "Youth in Electronic Age" competition all to be held in same city. Palais des expositions, Geneva.
* Oct. 3-5—Illinois News Broadcasters Association fall convention. Site to be announced. Peoria.
* Oct. 8-10—Indiana Broadcasters Association fall convention, Royal Inn, South Bend.
* Oct. 8-12—Women in Communications Inc., annual national meeting, Sheraton inn-Skylines East, Tulsa, Okla.
* Oct. 22-23—Kentucky Broadcasters Association fall convention. Red Carpet Inn, Bowling Green.
* Oct. 30—FCC deadline for reply comments on "warehousing" of movies by networks with regard to pay cable distribution. FCC, Washington.

**November**

* Nov. 6-7—American Association of Advertising Agencies central regional annual convention. Continental Plaza hotel, Chicago.
* Nov. 12-15—The Society of Professional Journalists, Sigma Delta Chi 60th annual convention. Cleveland, Ohio.

**February 1976**

* March 1976—March 7-10—Data Communications Corp., BIAS seminar, Hyatt Regency hotel, Memphis.

**Broadcasting Publications Inc.**

Sui Taishoff, chairman.
Lawrence B. Taishoff, president.
Maury Long, vice president.
Edwin H. James, executive editor.
Edward West, managing editor.
Rufus Crater (New York), chief correspondent.
Howard Zeidener, senior correspondent.
J. Daniel Rody, assistant to the managing editor.
F. Frederick M. Fitzgerald, senior editor.
Joseph A. Eiser, Pat Thacht, Jonathan Tourtellot, senior editors.
Mark Harrod, Randall Moskup, Joanne Ostrow, Ronald Goodwin.
Nicholas Sabolos Jr., Donna Wyckoff, editorial assistants.
Betty Del, secretary to the editor.

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**ADVERTISING**

Winfred R. Levy, general sales manager (New York),
John Anrire, sales manager—equipment and software.
David Benry, Eastern sales manager (New York),
Ruth Lindstrom, account supervisor (New York),
Bill Merritt, Western sales manager (Hollywood),
Lynda Dornan, classified advertising manager.

**CIRCULATION**

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**PRODUCTION**

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Susan Cole.

**ADMINISTRATION**

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Lynda Dornan, secretary to the publisher.
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**BUREAUS**

New York: 75 Rockefeller Plaza, 10019 Phone: 212-797-3300.
Rufus Crater, chief correspondent.
Rocco Famiglietti, senior editor.
John M. Dempsey, assistant editor.
Marc Kirby, staff writer.
Winfred R. Levy, general sales manager.
David Berny, Eastern sales manager.
Ruth Lindstrom, account supervisor.
Jack C. Morone, Harriette Weinberg, advertising assistants.

Earl B. Abramson, senior correspondent.
Bill Merritt, Western sales manager.
Sandra Klauser, assistant.

BROADCASTING® magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING—The News Magazine of the Fifth Estate. Broadcast Advertising® was acquired in 1932. Broadcast Reporter in 1933, Telecom* in 1936, and Television in 1961. Broadcasting-Teletac® was introduced in 1946.


Microfilms of BROADCASTING are available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103.
Radio gives California Canners and Growers room to maneuver in its advertising

Nearly everyone would agree that tailoring advertising and merchandising efforts to specific segments of the over-all consumer market is one of the keys to making marketing more efficient. And marketing must continue to be dollar-efficient if a manufacturer is to survive the squeeze between increasing product costs and a stiffening of consumer resistance to price advances.

More and more, we at California Canners and Growers have found radio to be a medium that fits our needs to reach specific markets, geographically as well as demographically, while enabling us to tailor our advertising investment to the value of the local market.

A flexible advertising medium is particularly necessary for CCG since we market five brands of canned fruit and vegetable items. Nationally, we have Diet Delight, canned fruits and vegetables, and on a regional basis, Redpack canned tomato products, Fruit ‘N Honey canned fruits, Heart’s Delight nectars and Aunt Penny’s sauces. In a commodity-type business, the margins are not great, and at the same time we are subject to strong competition from national brands and supermarket private labels.

Specifically, radio was a solution in developing for us the Spanish-speaking market in the New York area. Heart’s Delight nectars are the number-one brand in this number-one market. But we were not as strong as we wanted to be in the ethnic markets, which traditionally are heavy nectar drinkers. Our New York area broker, Seggerman-Nixon, worked with a Spanish-formatted station, WADO(AM) New York, to insure good distribution by sampling Heart’s Delight to over 4,000 Spanish-speaking store owners. Then minute commercials produced by WADO were run in a flight last fall, and they are starting again this spring.

Progress to date has been encouraging: A jump from a 25% to a 52-53% saturation of retailers in the ethnic market.

Radio also has time flexibility. That was important to us in Cleveland last year when a newspaper strike threatened our introductory advertising for Fruit ‘N Honey. We augmented our radio schedule on four stations to fill the void, using station personalities and a fact sheet of product selling points. As a result, the brand got off to a good start. Our distribution pattern (share of retail outlets) soared to over 80%. You’re doing well when you have a market share of 40%.

Currently, we are doing a thorough analysis of our advertising investments by ADI markets as they relate to sales, households, distribution, market share and demographic profiles. Our advertising amounts to between $1.25 million and $1.5 million annually.

Of course the preciseness of this analysis would be for naught if we do not utilize media that allow fine adjustments of advertising investments to reach particular markets.

Radio provides this local investment flexibility.

Unfortunately, at a time when advertising investments must be adjusted market-by-market, few women’s magazines are offering anything other than broad regional editions. When we talk about fine-tuning of our marketing efforts, we must include the trade in those markets. The merchandising of our advertising efforts to the broker and the grocery trade must rise above the traditional bulletin or flyer mailed to a standard list.

Some radio stations are noteworthy in their approach to helping the advertiser solve unique market problems in distribution or display, or in creating fresh ways to communicate to the top men in the food trade.

Many radio stations have excellent promotional staffs whose efforts, for example, extend to making direct calls on supermarkets to try and persuade the managers to run specials, or to provide special positions for our products during our broadcast advertising flights.

But for all of the positive dimensions of radio, it is still perhaps the most demanding medium in terms of creative talent. Since radio tends in some instances to be more of a background medium, commercials must stand out. The average commercial just is not sufficient. This is one of the reasons why we have been attracted to the use of station personalities who can deliver our message in their own style.

We’ve also used jingles, such as those produced recently using a classic jazz sound (la Scott Joplin) that is both contemporary and fitting to our Aunt Penny’s brand of sauces.

An aside: Given this need for superior creative treatment of the message, I wonder what future government regulation of food advertising will do to radio commercials. In radio, you can’t “footnote” nutritional information as you can in print or in a “super” on television so it is available to the interested consumer but not injected in the heart of the primary selling idea. Write me a lyric that the consumer will respond to using the words “eight milligrams per 100 grams of sodium per half-cup serving” and I’ll show you a genius.

But for us, and for now, radio offers flexibility, reach and frequencies at efficient costs. We have used it effectively in the past and, as marketing situation dictates, it will be a viable part of our future over-all media mix.
A good '75 is only prelude to excellent '76

Broadcasting officials, stock analyst agree that curve will keep going up, particularly next year with impetus from political campaigns, Olympics

The sales reports and forecasts were almost uniformly bullish last week when key executives of two TV networks, the president of a leading group broadcaster and one of Wall Street's top broadcasting analysts appeared together in a seminar for institutional investors.

John A. Schneider, president of the CBS/Broadcast Group, said that despite the recession TV sales continue strong, predicted 1975 gains of 6% in network, 5% in national spot and 10% in local and said 1976 should be even better for all three elements.

Frederick S. Pierce, president of ABC Television, estimated network television sales are rising by about 6% in the first half of this year, predicted they will do at least that well in the second half and improve next year—and, by 1980, be running around 50% higher than now.

Daniel B. Burke, president of Capital Cities Communications, said business for most TV stations "has been quite good through the first quarter of 1975 and is continuing to hold up reasonably well through the second quarter," but that radio, over-all, "is not as good." In general, he said, "considering unemployment levels and soft economic conditions in some of our markets, we have been gratified by our sales levels to date."

William P. Suter, executive vice president of Shaw & Co. and a specialist in broadcasting stocks, said that "while 1975 will be a challenging year for the broadcasting industry, 1976 should be an excellent year," with earnings gains greater for stations because networks will have to absorb substantial presidential election coverage costs. He anticipated 1976 increases in pretax profits amounting to 11%-16% for TV and 19% for radio, with TV's breaking down to 5%-10% for networks, 7%-14% for network O&O's and 15%-20% for all other TV stations.

Mr. Suter's projections, along with trend data from 1963, were summarized in a table he distributed at the meeting (see table). He organized and was moderator of the panel, which was a Monday feature of a three-day Institutional Investor Conference in New York.

Mr. Suter noted that, historically, presidential election years produce the biggest earnings gains for broadcasters (underlined in table), though usually the preceding year shows the smallest.

ABC's Mr. Pierce carried this projection further, noting that 1976 will also see extensive summer and winter Olympics coverage on ABC-TV and "much preemptive sponsorship of Bicentennial events and political coverage on all networks," with the result that "we will experience a significant shortage of total network prime-time availabilities." As a result, he added, "other day parts and spot television, too, should benefit from network prime-time's tight availability picture."

In response to questions Mr. Pierce said the Olympics, despite rights costs approximating $40 million, will be profitable for ABC, and Capital Cities' Mr. Burke added that for ABC affiliates they will be "gloriously profitable."

Mr. Burke said he was convinced that trends toward more local news and documentary programming would continue, with electronic news gathering equipment soon to be "a virtual necessity for large-market TV stations." But partly because of the increased importance of local stations, he said, "revenues and profits for these stations will regularly grow somewhat less dependent on the success achieved by their various networks in the prime-time ratings battle."

Where medium-to-large-market stations 10 or 12 years ago derived as much as 65% of their income from selling time adjacent to network programs, he said, the figure today is probably under 50% in most cases. Given a choice, Mr. Burke suggested, a station manager today would always prefer to outrate his competition in local programing than to have his network number one.

"His local time periods have grown each year in relative dollar importance, and it also frequently happens that a strong local performance can actually lift network audiences well above national averages," he said. "It is also true that even in a disappointing season, all networks retain areas of rating strength: individual offerings which provide high ratings and attractive local spot availabilities."

On the negative side he said network selling of short line-ups to regional advertisers, although virtually mandated by government, poses "an obvious threat" to station sales, and when asked about declining network compensation to affiliates, he quipped: "I just hope they keep paying us." He added that the networks' "astronomical" costs are one reason why compensation has not increased.

Mr. Burke also speculated that increases in newspaper costs will outstrip those in TV and radio. He noted that Capcities has invested more than $100 million in the acquisition of newspapers, has confidence in their future and hopes to acquire more, but said the company also is convinced that "both electronic media can and will continue to move merchandise for advertisers at cost levels which will improve versus other media in the years ahead."

CBS's Mr. Schneider offered "Schneider's First Law of Network Television," which he said is that "The costs aren't so important if the jokes are funny." What this means, he said, is that network costs are "largely fixed," varying relatively little from one network to another; that network prices are unrelated to costs, but depend mostly on how many people are likely to watch our programs, so that "the key to who does well and who doesn't is who's got the funniest jokes, the programs that people want to watch."

"Because," he added, "once you pay

Banner year. Those estimates of how good a year 1974 was in broadcasting are beginning to give way to the real thing. For the three television networks and their 15 owned stations, it was a good year indeed. According to official figures released by the FCC last week:

- Total broadcast revenues were $2.3 billion, up 9.1% over 1973.
- Net revenues (after commissions to agencies and representatives and cash discounts) were $1.9 billion, up 9.1%.
- Expenses were $1.6 billion, up 8.2%.
- Leaving profits of $330.8 million, up 15%.

The TV networks themselves contributed the lion's share of both revenues and profits to those totals, although the owned stations' contribution to profits was greater from a percentage point of view. Total revenues for the three networks was $1.8 billion, for example, while that from the 15 stations was $454.9 million—80.2% and 19.8%, respectively, of the grand total. When it came to profits, the networks' together came to $226.3 million, while the stations' came to $107.5 million—66% and 32%, respectively.
De-regulation is battle cry at White House

Ford sets meeting with regulators to discuss trimming government’s power over industries in effort to improve competition, cut inflation

In his speech before the National Association of Broadcasters and in his message to the National Cable Television Association last month, President Ford stressed his concern with the "overregulation" of industry. Now he plans to confer with federal regulatory agency members, with a view toward trimming back regulation he feels is anticompetitive and inflationary.

The FCC and the Federal Trade Commission are among the agencies whose members will be invited to the meeting, which will be held within the next two weeks. The others are the Interstate Commerce Commission, the Nuclear Regulatory Commission, the Consumer Protection Bureau and the Federal Power Commission.

The meeting will not be limited to members of regulatory agencies, however. President Ford will also invite members of Congress and administration officials.

White House spokesmen last week said no agenda had yet been prepared. But they said the President is likely to urge the agency members to determine the inflationary and economic impact of regulations they work with (he has already directed executive-department agencies to consider those factors in proposing legislation and regulations), and to request suggestions for de-regulation.

The President, who disclosed his plans for the unprecedented meeting in a speech to the U.S. Chamber of Commerce, said the best way to improve government is not to enlarge it. And in that connection he drew applause when he said he had asked Congress to postpone action on legislation that would create a consumer protection agency. He said he had ordered executive departments and agencies to make major improvements in the quality of service to the consumer, and added: "I do not believe that we need yet another federal bureaucracy in Washington with its attendant cost of about $60 million over the next three years, and hundreds of additional federal employees."

There is strong sentiment in Congress for such an agency. The House has twice passed legislation providing for a consumer protection agency, and although a consumer protection agency bill was...
Pastore sticks to his guns
as CBS, NBC fire on fairness

ABC, Westinghouse bolster chairman's argument for retention of doctrine;
Robinson dissents to FCC support; Pastore, Hruska call for repeal

Armed with quotes from the founding fathers and a few phrases of their own, detractors of the fairness doctrine faced off against doctrine adherents, themselves equipped with quotes from the Supreme Court Red Lion decision, before the Senate Communications Subcommittee in Washington last week. Broadcasters and former broadcasters buttressed the ranks on both sides.

"Dark potential," "ominous potential," "chilling effect," even "killing effect" were some of the phrases fairness doctrine opponents used to dramatize their argument that the doctrine inhibits the development of programming and aggressive news reporting by broadcasters.

The fairness doctrine requires broadcasters to afford "reasonable opportunity" for the presentation of conflicting views on issues of public importance.

Leaders in the fight against the doctrine were CBS and NBC. "It is a potential tool for determined and unscrupulous public officials to destroy what is in effect, the only national daily press that this diverse nation has," said Arthur Taylor, president of CBS. "The broadcaster has earned the right... of reprieve (from the doctrine)," said Judd McGannon, chairman and president of group owner Westinghouse Broadcasting Co., agreed with Mr. Sheehan: "I can say implementation of the doctrine has not been a significant or troublesome problem. It has never hampered our editorial judgment nor caused us to shy away from any issues other than for reasons of good journalistic practice."

The last comments were music to ears of Communications Subcommittee Chairman John Pastore (D-R.I.), long a champion of the doctrine. Mr. Pastore was skeptical of arguments that the doctrine inhibits broadcasters, and more concerned that the broadcasting industry, particularly the networks, "will have unprecedented power" if the doctrine is retained, no incentive to balance diverse opinions.

While questioning Mr. Goodman Senator Pastore attacked a recent NBC program narrated by John Chancellor for what he saw as lack of balance. The program, an NBC special, The Nuclear Threat and You, which aired Feb. 21, equated the atomic bomb with nuclear reactors, Mr. Pastore said, an example of how broadcasters can shut out opposing views. "Don't you see how you can disturb the public mind?"

He continued in the same vein at a later point: "That's what Hitler did—he gave only his side." And the result he said was that Hitler "poisoned the mind of an entire population and ruined an entire generation. I'm not comparing you to Hitler," he said when Mr. Goodman objected, and he softened his attack, saying, "the minute you begin to monopolize news and give only one side of a controversial issue, you frustrate a public mind.

The occasion of these exchanges on the fairness doctrine was a three-day hearing on three pieces of legislation pending before Mr. Pastore's subcommittee. Two of the measures are substantially designed to strike down the fairness doctrine. The first, S. 2 by Senator William Proxmire (D-Wis.), would not only repeal the fairness doctrine but amend the Communications Act to forbid the FCC to influence broadcast program content and scheduling in any way. It would also repeal the whole of Section 315, the "equal time" provision of the Communications Act. The Proxmire bill would further strike out the wording in Section 312, which says a broadcast station may lose its license for "willful or repeated failure" to permit access to political candidates. The second bill is S. 399, which says noncommercial stations may not editorialize.

The second fairness doctrine bill, S. 1788, by Senator Roman Hruska (R-Neb.), would do the same as the Proxmire bill, but in addition would end the ban on cigarette advertising on radio and television and would provide services and the postal service from discriminating against broadcasters in a way that asks radio and TV to carry free public service announcements while local newspapers are paid for advertisements.

The purpose of both bills, their authors recited during last week's hearings, is to give broadcasters the same rights under the First Amendment that the print press enjoys. Mr. Proxmire, who back in 1959 introduced the amendment that created fairness doctrine, said the Communications Act ("You will agree that all of us learn as we get a little older," he said during the hearing last Monday) said the argument that government is justified in imposing the doctrine because available frequencies are scarce "has outlived its usefulness." He referred to a "technological revolution" that has fostered the increase in broadcast stations from 4,959 to 8,575 since 1959.

Mr. Proxmire also offered statistics for why a poll he took last summer of daily newspaper editors, some syndicated columnists and heads of journalism school which showed that 80.4% thought radio and TV news operations should have the same First Amendment rights as print newspapers. He said 13.7% thought broadcasters should not have the same rights and 6.8% were undecided. He also quoted the results of a Roper poll from last November in which 81% of a cross section of the population thought government should have no control over TV news programs, as opposed to 12% who thought government should.

The third bill before the subcommittee was Senator Pastore's S. 608 to exempt candidates for President and Vice President from the equal-time rule of the Communications Act. That bill requires that candidates for the same office have the same amount of air time.

Mr. Goodman and Elton Rule, president of ABC, renewed their promises of free time for the presidential and vice presidential candidates of the top two major parties in the 1976 elections if the Pastore bill passes. Their pledges of four prime-time hours for the candidates to use as they wish drew favorable reaction from the members of the subcommittee after they drew assurances from the two networks that could not be construed for the free time would be in the hand of the candidates.

Mr. Taylor, however, would only grant that assurance for two of the eight hours: CBS has promised to donate in the next election. CBS intends that the other six hours be more than just "talking heads" but will be devoted to "some just combination" of the opposing candidates, although not necessarily to toe-to-toe debates. It disturbed Senator Ted Stevens (R-Alaska) to learn that CBS wants to keep a hand in the negotiations over how the fair time candidates would be used. The incumbent President, Mr. Ford, is a particular presidential candidate, particularly an incumbent President, might for tactical
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Chairman Richard Wiley.

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professional standards are in-

bred, not forced by law," he said. Mr.

Taylor agreed, saying, "broadcasters must

face the judgment of their viewers every
day." And "the public will not long toler-

ate unfairness, nor should it."

Mr. Sheehan spoke of a "large vac-

uum" which would be created if the

fairness doctrine is repealed. The do-

ctrine has its faults, he said, but to elimi-
nate it would be to open the door to the pos-
sibility of "a new and more onerous
obligation" or to inflate greater com-
plexities and uncertainties into license
challenge proceedings than already exist.

What is needed is a reform of the do-
ctrine, Mr. Sheehan said, to create a
"definitive standard" to insure that a
broadcasters' "good faith" judgment in
presenting the news is not disturbed. As
things stand, he said the commission can
be cast as "ultimate editor—inviting the
most minuscule quantitative examina-
tion of a station's or network's program-
ing on a given issue." There should be no
"subjective second-guessing," Mr. Shee-
han added; commission action should
only be initiated on a showing of "ma-
terial unfairness."

Chairman Wiley also inserted in the
hearing record a dissenting opinion on
the doctrine from FCC Commissioner
Glen Robinson. Mr. Robinson said noth-
ing he has read or experienced makes him
optimistic that more reasonably balanced
discussions of important public contro-

versies would be fostered under the doc-

trine. "Weighing that fact against the

risk that the doctrine may have a chilling
effect on a licensee's disposition to present
controversial material on television or
radio, I believe we would be better off
without the doctrine," Mr. Robinson

said.

Mr. Wiley defended the FCC's han-
dling of the fairness doctrine, offering sta-

tistics to demonstrate that it has acted
with restraint. Of 4,300 fairness com-

plaints the commission received in 1973
and 1974, he said, 97% were dismissed
without requiring the licensee to respond
at all. Of the remaining, he added, "only
19 were ultimately resolved in a manner
unfavorable to the broadcaster."

Of greater concern to Chairman Wiley
however, was that the Proxmire and Hruska
bills would do a great deal more than abo-
lish the fairness doctrine. In Mr. Wiley's
words, they would effect "a radical
redirection of commission activities."

He said the bills would eliminate other
policies, including: the requirement that
licensees ascertain the problems, needs
and interests of their communities; the
obligation to present a reasonable amount
of news and public affairs programing
responsive to the ascertained needs: the
requirement that TV stations provide pro-
graming to serve the special educational
and cultural needs of the child audience:
the prohibition of loud and excessive
commercials.

And he said the bills would also pre-
clude FCC concern about violence on TV.

In fact, Mr. Wiley concluded, the Prox-
mire and Hruska bills would reduce the
FCC's regulatory jurisdiction to "the
purely scientific or physical aspects of
broadcasting—assignment of frequencies,
signal strength, hours of operation, an-
tenna location and the like."

That revelation struck a responsive chold in Senator Pastore, who said he
was afraid abolishing the doctrine would
amount to a "license in perpetuity" for
broadcasters. He told a later witness that
the result might be a "labyrinth of con-
fusion" as existed before the enactment of
the Communications Act. He said the
fairness doctrine permits only "minimal
intrusion" by government, and only asks
stations to account to their publics. With-
out that "minimal intrusion" he said, the
broadcasting industry, which is today a
"white industry," in Mr. Pastore's words,
broadcasters would not have to listen to minority groups which seek access into station programming and hiring. "I'm telling you this attitude (that abolishing the doctrine) is going to be very, very counterproductive," he said.

Dr. Everett C. Parker, director of the Office of Communications for the United Church of Christ, too was distressed at the FCC's action. The FCC should not be telling broadcasters what "our children need," he said, "this is a flagrant violation of parental and children's rights and direct interference with the upbringing of our children.

Another strong attack on the fairness doctrine came from Dr. Carl McIntire director of the 20th Century Reformation Hour, Collingswood, N.J. He told the subcommittee the doctrine has "hindered jeopardized, and at times destroyed the growth and service of our religious activities." As president of Faith Theological Seminary, Elkins Park, Pa., Dr. McIntire was in control of wxur(AM) Media, Pa, when its license was revoked in 1970 for fairness violations. That was a "grave injustice," he said, that warrants a full hearing before Congress before the fairness doctrine bills proceed any further. He also complained that the fairness doctrine has had a "killing effect" which he forced the cancellation of his broadcasts by stations across the country. Dr. McIntire was followed by Pastor Ennic Cugini of Clayville Church, Foster, R.I. who also complained of the fairness doctrine's inhibiting effect on his religious broadcasts. Mr. Pastore promised the two he could return in the near future to a further hearing into their specific problem.

Whitehead sticks by fairness opposition

Investigative reporting analyzed by panelists at Boston University

Clay T. Whitehead, who in his time with the Nixon administration emerged as an early advocate of abolition of the fairness doctrine, is continuing to press that point of view. The First Amendment means what it says," he said. "There should be an absolute wall between media and government."

Mr. Whitehead, a post-doctoral fellow at Harvard and the Massachusetts Institute of Technology, headed the White House's Office of Telecommunications Policy from 1970 to 1974. In that position, he proposed a license renewal bill that made adherence to the fairness doctrine one of the criteria renewal applicants would be expected to meet. However, he indicated privately that the fairness criterion was the White House's inspiration, not his.

Last week, in an appearance before a Boston University conference on investigative reporting, he came out with vintage Whitehead. He thinks the fairness doctrine should be abolished. But he wants some system of access to radio and television—the right to buy time and some free time for those who can't afford it.

Carolyn Lewis, a Capitol Hill reporter for public relations, agreed with Mr. Whitehead's contention that stations now tend to use the fairness doctrine as an excuse to avoid controversial subjects. "At least the networks do 23 minutes of classy news a night," she said. "But what about the things the local stations aren't doing? They're hiring pretty face and clowns when they should be news oriented."

Miss Lewis would like to see radio-TV outlets barred from owning newspaper and vice versa, but admits she doesn't know how to deal with situations when a paper is supported by its station.

Both Mr. Whitehead and Miss Lewis feel commercial TV can't provide the alternatives they feel the public needs. The former favors larger cablevision operations while the latter wants a "BBC-type" outlet for the voices who can't get on commercial television.

Sander Vanocur, the former NBC and PBS correspondent who says he's on "two-and-a-half year sabbatical arranged by some of Richard Nixon's white-collar brownshirts," told the conference that "if you're not on TV, you have no access—that's the way the system works."

He is convinced news programs can be commercially successful and that his former TV colleagues can't just say we're only a visual headline service—we have to be something better."

He said any good reporting is investigative reporting, and that "too much of what reporters do is transmission-bell service for press releases. Normal rules of objectivity hinder telling what we know—we have to take some risks once in a while."

And Mr. Vanocur, while he covered the White House for NBC, said he was as guilty as his colleagues. "We didn't cover the President, we celebrated the office," he said.

Mrs. Large said she is opposed to any governmental influence on broadcast programming. She had a particular concern that the FCC should not be telling broadcasters what "our children need."

Broadcasting May 5 1975 16
CBS's Paley depletes fairness doctrine's threat to fairness

Chairman states his objection to government's role as arbiter of reasonableness of coverage

William S. Paley, chairman of CBS, denounced the fairness doctrine last week as being "in open defiance of the First Amendment" and imposing limitations on "the very media—radio and television—that have become the primary sources of news and information for the American public.

"Whenever I hear the misnomer, 'fairness doctrine,' " he said, "I am reminded of Voltaire's remark about the Holy Roman Empire—that it was 'neither holy nor Roman, nor an empire.' For there is nothing more contradictory in terms, or more contrary in practice, to the concept of a free press than the so-called fairness doctrine."

Mr. Paley spoke as part of a dialogue on freedom and communications at a dinner of the Institute on Man and Science last Tuesday night in New York, where he received a communications award.

"I would like to stress," he said, "that we in broadcasting have no quarrel with fair coverage of news and public issues. We insisted on it, and lived by it, as the record shows, before the fairness doctrine came into being. What we object to is setting up the government as the arbiter of the fairness of our coverage—surplusing the function of those directly responsible for news and public affairs broadcasts.

"There is a real and implicit danger in the fairness doctrine—in its possible misuse by government officials to stifle criticism, and to otherwise influence news and public affairs presentations. As a result, diversity can actually suffer, even if the doctrine is used with restraint, because of the constant fear of government reprisal. In the long run, it is not the broadcaster who loses as much as it is the public.

"I am confident that, if the fairness doctrine were abolished, true diversity and fairness in news broadcasting would not diminish but would probably increase."

Way is cleared for Justice to pursue suit against networks

High court turns down ABC, CBS and NBC petition for dismissal

The three commercial TV networks have lost in their bid to have the Justice Department barred from prosecuting its antitrust case against them. The Supreme Court last week dismissed the networks' appeal from the order of U.S. District Judge Robert J. Kelleher of Los Angeles permitting the department to proceed with its suits.

At issue in the case is the department's allegation that the networks illegally monopolized prime time. The suits charge that the networks use their control of prime time to bar from the air those shows in which they have no ownership interests, compel outside producers to grant them financial interests in shows, control prices they pay for feature films and obtain competitive advantages over producers of entertainment programs and films (Broadcasting, April 17, 1972).

ABC, CBS and NBC have contended that the suits, filed in April 1972, were politically motivated—that they were the Nixon administration's answer to networks' news coverage of his administration.

Judge Kelleher dismissed the cases in November, because the Ford administration refused to provide the White House tapes and documents the networks said would substantiate their claim. However, the cases were dismissed without prejudice, which meant that Justice, now part of a new administration, could refile its suits, and it did.

The networks' appeal to the Supreme Court contended that the dismissal should have been with prejudice because of the alleged manner in which they originated and because of the Ford administration's refusal to provide the requested materials. The Justice Department contended it could not comply with the request because of the continuing dispute over...
whether Mr. Nixon or the government owned the material. It also said, as it has in previous pleadings, that regardless of the motivation behind the suits, they have legal merit.

Justice William O. Douglas temporarily stayed the trial of the suits until the Supreme Court acted on the appeal. Last week's action by the high court clears the way for the trial to proceed.

The court, in its brief order, said it lacked jurisdiction to hear the appeal, but gave no other reason for its action. The only dissenting Justice was William H. Rehnquist. Justice Douglas, who is ill, did not participate in the matter.

AWRT looks for emphasis: professionalism or feminism or both?

Collective consciousness of group has been raised perceptibly, convention delegates reveal, but it stops short of militancy

While American Women in Radio and Television is determined to be more assertive in addressing industry issues and changing long-range plans for its own development, AWRT is still split on priorities. There are members who think the organization should be even more assertive in advancing the woman's role in broadcasting. Others think otherwise.

"There is a place for more militant feminism, but AWRT is not the place," says its president-elect, Saidie Adwon. But at the same time, the "more youthful, spirited" AWRT convention at Chicago's Continental Plaza hotel (BROADCASTING, April 28), prompted Lionel J. Monagas, chief of the FCC's industry equal-employment office, to say that the "former impression of AWRT as complacent, quiet and conservative is no longer true.

In the past, members have agreed that their best contribution to the women's movement would be their own successful careers. Now, some members are saying the time for more affirmative action has come.

AWRT's affirmative action committee, formed two years ago to work for passage of the Equal Rights Amendment, to establish a skills bank of AWRT members and to urge revision of the FCC employee report form, has been raised to the stature of a standing committee, through efforts again spearheaded by the interim committee chairwoman, Mary Jean Parson, associate director of employe relations at ABC and Northeast area vice president for AWRT.

In a convention workshop on affirmative action, Mr. Monagas reported the 1974 EEO filings show 11.6% of the full-time broadcast workforce are minorities and 25.3% are women. Miss Parson noted, however, that only 14.4% of the women are in "officials and managers" positions. "While broadcasting does have the best track record in the employment of women in management positions compared to other industries, we have a long way to go," says AWRT President Jane Cohen, program manager, WRC-TV Washington. The situation "was lousy, is getting better, but," she said.

Justice L. Edward Cullen, newscaster at WMIA-TV Chicago, "but we're still a long way from having women anchoring network newscasts." At the local station level, changes are being made, according to Adel Mungor, assistant director of relations, WMJ-AM-TV and WRT(FM) Milwaukee, who detailed her station's six-month effort to organize women to help others on the way up.

But much of the convention was in keeping with AWRT's professional image: Jane Cohen, in her inaugural address, called on the 530 attending delegates to bone up on broadcast issues—renewal legislation, children's programming and family viewing—and to encourage young women to enter the communications industry.

Chicago Mayor Richard Daley, addressing the opening luncheon, suggested that if there were more women radio and TV station managers, "program content would be different—rigid of some of the sex and violence which he claims currently fill the screen. Also speaking was Sister Ann Ida Gannon, president of Mundelein College, Chicago, who spoke on the responsibility of women in communications to use "language as a tool, the vocabulary of awareness" to help change sexist attitudes.

President Ford also sent a message to the convention, read by John Eger, acting director of the Office of Telecommunications Policy, endorsing industry self-regulation (BROADCASTING, April 28) and setting the task, "during this International Women's Year" of focusing public attention on the achievements of women in broadcasting and raising the consciousness of colleagues and audiences in the electronic media.

AWRT members thoroughly took up women related and industry related issues at workshops and evening rap sessions.

In a session on changing careers, Nancy Boyer stressed continuous growth—"I had the vocabulary of awareness." Currently national sales manager at WFBS-TV Hartford, Conn., she did not deny the assertion that sales are the route to the top, but typifying a new orientation of career women, asks "what is the top?" It was also noted at the workshop that women represent 13.9% of those in broadcast sales.

An exchange of programming ideas in a session, "Sister Broadcaster: Help I Need," ranged from sex education programs—"highly controversial in the Bible Belt"—with Special Consultant for Public Affairs, Kathy Thornton, producer-hostess on WOJB-TV Roanoke—to a marathon broadcast from New York's Port Authority Building "that filled close to 1,000 jobs" and won a George Foster Peabody Award for ascertainment of community problems, according to Jeri Warrick, director of national community affairs for NBC, New York.

AWRT's commitment to educating members to industry issues was evidenced by a panel on broadcast standards and advertising with questions on advertising to children, lottery ads, personal product spots and comparative advertising. Portrayals of women in ads, despite "ring-around-the-collar" and "flyme" stereotypes, were "greatly desired but should see the ads as they originated," said Brenda Fox, National Association of Broadcasters lawyer.

The "business side of the business" was the subject of a workshop on budgeting, collection problems and agency/advertised liability.

A how-to session on developing interviews, features and documentary presentations emerged from a workshop on the relationship of public-relations professionals and broadcasters.

Two general sessions were conducted on responsibility in broadcast news reporting and on children's programming. The news panel was led by Frank Bea- man, WGN-TV Chicago, and included Ned Schuurman, associate director, National Council of News, and Dr. Marion Frawley, president of the Radio-Television News Directors Association and vice president-news, Cox Broadcasting, Washington: Ann Compton, ABC News White House correspondent; Sig Mickelson, chairman of the Western Journalism department and newly elected president of Radio Free Europe and Radio Liberty, and news consultant Frank Magid, president of Frank N. Magid Associates, Marion, Iowa. Discussion centered on First Amendment rights, responsibilities of broadcast journalists and the use of professional consultants. Mr. Magid's assertion that he could place 50 women in news-anchor positions—if only they were "better qualified"—was met by a collective "responsibility in broadcasting news reporting and on children's programming. The news panel was led by Frank Bea- man, WGN-TV Chicago, and included Ned Schuurman, associate director, National Council of News, and Dr. Marion Frawley, president of the Radio-Television News Directors Association and vice president-news, Cox Broadcasting, Washington: Ann Compton, ABC News White House correspondent; Sig Mickelson, chairman of the Western Journalism department and newly elected president of Radio Free Europe and Radio Liberty, and news consultant Frank Magid, president of Frank N. Magid Associates, Marion, Iowa. Discussion centered on First Amendment rights, responsibilities of broadcast journalists and the use of professional consultants. Mr. Magid's assertion that he could place 50 women in news-anchor positions—if only they were "better qualified"—was met by a collective.

Phil Donahue, of Avco Broadcasting's Phil Donahue Show, moderated a panel composed of Bob Keeshan (CBS's Captain Kangaroo); Squire Rushnell, vice president-children's programming for ABC-TV; John Costley, director of public affairs, Kellogg Co.; Margaret Huych, professor of developmental psychology, Illinois Institute of Technology, Chicago, and Shirley Soman, author and consumer advocate. Mr. Rushnell's and Mr. Keeshan's assertion that the effect of TV on a child's develop-ment is the "shared responsibility" of broadcaster and parent was applauded, while Mrs. Soman argued that the govern-ment and industry should exercise more control over program and advertis-ing content. "Most significant," she added in reference to nutritional advertising, "is what is not advertised—fruits and vegetables that have nutritional value." Mr. Rushnell's response to a child in the audience, who claimed, "I can have better health than my parents can see on TV," was "Kids are a lot smarter than we give them credit for." He also credited Action for Children's Television, Boston, with being "a significant grass-root move-ment" with demonstrable success.

In other convention activities, Mary
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Just how do you celebrate a Bicentennial? You’ve had lots of practice celebrating Christmas, New Year and Thanksgiving. But there has never been a Bicentennial...and there will never be another. Just as regular holidays depend on people to celebrate them, so does the Bicentennial. And all the Bicentennial commissions and administrations combined can’t celebrate it for you or without you. Trying to celebrate the Bicentennial without a flag is like Christmas without a tree. Our flag is the one emblem that has stood for our country for the past 200 years. So start now. Fly a

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<td>A1. Home Flag Set - The only flag set approved for use with the golden Double Eagle top ornament (included), symbol of the Bicentennial. Heavy-duty 3 x 5 ft. flag with double-stitched stripes, canvas heading, and brass grommets. Extra-strength, gold steel pole (6 ft., two piece). Wall bracket, screws, halyard, instructions, and storage box. Choice of 50 Star, Betsy Ross, or '76 Bicentennial Flag.</td>
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<td>A2. Flag without Accessories - Same high-quality 3 x 5 ft. flag described above, ready to fly on your pole. $7.76 each. Choice of 50-Star, Betsy Ross, or '76 Bicentennial.</td>
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<td>A3. Auto Window Sticker - Applies to inside glass. 3x4% inches, full color. Choice of 50 Star, Betsy Ross, or '76 Bicentennial Flag. $ .35 each. Any 3 for $1.00. B. Bicentennial Bumper Strip — Blue and White stars. Red and White stripes. $.50 each.</td>
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<td>C. Bicentennial Lapel Pin — Enamed in full color. Individually gift boxed. $1.00 each.</td>
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B. Flag on your house, on your lapel, and on your car window and bumper. If you have a flag, fly it proudly. If you don’t, use this convenient order form. Our publication has been authorized by the U. S. Bicentennial Society to make these hard to find, high-quality flag materials available at prices lower than you would expect to pay (made possible by the large quantity involved with this national program). Order now. Start celebrating our one and only Bicentennial today!
Tyler Moore was presented with AWRT's Silver Satellite award for "contributions to broadcast communications." AWRT's first board of directors award, announced previously, was given to J. Leonard Reinsch, retired president of Cox Broadcasting and incumbent chairman of Cox Cable.

Hectic pace set for FCC in next three months

Wiley calendar calls for meeting at least three, sometimes more, days a week on broad range of issues

After a relatively slow April, during which it took time off for the National Association of Broadcasters and National Cable Television Association conventions, the FCC is gearing up for a busy three months, beginning this week.

The calendars for commission meetings covering the months of May, June and July were issued last week. It is a busy time, with full commission meetings on Tuesday, Wednesday and Thursday, and with occasional meetings on Monday and Friday. This has been the general schedule since September, when Chairman Richard E. Wiley began issuing the calendars as a means of keeping the pressure on the commission and its staff to deal with issues, often long-pending ones.

One intriguing item on the calendar is scheduled for July 31—"discussion of future of broadcast-cable regulation, re-regulation and de-regulation." One change in plans revealed is the scheduling of a panel discussion on cable nonduplication rules for cable systems in the Rocky Mountain area on June 17; it was amended for May 20.

The calendars also contain the "petition-to-day" whose creation Chairman Wiley disclosed in his speech to the National Association of Broadcasters convention in Las Vegas. On that day—to be held in the middle of every month—the commission will attempt to dispose of those petitions that seem to be subject to routine dismissal. Another innovation is an FCC "future planning conference," to be held on June 30 and July 1.

The May calendar follows: May 6, decision on new ascertainment-procedure rules for commercial stations; May 7, House appropriations hearings; May 8 and 9, regular agenda; May 13, decision of cable leaptfrogging rules, followed by discussion of small cable systems' exemptions from various rules; May 14, regular agenda, followed by discussion of statement on broadcaster-citizens agreements, followed by discussion of hyping rule-making; May 15, petition-to-day; May 20, discussion of equal employment opportunity guidelines; May 21, regular agenda and briefing by Cable Technical Advisory Committee; May 22, briefing on international common carrier matters; May 28, discussion of petitions for reconsideration of cable origination, late-night programs, and public file rules; May 29, regular agenda followed by briefing on private line rate case and discussion of safety and special radio services matter; May 30, decision of cable carriage rules.

June: June 3, decision of cable rules proposed to be effective in 1991; June 4, regular agenda followed by briefing on preparations for World Administrative Radio Conference, followed by discussion of Cable Television Relay Service form; June 5, discussion of noncomparative-renewal policy, and plenary session of U.S. Administrative Conference; June 6, plenary session of U.S. Administrative Conference; June 10, discussion of regional concentration of ownership of broadcast stations; June 11, regular agenda, followed by decisions in corporate reporting and conglomerate study; June 12, discussion of comparative-renewal policy; June 13, June 12 meeting continued, if necessary; June 16, Engineer-in-Charge conference (all week); June 17, regular agenda followed by discussion of cable "viewability" standard; June 19, petition-to-day; June 24, discussion cable importation of distant-signal sports events; June 25, agenda, followed by discussion of AM "freeze"; June 26, discussion of clear-channel policy; June 30, FCC "future planning conference."

July: July 1, FCC "future planning conference" continued; July 2, regular agenda, followed by discussion of ascertainment procedures in noncommercial stations; July 3, discussion of proposed revision of broadcast-cable cross-ownership rule; July 8, discussion of FCC budget; July 9, regular agenda, followed by discussion of "government in the sunshine" alternatives; July 10, discussion of cable certificate of compliance application form, followed by discussion of 1997 cable rules (appropriate deadline); July 15, discussion of Docket 19660 (International Record Common Carrier's "gate-way" cities); July 16, regular agenda, followed by discussion of cable carriage of special format stations; July 17, petition-to-day; July 18, final discussion of FCC budget; July 22, discussion of definition of cable television system; July 23, regular agenda, followed by decision in common carrier hi-lo case (docket 19919); July 24, all-day oral argument (subject to be announced); July 28, discussion of FCC Reports revision; July 29, hearing on whether to allocate cable jurisdiction among federal, state and local governments; July 30, regular agenda, followed by discussion of FCC cable legislation; July 31, discussion of future of "broadcast-cable regulation, re-regulation and de-regulation."

Not everything is up for grabs under freedom of information

FCC, Supreme Court issue rulings intended to clarify what's public

Some of the limits on the public's ability to obtain information from the government under the Freedom of Information Act were brought into sharper focus last week, in opinions handed down by the FCC and the Supreme Court.

The commission case involved a request by a broadcaster to inspect complaints about his station's operations filed by a former employee and due to figure in a hearing to be held on the permittee's license renewal application. The commission— in what it said was a precedent-setting case—rejected the request; it said the requested information falls within one of the exemptions spelled out in the law.

The Supreme Court decided two cases involving the internal memoranda that deal with pending cases before government agencies. The court told Sears, Roebuck & Co. in one case and Grumman Aircraft Corp. in the other that government memoranda cannot be forced to divulge such information.

The commission case involves Chesapeake-Portsmouth Broadcasting Corp., permittee of WPFM (AM) Portsmouth, Va., and the hearing on its license application, in which the commission will explore a number of allegations of rules violations. The permittee filed a Freedom of Information Act request for permission to inspect material provided the commission's investigators by Jack Walters, the former employee. The administrative law judge, Jay A. Kyle, ultimately granted it.

The commission, however, felt the case of sufficient importance to warrant review on its own motion. It noted that the Freedom of Information Act had replaced reading of the exemption dealing with "investigatory records compiled for law-enforcement purposes."

The amendment, enacted earlier this year, was intended to "narrow the broad reading of the exemption dealing with investigatory records that courts had put upon it, the commission said. But it noted that Congress had specified six cases where the exemption would continue to apply, and one, the commission said, fit
Accordingly, proceeding, including statements that documents which are part of government investigations concerning 'a concrete prospective law enforcement proceeding,' including statements of potential criminal violations, are intended to be "final orders" and are not a "remedy" even though they may be "final orders" or "final orders" for the purpose of the future, difficult for the bureau to prove its case. Accordingly, it said, "we have concluded that disclosure of the material requested at this time would engender, at the very least, a 'reasonable possibility' of the kind of harm warranting denial of the applicant's present request.

The Supreme Court decisions concerning the Freedom of Information Act—both written by Justice Byron R. White—were read by commission officials as simply confirming the understanding they had of the Act.

In the Sears, Roebuck case, the court, in an 8-to-0 decision, reversed an appeals court decision which held that the National Labor Relations Board must disclose memoranda recommending the filing of an unfair labor practice. The court said such material was not a "final opinion" and thus was not subject to disclosure under the law. However, it also said that memoranda recommending that no action be taken is a final opinion and must be made public.

The Grumman case involved the Renegotiation Board, which reviews govern- ment contracts with a view to guarding against inflation. And in its opinion, the high court held that Grumman was not entitled to reports of a regional board, consisting of civil servants, or of divisions of the board, consisting of three of its five members, on the ground they are not reports but, rather, are designed to aid the full board in reaching a final decision.

Grumman had argued that withholding of such reports "would perpetuate the system of secret law that has developed within the board." However, Justice White wrote that such reports are designed to aid the board in its discussion and, he said, "we are unwilling to deprive the board of a thoroughly uninhibited version of this valuable deliberative tool." Justices, he said, "are not always the exemption controls even when the result is to leave the final order unintelligible. Indeed, he said the law does not even require agencies to write final opinions—only that it disclose those it does write. "If the public interest suffers the [Renegotiation] Board to explain some of its decisions," Justice Write wrote, "the remedy is for Congress to require it to do so. It is not for us to require the disclosure of documents, under the purport- ed authority of the Act, which are not final opinions, which do not accurately set forth the reasons for the board's deci- sions, and the disclosure of which would impinge on the board's predecisional process."

The opinion was adopted by a vote of 7-to-1, with Justice William O. Douglas dissenting and Justice Lewis F. Powell not participating in either case.

House CPB measure now matches Senate on funding amounts
But matching formula is tougher in bill reported out of subcommittee

The House Communications Subcommittee last week voted out a funding bill that will make more federal money available to the Corporation for Public Broad- casting during the next five years than the Ford administration recommended, but it would also make the funds tougher to get at during the fourth and fifth years of the five-year period.

With only three members present, and another two voting by proxy, the subcommittee voted unanimously to raise the federal funding ceilings in the long-range funding bill for CPB (H.R. 4563) to the same levels passed by the Senate Commerce Committee last month (Broadcasting, March 24). The amendment to raise the ceilings was offered by subcommittee Chairman Torbert Macdonald (D-Mass.).

Under the matching plan, $88 million in federal dollars would be made available to CPB for fiscal year 1976, $103 million in 1977, $121 million in 1978, $140 million in 1979 and $160 million in 1980. The administration had recommended $70 million be offered to CPB the first year, rising in steps to $100 million the last.

The funds, however, would not simply be handed over to CPB at the start of each fiscal year. Instead, CPB would have to qualify for them by raising funds from private sources. During the first three years of the plan, CPB would draw $4 million from the government for every $10 it raised on its own. But the subcommit- tee voted another amendment by Chairman Macdonald providing that during the last two years CPB would draw only $3.33 for every $10 it raised from private sources.

The Senate Communications Subcom- mittee bill applies the two-to-five matching plan for all five years. Under that bill (S 301), to qualify for all the available federal money in 1980 CPB would have to raise $400 million privately, under the House bill, CPB would have to raise $480 million.

The point of establishing a matching system rather than an outright gift of federal funds to the corporation is to encourage CPB to move toward self-sufficiency in its financing. And the reason for changing the ratio of federal to nonfederal funds last the two years of the five-year plan, Mr. Macdonald said, is to increase the incentive to make public broadcasters "plug harder" still, to raise money privately.

Of concern to Mr. Macdonald and other members of the subcommittee dur- ing hearings on the long-range funding bill was that public broadcasters have not tried hard enough to include minori- ties in employment and programming and that they were not in close enough touch with the communities they serve (Broadcasting, April 14, 21 and 28).

Mr. Macdonald said during the mark-up session last Monday that the report accompanying the legislation to the House floor will make it clear that CPB must increase its efforts in these areas. To further this end, the subcommittee passed another technical amendment, also offered by Mr. Macdonald, to make it clear that CPB must increase its efforts in these areas. To further this end, the subcommittee passed another technical amendment, also offered by Mr. Macdonald, to make it clear that CPB must increase its efforts in these areas. To further this end, the subcommittee passed another technical amendment, also offered by Mr. Macdonald, to make it clear that CPB must increase its efforts in these areas. To further this end, the subcommittee passed another technical amendment, also offered by Mr. Macdonald, to make it clear that CPB must increase its efforts in these areas. 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Whether extra income was unacceptable by an initial interpretation, FCC, asked the commission to get some answers about the unacceptable rates—about $1,850,416. "An annual increase of $100-040 or 9.4%," Mutual noted that it had objected to AT&T's original rate increase proposal in part on the ground that no increase would be acceptable as long as the service it was receiving was poor; it noted that complaints from its affiliates and its own tests indicated the level of service was below broadcast quality. "Since the 4.4% increase projected by AT&T is not acceptable," Mutual said, "a 5.4% rate increase, as calculated by Mutual, would be intolerable."

Mutual asked the commission to require AT&T to disclose the bases on which it determined its private line charges should be increased by 4.4%, what is the basis for the apparent discrepancy between that 4.4% figure and the 5.4% increase Mutual says it is being charged and what plans AT&T has for improving the quality of its service to Mutual. Mutual also wants to know, if the facilities comprising the rate base for private line facilities can be set apart from other facilities, what is the amount of private line revenues they are expected to produce.

Mutual says that, if AT&T cannot provide an "adequate explanation" of these matters, the rates "must be found to be unjust, unreasonable, discriminatory and unlawful." Mutual noted that its "damages" exceed $8,317 each month and are "of a continuing nature."

**Changing Hands**

Announced

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

**KOL-AM-FM** Seattle: Sold by Buckley Broadcasting Corp. of California to Hercules Broadcasting Co. for $950,000. Seller also is licensee of KGLI-AM San Fernando, Calif.; KKLH-AM-FM San Francisco, Calif. Price was $1,000,000.

Buckley Enterprises, Inc. owns 89% of seller and is controlled by executors of estate of late Richard D. Buckley, Executors are Richard D. Buckley Jr. (son), Martha Ann Buckley Fahnoe (daughter) and Builders Trust Co. of New York. Buckley Enterprises also owns Buckley Broadcasting Corp. of Connecticut, licensee of WRCM-AM-FM Hartford, Conn. Other companies in Buckley estate are Buckley Broadcasting Corp. of Minnesota, licensee of WWTG-AM (Minneapolis), and Buckley Radio Sales, Inc. Richard D. Buckley Jr. owns 11% of Buckley of California, 6% of Buckley of Minnesota and 25% of Buckley Radio Sales. Mrs. Fahnoe also is 25% owner of Buckley Radio Sales. Bankers Trust Co. has 5% interest in General Cinema Corp., group owner. Buyer is controlled by Manning Slater (56.2%) and is licensee of KRAK (AM) -KEWFT (FM) Sacramento, Calif. KOL (AM) is full time on 1300 kHz with 5 kw. KOL-FM is on 94.1 mhz with 100 kw and antenna 220 feet above average terrain.

**KAYQ (AM)** Kansas City, Mo.: Sold by Broadcasting, Inc. to Coleman American Broadcasting Co. for $550,000 plus 20,000 shares (expected value: $200,000) out of 1,348,342 outstanding in Coleman parent, Coleman American Companies. Seller is subsidiary of Lakewood Broadcasting Service, licensee of KLAK-AM-FM Lakewood, Colo. Edward S. Scott is president and 97.5% owner of Lakewood. Jasso, and WILQ (FM) Philadelphia. Buckle

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manager of WYRE(AM) Annapolis, Md. Mr. Rothfuss is national sales manager of WYRE. WLYC is daytimer on 1050 kHz with 1 kw at 3.8 kw and antenna 1140 feet above average terrain. Broker: The Keith W. Horton Co., Inc.

* KGMC(AM) Englewood, Colo.: Sold by Mac Lee Radio to Western Broadcasting Corp. for $420,000. Seller, owned by Robert B. McWilliams, has no other broadcast interests. Buyer is owned by E. L. Delowring (50%), Martin Davis (40%), Sidney Harold Wandel (5%) and Marvin Goldfarb (5%). Mr. Goldfarb is former VP and general manager of KOO-TV Denver. Mr. Davis has 50% interest in Denver oil and gas exploration firm and 70% interest in a Denver bank. Mr. Wandel has a 50% interest in printing firm. Mr. Goldfarb is film buyer for Denver theater chain. KGMC is daytimer on 1150 kHz with 1 kw.

* KBIF(AM) Fresno, Calif.: Sold by John F. Runner, receiver, to Cascade Broadcasting Corp. for $350,000. Buyer is owned by David M. Jack (50%) and Transpac Leasing Corp. (50%), industrial leasing firm in Tacoma, Wash. Cascade owns KEGL(AM) Santa Clara and KUBA(AM)-KHEX(FM) Yuba City, both California, KJGO(AM) Portland, Ore., and KUDY-AM/FM Spokane, Wash. KBIF is daytimer on 900 kHz with 1 kw. Broker: William A. Exline, Inc.

* WJIG-AM-FM Tullahoma, Tenn.: Sold by Jordan Broadcasting Co. to Quin-Abi Broadcasting, Inc., for $350,000. Seller is owned by Edwin B. Jordan who has no other broadcast interests. Buyer is owned by Jerry P. Newton and wife, Brenda J. (95%) and son, Jerry Dean (5%); none has other broadcast interests. Jerry P. Newton is sole owner of Tennessee cattle ranch. WJIG(AM) is daytimer on 740 kHz with 250 kw. WJIG-FM is on 93.3 MHz with 3.558 kw and antenna 290 feet above average terrain.

* WEF(AM) Moundsville, W. Va.: Sold by Miracle Valley Broadcasting Co. to Hank Grewe Broadcasting for $250,000. Fred A. Grewe controls Miracle Valley and has sold other broadcast interests, WGOE(AM) Richmond, Va. to WGOE Radio Inc. for $230,000, pending FCC approval (Broadcasting, April 21). Buyer of WEF is controlled by Henry R. Grewe, brother of Fred A. Grewe and general manager, VP and director of WEF, which is daytimer on 1370 kHz with 1 kw.

* WEZJ(AM) Williamsburg, Ky.: Sold by Whitley County Broadcasting Co. to Honus S. Shain Jr. for $220,000. Seller is owned by Keith Buck who has no other broadcast interests. Buyer owns Shain Broadcasting Co., licensee of WXXO(AM) Berea, Ky., and is 50% owner of Shain & Young Electronics, Inc., manufacturer and distributor of broadcast equipment. Mr. Shain has sold WXXO to finance WEZJ purchase (see below). WEZJ is daytimer on 1440 kHz with 1 kw.

* WXXO(AM) Berea, Ky.: Sold by Shain Broadcasting Co. (see above) to Pilot Broadcasting Co. for $105,000. Principals in Pilot Broadcasting are Roger M. Oliver (50%) and James C. Tillery. Mr. Oliver is a Berea, Ky., lawyer and has a 33 1/3% interest in restaurant. Mr. Tillery is general sales manager at WKIS(AM) Orlando, Fla.

Approved
Sales approved by the FCC last week include:

* WOA(AM) San Antonio, Tex.: Sold by Avco Broadcasting Corp. to Clear Channel Communications Inc. for $1.5 million (see page 23).

* Other sales approved by the FCC last week included WDEA-AM-FM Ellsworth, Me.; WTOW(AM) Towson, Md.; WZIF(AM) Cincinnati; WLYX(FM) Milford, Ohio; WARY(AM) Warwick-East Greenwich, R.I.; WMOL(FM) Pulaski, Tenn., and WHBY(AM) Appleton, Wis. See page 46 for details.

Clearer tracks in Ft. Wayne, Tallahassee FM contests

The competition for new FM stations in Fort Wayne, Ind. and Tallahassee, Fla., narrowed last week when competing applicants pulled out of the contest— for a price. In Fort Wayne, Tecumseh Broadcasting and Weber Broadcasting have asked that their applications for 103.9 MHz be dismissed and that Temporal Broadcasting’s be granted. Templar has agreed to reimburse Tecumseh up to $20,000 and Weber up to $13,000. In Tallahassee, Capital City FM asked that its application for 103.1 MHz be dismissed and that Amrad Corp.’s be granted. Amrad agreed to reimburse Capital City up to $5,000.

Citizen group fails to stop WOAI sale

FCC says objections are based on fallacious presumptions; it approves buy of Avco outlet

The FCC has granted the assignment of license of WOA(AM) San Antonio, Tex., from Avco Broadcasting Corp. to Clear Channel Communications Inc. and has rejected charges raised against the new licensee by the Bilingual Bicultural Coalition on Mass Media Inc. (Broadcasting, Oct. 28, 1974).

The sale of WOA(AM) for $1.5 million by Avco was initiated, according to John T. Murphy, Avco Broadcasting president, to alleviate economic problems of the parent company, Avco Corp., which is involved in electronic manufacturing, electrical and chemical research and insurance and financial services. Avco Broadcasting’s sale of its KMOL-TV San Antonio (formerly WOAI-TV) to 20th Century-Fox Film Corp. for $9.3 million (Broadcasting, March 3) pending FCC approval. Both stations were purchased

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Broadcasting May 5 1975 23
in 1965 by Avco from Southern Industries for $12 million.

The principals in the new licensee of WOAI are San Antonio businessmen L. Lowry Mays and B. J. McCombs, who also own KEEL(FM) San Antonio and KXEM(FM) Tulsa, Okla.

Charges of employment discrimination and inadequate programming, raised by the Mexican-American citizen group that opposed the sale, were directed at both CCC's proposals for its new station and the current operation of KEEL. However, the FCC found that BLBC's employment allegations were based on the contention that the number of minority employees must reflect the minority percentage in the community's population—an assumption the commission has repeatedly dismissed in the past when employment practices are shown to be within a "zone of reasonableness."

Similarly, complaints about the amount of minority programming were based on the volume of programs specifically addressed to minority needs and did not take into account general programming that was designed to meet the needs of both minority citizens and others, the FCC noted.

Further charges of faulty ascertainment and failure to negotiate in good faith were dismissed by the commission, which observed that CCC had been in continuous negotiations with the citizen group and the ascertainment effort did meet the requirement that leaders from every significant community group be surveyed. Community leaders need not be surveyed in direct proportion to the number of their group in the over-all community mix, explained the FCC.

An expensive 'goof'

Private bills are moving through Congress that would reimburse ETV for cost of antenna modification made necessary by FCC error

Private legislation now working its way through both houses of Congress is designed to relieve the U.S. Treasury of $26,231.92 for benefit of Broad Central Educational Television Inc., licensee of KXFE(TV) (ch. 2) Grand Forks, N.D. The reason, according to Senate and House bills—to reimburse North Central for expenses incurred "as the result of administrative error by the personnel of the Federal Communications Commission" in 1972.

The commission has confessed error in the matter; then-Chairman Dean Burch told the Senate and House Judiciary Committees in February 1974 that the commission had committed "an egregious goof." Commission officials say the agency's television application branch neglected to make a necessary check when Canada notified the commission in May 1972 of plans to allocate channel 2 to Brandon, Man.

A check of the pending file would have revealed North Central's application for channel 2 in Grand Forks; it had been placed there when the commission sought word on the state of a financial grant application filed with the Department of Health, Education and Welfare. If the check had been made, the commission would have objected to the Canadian plan, since Brandon and Grand Forks are only 147 miles apart, 43 less than required by co-channel separation standards.

However, the Broadcast Bureau told Canada the U.S. did not object to the addition of channel 2 to Brandon. And that was that until the next year, when the North Central application came up for final action and was routinely granted. That produced a complaint from Canada, which alerted the commission staff to the problem for the first time.

The commission has been able to accommodate the North Central in Grand Forks, but only after North Central agreed to modify its antenna plans to suppress radiation in the direction of Brandon. The cost of the modification is what the private legislation is designed to recover.

The Senate bill (S. 233) has already passed. The House bill (H.R. 2493) is still pending before the House Judiciary Committee.

Bills to reimburse North Central for more than $26,231.92 for extra antenna work last year in the House but the Senate trimmed it to the present figure at the suggestion of the FCC.

Eger on fairness, in another forum

At House appropriation hearing, acting OTP director says doctrine is "offensive," but he hesitates to endorse getting rid of it

John Eger, acting director of the Office of Telecommunications Policy, was not invited to testify last week before Senator John O. Pastore (D-R.I.) on legislation to prohibit the FCC from interfering in broadcasting by print media, but stopping short of calling for repeal of the fairness doctrine.

Mr. Eger was testifying before a House Appropriations Subcommittee on the President's OTP budget request of $8,960,000 for fiscal 1976, an increase of $512,000 over the amount appropriated in 1975. Representative William L. Armstrong (R-Colo.) drew him out on the First Amendment question.

Mr. Eger said he found the doctrine "offensive," at least in regard to the case-by-case manner in which the FCC has administered it, and said he was concerned about a number of other commission practices involving programming. "I think there is a pattern here, a very pervasive one, which does run very much against the grain of the First Amendment," Mr. Eger said.

When Representative Armstrong pressed him on whether OTP had taken a position on the First Amendment's applicaton to broadcasting, Mr. Eger said, "I think generally speaking we are in favor of seeing First Amendment rights for broadcasters that are equal to the First Amendment rights to the non-electronic media."

But he also said OTP is not yet prepared to say that "all wraps are off" with respect to the fairness doctrine. He thinks broadcasters have a "fairness obligation" that is different from that of the prin journalists' because "broadcasting is such a pervasive medium."

The hearing also revealed congressional and State Department interest in the effort on the part of Canada to discourage Canadians from advertising on American television stations near the border ("Closed Circuit," April 25). Canadian cable systems are deleting commercials from American programs they carry, and the government has denied tax deductions to businesses for advertising cost involving American broadcast stations.

Mr. Eger said he considered the Canadian actions "fundamentally if no legally inequitable" and has conveyed his feelings to the State Department. Representative Robert C. McEwen (R-N.Y.) who said he had discussed the matter with Mr. Eger in testimony before the House Judiciary Committee, said that when the editing of American television signals is involved, he would use a "stronger word than equity." He considers it "piracy."

Aspen petition asks easing of equal-time strictures

The FCC has been urged to act administratively to loosen Section 315 restraint on coverage that broadcasters may give major party candidates. Douglas Cater director of the Aspen Institute Program on Communications and Society, in a petition filed with the commission, suggested revision of equal-time policies, both involving the 1959 amendment exempting certain programs from the equal-time law:

One would give the exemption "for on-the-spot coverage of bona fide news event involving federal, state or local government action."

Mr. Cater held that the commission's interpretation, which has led to rulings that debates between major gubernatorial candidates do not qualify for exemption is unduly narrow.

The other would have the FCC adopt a rule or new policy statement making it clear that established interview programs (such as Meet the Press) retain exempt status even if they are shifted to prime time and are expanded to provide for back-to-back appearances of major party candidates. Such commission action would negate a court opinion holding that such modification removes a program from exempt status.

Mr. Cater said the Aspen suggestions stem from a year-old project to develop a program "to make the Bicentennial a model political broadcast year." The suggestions advanced in petition are among a number developed at a conference of experts held last March 14 at Brookings Institution in Washington.

Broadcasting May 5 1975 24
McGoff uses print ads in attempt to derail Allbritton

Seeker of 'Washington Star-News' says that claims in petition for waiver are 'nonsense'

John P. McGoff, the man who wants to buy the Washington Star-News, contends that Washington media are not paying sufficient attention to his ambition, or to the effort he is making to realize it, such as petitioning the FCC to deny the transfer of Star radio and television stations to Joe L. Allbritton, the Texas banker who has already assumed control of the newspaper.

So last week, Mr. McGoff, who operates two companies that own 47 daily and weekly newspapers, took four-column ads in the Star-News and the Washington Post to state his case to the public. The ad noted that the Washington Star Communications Inc. petitioned the FCC to waive its rules barring the transfer, intact, of commonly owned broadcast and newspaper properties in the same market (The Star owns WMAL-AM-FM-TV Washington, on the ground that continued common ownership is essential to the survival of the newspaper, which is in serious financial trouble.

Mr. McGoff contended this is "nonsense," and said he has the experience, and will have the incentive, to turn the Star-News into a profitable enterprise without the subsidy the broadcast properties are providing. He is not interested in the stations.

Washington, Mr. McGoff said, needs "diverse news philosophies, a commitment to print journalism that transcends the balance sheet approach." That is why he maintained, "I remain interested in buying the Star." Contending that the newspaper can be saved while reinforcing its essential qualities as a newspaper, he said, "That is why I am writing this open letter. My interest in the Star is not widely known in Washington nor have the media given it the attention it deserves. But I think the people of Washington should know of my interest and intentions.

Mr. McGoff received media attention in January, when he announced his petition to deny the transfer of the Star properties with a news conference at the National Press Club (Broadcasting, Jan. 13). Mr. Allbritton's contract with the Star permits him to cancel his plans to acquire the Star properties if the commission denies the transfer of the broadcast stations.

Judge named for Cottone

Justice Samuel S. Steinfeld, professor of constitutional law at the University of Louisville (Ky.) and former chief justice of the Kentucky Court of Appeals, has been appointed by the FCC to preside over a hearing into FCC charges against Washington communications attorney Benedict P. Cottone.

Mr. Cottone is charged with disrespect, breach of decorum, offensive conduct and disobedience of instructions, while counsel for Kaye (AM)—now KURY—Puyallup, Wash., during 1972 station renewal proceedings (Broadcasting, Dec. 23, 1974). Mr. Cottone had alleged that an inherent FCC bias would prevent him from receiving a fair and impartial hearing at the commission. Without ruling on the merits of that argument, but in an effort to remove any appearance of bias or impropriety, the commission ordered that a federal or state judge preside over the disciplinary hearing.

A date for the hearing has not yet been set.

All TV set makers get delay on new tuner rule

The FCC has granted TV receiver manufacturers a waiver that postpones the July 1 deadline for installation of more accurate UHF tuners. The new standard will require 70-position click-stop channel selectors to come within ± 2 mhz of the desired signal, rather than the current ± 3 mhz.

The action followed the grant of a similar waiver to Quasar Electronics Corp., a wholly owned subsidiary of Matsushita Co., Ltd., of Japan last month. The commission had said a delay was necessary to prevent severe losses to Quasar, stemming from the national economic decline and the parallel drop in receiver sales.

The FCC later ruled that any firm that had over-ordered 3 mhz tuners, had them in inventory, or on order and was unable to cancel without penalty charges, could use its supply. However the commission stressed that no new ± 3 mhz tuners are to be ordered.

Cowles: not all in the family

Cowles Communications Inc. has asked the FCC to dismiss the Justice Department's petition to deny renewal of Cowles' KCCI-TV (formerly KRNT-TV) Des Moines, Iowa and to renew the station's license. Justice's petition was one of nine filed for purpose of breaking up newspaper-television crossown-ershIPs. Cowles makes two points in its motion. It argues that there is no crossownership of the Des Moines Register and Tribune newspapers and Cowles. Justice says the "Cowles family," which Cowles in its motion describes as "a creation of Justice," controls stock in both companies. Cowles's second argument is based on the commission's new newspaper-broadcast crossownership rule. Even assuming there is a link between the newspapers and the station, Cowles says the combination would not meet the test for divestiture contained in the rule: when the only newspaper and the only television station puting a city-grade signal over the entire community are under common ownership.

Broadcasting May 5, 1975
Job figures show quality as well as quantity for women, minorities

Latest FCC report indicates gains in position and salary

A new tabulation of the FCC's 1974 employment data for the broadcasting industry showed both women and minorities "increasingly represented in higher-paying, full-time jobs." The latest FCC report, broken down by job, complemented over-all findings released last month (Broadcasting, March 10) that showed increases by women, blacks, Orientals, American Indians and Spanish-surnamed people in the number of full- and part-time jobs held in 1974 compared with the year previous.

The FCC's latest findings:

- 36% of all full-time women employees were in higher paying categories, which include official, managerial, professional, technical, sales and skilled craftsmen positions (10,907 women out of a total of 30,244 female employees).
- 63% of all minority full-time employees (8,739 out of 13,891) are in such positions.
- By category, 14.4% of all official and managerial jobs were held by women (compared with 12.5% in 1973); 15% of all professional positions (up from 12.9%); 13.9% (from 11.3%) of all sales positions and 2.8% (from 2.1%) of clerical jobs. The largest proportion of jobs held in the industry by women (89.3%), however, remains in the office and clerical category.
- The racial and ethnic minorities breakdown shows that they filled 6.2% of all official and managerial positions (compared with 5.7% in 1973); 10.9% (up from 10.0%) of all professional jobs; 6.2% (from 6.0%) of all sales jobs; 10.7% (from 9.9%) of all technician jobs, and 18.7% (from 17.1%) of all clerical and office jobs.

Billings questions. FCC has ordered hearing to determine whether Empire Broadcasting Corp. engaged in fraudulent billings practices or failed to exercise reasonable diligence to see that its agents and/or employees did not engage in such practices at KXXX (AM) Bozeman, Mont. Affected could be four applications filed by Empire with FCC: renewal of license for WNNN (AM) and other changes in KXXX technical facilities; transfer of control of Empire, and assignment of license of KAFF-AM-FM Flagstaff, Ariz.

For the defense. Newton Broadcasting Corp. has filed with FCC its opposition to petition to deny its WNTN (AM) Newton, Mass., brought by Citizens of Newton for Community Effective Radio Now. Group alleged transmitter changes in local news programming, public affairs and special documentaries (Broadcasting, March 3). WNTN denied changes by including in its opposition statement letters praising station's contribution to community and effectiveness in providing assistance to diverse community needs.

Appealed. FCC decision not to overturn review board's denial of A. V. Bamford's application for new FM at Corpus Christi, Tex., has been taken by Mr. Bamford to U.S. Court for District of Columbia circuit. Review board had found defects in Mr. Bamford's community survey and ascertainment techniques.

Hearing on Newark bids. Six mutually exclusive applications for deleted facilities of WNJR (AM) Newark, have been set for hearing by FCC. Date has not yet been set. Station's former licensee, Continental Broadcasting Inc., lost license in 1971 for violation of FCC rules; since then WNJR Radio Co. has operated station interim authority.

Paper-saving. FCC has amended its rules to permit submission of pleadings that are duplicated on both sides of sheet of paper. Action, effective April 30, was requested by James K. Edmundson Jr., Washington attorney. Mr. Edmundson said that two-sided duplication would save space and reduce costs and paper consumption. Rule change requires that two-sided copies be stapled in left margin in book form and that even-numbered pages have one-and-a-half-inch right-hand margin.

Fletcher family, including recipients of gift stock, had been active in daily operation and/or over-all policy supervision of stations when FM was founded in 1947 and TV in 1956; furthermore, no policy or personnel changes are contemplated.

Bennett offers surveys. Professional Research Services has been established by Dale Bennett, former owner of National Radio-Research, to offer low-cost audience-station evaluation surveys to broadcasters in small and medium markets. PRS offers variety of survey plans ranging from $269 for 320 attempted telephone calls to $1,798 for 3,200 interview attempts. Call sheets document phone numbers involved, time of calls, respondents' sex, age and listening choice. 6806 South Terrace Road, Tempe, Ariz. 85283.

Media Briefs

Pass it on. Capitol Broadcasting Co. (WRAL-FM-TV Raleigh, N.C.), has asked FCC approval of transfer of control from A. J. Fletcher, board chairman, now holding 1,316 shares (87.48%) of voting stock, as gifts to his son, Frank U. Fletcher, Jr., and two grandsons, James Goodmon and Ray H. Goodmon III. Frank U. Fletcher Sr., director and legal counsel of licensee for more than 20 years and currently holding no stock, would receive 100 shares (6.6%). James F. Goodmon, executive vice president in charge of operations, and director of Capitol, would have his present 10 shares increased to 540 shares (35.8%). Ray H. Goodmon III, holder of 18 shares of voting stock, would have his interest increased to 339.3 shares (22.67%). A. J. Fletcher, 88, would retain 365 common class A shares (24.25%) of voting stock. Capitol also asked waiver of crossownership provisions of FCC's rules, pointing out that Fletcher family, including recipients of gift stock, had been active in daily operation and/or over-all policy supervision of stations when FM was founded in 1947 and TV in 1956; furthermore, no policy or personnel changes are contemplated.

CBS doesn't plan to rest on its laurels

Fall schedule loaded with surprises as successful shows are shifted and durable oldtimers are dropped; it prods NBC to spate of changes

"The only time a show's in trouble on CBS is when it makes the top 10," an old Johnny Carson one-liner, was quoted last week by Robert Wood, the president of CBS, to explain some of the bombshells contained in the network's 1975-76 schedule. Among them:

- Six of CBS's top-10 shows, including All in the Family, M*A*S*H and The Jeffersons, its top three, shuffled time periods.
- Goin' Home, a veteran of 20 years on CBS—an endurance record for prime-time series on television—was canceled in the face of a solid second-season national Nielsen rating of 21.0, as was the eight-year veteran, Mannix, with a 23.2 second-season Nielsen (good for 17th place among all the prime-time shows on all three networks).
- CBS is ushering in nine new series, despite the fact that the network wound up the 1974-75 season solidly entrenched in first place, a full rating point ahead of second-place NBC.
- Within 24 hours of the release of CBS's line-up, NBC tore up the 1975-76 schedule it had announced the previous week (Broadcasting, April 28) and switched time periods on 10 of the series on that schedule.

At CBS, the biggest surprise of all, even among industry insiders, was that network's removal of All in the Family from its Saturday, 8-8:30 p.m., NYT, slot, where, as the highest-rated show on television, it had become something of an American institution. The network has transplanted Archie Bunker and clan to Monday at 9 p.m., violating the old show-biz axiom that you don't tamper with a winner. The widely held assumption is that because the show frequently tackles themes like menopause, impotency and homosexuality, the powers-that-be at CBS became convinced that they couldn't run it in the 8 to 9 p.m. family hour without drawing unacceptable flak from Congress and from the FCC.

But Mr. Wood said the family hour had nothing to do with the shift. "We had five hours of new programing needs, and that causes a tremendous ripple effect throughout the entire schedule," he declared, and then added: "Shows become chess pieces in that situation, and you try to get as the moves that'll be to your advantage."

One argument in Mr. Wood's favor on this point is that if CBS were going to move controversial sitcoms out of family hour, it wouldn't have kept the sexually raunchy M*A*S*H in an 8:30
p.m. time period. But Mr. Wood hesitated on that argument because he thinks \( M^* A^* S^* H \) is an okay family show. “All that Hot Lips stuff is done subtly, and in exquisite good taste—\( M^* A^* S^* H \) is not patently sexual at all,” he said.

CBS's schedule parallels NBC's in that it steers pretty clear of violent action shows. Like NBC, where only one of the nine new shows is in the violent-action category (\textit{Metro Man}, from Columbia Pictures Television), CBS is also scheduling only one: \textit{Bronk}, produced by MGM-TV and Carman Productions (the company, owned by Carroll O'Connor, that CBS helped to set up when the actor threatened to walk out of his role as Archie Bunker on \textit{All in the Family}), which stars Jack Palance as a “driven police lieutenant.” CBS's eight other new shows comprise four sitcoms, two dramas, one courtroom melodrama and one private-eye series (which will be patterned somewhat on the movie, “The Sting”).

The sitcoms are: \textit{Phyllis}, a spinoff from \textit{The Mary Tyler Moore Show}, starring Cloris Leachman and produced by MTM Enterprises; \textit{Doc}, also from MTM Enterprises, about a physician with a large family whose practice is located in a “racially mixed urban neighborhood”; \textit{Joe and Sons}, with Richard Castellano as a blue-collar worker who is a widower with two sons, the show under the aegis of Douglas S. Cramer Productions; and \textit{Big Eddie}, about an ex-gambler (Sheldon Leonard), his ex-showgirl wife (Sheree North) and an 8-year-old orphaned granddaughter they suddenly acquired. \textit{Big Eddie} was created by Bill Persky and Sam Denoff, under their Deedezmanzdoze Production Co. banner.

The two dramas are the Robert Stigwood Organization's \textit{Beacon Hill} (the only series on the prime-time schedule that will be produced in New York), which is basically an Americanized version of the British series, \textit{Upstairs Downstairs}, and will deal with “the melodramatic interaction between an extremely wealthy family and its domestic servants”; and \textit{Three for the Road}, an MTM Enterprises Production about a 40-year-old freelance photographer, a widower with two teen-age sons, who “criss-crosses America pursuing various assignments.”

The courtroom melodrama features Anne Meara (of the Stiller & Meara comedy team, as \textit{Kate McShane}, a “bom-bastic, unorthodox lawyer” with a “tight-knit Irish-American family,” and is produced by Paramount Television.

The private-eye series is \textit{Universal Television's Switch}, starring Robert Wagner as “a charming ex-con man,” and Eddie Albert as “a retired hard-nosed bunco-squad cop,” who team up to outwit the bad guys.

The shows CBS announced it would cancel, in addition to \textit{Gunsmoke} and \textit{Mannix}, are \textit{We'll Get By}, \textit{The Friday Comedy Special} and \textit{The CBS Friday Movies}. (\textit{Manhunter} was excised last month.)

A total of nine holdover shows on the network will find themselves in new time periods next September. The nine are: \textit{Rhoda}, from Monday, 9:30-10 p.m., to Monday at 8; \textit{All in the Family}, from Saturday, 8-8:30 p.m., to Monday at 9; \textit{Maude}, from Monday, 9-9:30 p.m., to Monday at 9; \textit{Hawaii Five-0}, from Tuesday, 9-10 p.m., to Friday at 8:30; \textit{Mannix}, from Tuesday, 10-11 p.m., to Friday at 10; \textit{Barnaby Jones}, from Tuesday, 10-11 p.m., to Friday at 10; \textit{The Jeffersons}, from Saturday, 8:30-9 p.m., to Saturday at 8; \textit{Cher}, from Sunday, 7:30-8:30 p.m., to Sunday at 8; and \textit{Kojak}, from Sunday, 8:30-9:30 p.m., to Sunday at 9.

In a wide-ranging interview with \textbf{Broadcasting} on CBS's new schedule, Mr. Wood made the following points:

1. When CBS had a choice between a violent-action show and a tamer melodrama or a variety hour, it generally opted for the latter because the current atmosphere is strongly antiviolence. “We don’t live in a cocoon—we’re aware of the moods, opinions and attitudes of the country,” he said.

2. The network is convinced that its
future lies in comedy shows, variety hours (CBS has three on next fall’s schedule, compared to none on NBC and probably only one on ABC) and “quality” dramas like Beacon Hill, which, he said, “will be a big hit if its public acceptance by the critics is any indication.”

(3) By scheduling only one movie night next fall instead of two, CBS will not be spreading itself so thin in the category of theatrical films and made-for-TV movies. (Other industry sources said CBS has been as aggressive as the other two networks in buying theatrical movies, although it does have “The French Connection,” “The Bible” and Charles Bronson as “Mr. Majestyk” slated for 1975-76, along with reruns of “M*A*S*H” and “Tora! Tora! Tora!”)

(4) The decision to cancel Gunsmoke and Mannix was agonized over, but finally CBS’s programing executives decided they “didn’t want to wake up one morning and find that 50% or 60% of the schedule consisted of tired shows in their fifth or sixth year on the network.”

(5) CBS chose to make only 23 pilots this year (compared to more than 30 in previous years) and “do thorough evaluations of each of these pilot treatments, even in some cases commissioning three, four and five scripts of a proposed series.” Mr. Wood said this reduction in quantity has given the network’s programers a solid fix on the nine series that were finally accepted for 1975-76, with at least three more—The Keegans (Universal Television is equal to its old Artists Television) and Shell Game (Thoroughbred Productions)—looking strong enough to be serious contenders for second-season berths next January.

CBS’s schedule reads:

Monday: 8-8:30 p.m., Phyllis; 8:30-9 p.m., Rhoda; 9-9:30 p.m., All in the Family; 9:30-10 p.m., Maude; 10-11 p.m., Medical Center.

Tuesday: 8-8:30 p.m., Good Times; 8:30-9 p.m., Joe and Sons; 9-10 p.m., Switters; 10-11 p.m., Cannon.

Wednesday: 8-9 p.m., Tony Orlando and Dawn; 9-10 p.m., Cannon; 10-11 p.m., Kate McShane.

Thursday: 8-9 p.m., The Waltons; 9-11 p.m., The CBS Thursday Night Movie: Fanny, Big Eddie; 8:30-9 p.m., M*A*S*H; 9-10 p.m., Hawaii Five-O; 10-11 p.m., Barnaby Jones.

Friday: 8-8:30 p.m., Doc; 8-9 p.m., The Mary Tyler Moore Show; 9-10 p.m., The Bob Newhart Show; 11-12 p.m., The Carol Burnett Show.

Saturday: 7-8 p.m., Three for the Road; 8-9 p.m., Cher; 9-10 p.m., Kojak; 10-11 p.m., Bronk.

NBC’s new schedule, revised from the one issued last week (Broadcasting, April 28), reads:

Monday: 8-9 p.m., Emergency; 9-10 p.m., Ellery Queen; 10-11 p.m., Medical Story.

Tuesday: 8-9 p.m., Movin’ On; 9-10 p.m., Police Story; 10-11 p.m., The Metro Man.

Wednesday: 8-9 p.m., The Little House on the Prairie; 9-10 p.m., Doctors Hospital; 10-11 p.m., Petrocelli.

Thursday: 8-8:30 p.m., Sunday Dinner; 8:30-9 p.m., Faye; 9-11 p.m., NBC Thursday Night at the Movies.

Friday: 8-8:30 p.m., Sanford and Son; 8:30-9 p.m., Chico and the Man; 9-10 p.m., The Rockford Files; 10-11 p.m., Police Woman.

Saturday: 8-9 p.m., The Invisible Man; 9-11 p.m., NBC Saturday Night at the Movies.

Sunday: 7-8 p.m., The Wonderful World of Disney; 8-9 p.m., Holvak; 9-11 p.m., NBC Sunday Mystery Movie.

Gems from the 30’s & 40’s

159© After the Thin Man, ’37 William Powell, Myrna Loy 897© Air Raid Warnings, ’42 Laurence & Hardy

They asked for it. The audience of WCCO-TV Minneapolis-St. Paul is less likely to grumble about the station’s current movie fare since more than 6,000 of the station’s viewers had a say in selecting titles to be shown. It started late last year when WCCO-TV bought a spread in the local newspapers to list the films to which the station owned rights. Readers were asked to check the ones they wanted to see (see bottom picture) and answer a few brief demographic questions. The response was so great, according to WCCO-TV Film Director Harry Jones (top photo) that arrangements had to be made with an area to do the tabulations. The result was a series, Movies You Asked For, featuring films grouped on a thematic or star basis. The most-requested movie was “The Thin Man,” with 1,738 votes; the least-requested was “Dime With a Halo,” 75 votes.

Up for syndication. Twentieth Century-Fox is offering three new TV programs for syndication for coming season: Ben Casey, 13 hour, episodic; Quiller, also 13 hour, episodic, a spy story based on “Quiller Memorandum” novel, produced by BBC; 26 hour King Family episodes with guest stars taped on locations as group tours country. Also upcoming for syndication, That’s Hollywood, 26 half-hours being developed by Jack Haley Jr., president of Fox Television.

Target: 18-34. WPJL (FM) New York will start Information Center, sponsored consumer news series, on May 7. Concluded guide will provide tips and background in six areas of interest to station’s 18-to-34-year target audience: hi-fi and component systems, wines, local entertainment, music industry and record news, exercise and health, and business and stock market news. Consumer guide segments will run between 6 and 7 p.m., Monday through Sunday, in 90-second installments, with three groups of two segments to run each hour.

Do it again. Jim Victory Television Inc., New York, announced that Concentration has picked up renewals at, among other stations, WBBK-TV New York, KHIC-TV Los Angeles and WCAU-TV Philadelphia. Stripped five days per week, with Jack Narz as host, game show enters its third year in syndication in September.

‘America’ grows. Time-Life Television announced that Alistair Cooke’s America series of 13-60 minute documentaries has added 11 new stations including KOMO-TV Seattle, wow-TV Omaha and WPNE-TV Green Bay, Wis.

Setback for PBS co-op

Optimism by Public Broadcasting Service spokesmen about the outcome of the Station Program Cooperative’s seventh round was lessened last week. A group activity proposed by PBS—whereby member stations would buy up all of the programs remaining in the co-op—failed to materialize. Following another elimination round May 2, two more purchasing rounds are scheduled, for Tuesday and Friday of this week (May 6 and 9). spokesman said Bill Moyers’ Journal, Evening at the Symphony, WNET Opera Theatre, Book Beat, Consumer Survival Kit, Special Events (National Public Affairs Center for Television news coverage), Washington Week in Review, Wall Street Week, Nova, Black Perspective on the News, Woman, Mister Rogers’ Neighborhood (455 reruns), Sesame Street and The Electric Company were bought; Five shows eliminated April 29: The Mark of Jazz, Films for the Family, Planet Ocean and Interface. There are still 29 shows that could be purchased, but the total number available “won’t be 39 as we had hoped.” That compares to 25 last year.
Retail wags advertising dog at TVB workshop

Increased interest is marked by increased attendance; focus is cost

Such pocketbook matters as costs of commercials and prices of campaigns pervaded the discussion last week at the Fourth Annual Retail TV Commercials Workshop of the Television Bureau of Advertising.

The inflation-recession syndrome seemed uppermost in the minds of speakers and executives in the audience at New York's Biltmore hotel. Panelists from stations, advertisers, agencies and commercial-production companies gave suggestions on creating and implementing TV retail campaigns that could be effective as well as reasonable in cost. They were peppered with questions that reflect financial concerns: "Do you have to pay residuals?" "How much does that new equipment to produce out-of-studio commercials cost?" "Do you give any free spots to new retail advertisers?"

Approximately 200 persons paid to attend the day-and-a-half meeting, double last year's attendance. A TVB official explained the upsurge in attendance this way: "Although everybody is watching his pennies, we believe this turnout shows that retailers are increasingly more interested in television, and station operators are redoubling their efforts to get a larger share of the retail advertising dollar."

A recurring note sounded at the workshop was that in 1975 television has to compete more aggressively against newspapers to lure away a larger share of the retailer's advertising allotment. In the opening speech, Roger Rice, president of TVB, pointed toward a trend this year of "more retail competitiveness." He said all advertiser categories are seeking to make better use of frozen budgets, asking more and looking for ways to stretch their advertising investments.

Mr. Rice also demonstrated two new sales tools designed to help retailers use TV more profitably. One is a slide rule to assist retailers in planning a full year ahead. A second slide rule shows how 40 different advertiser groups use TV in terms of dollar allocation, message length and message placement.

Bill Evans, president of the American Radio and Television Commercials Festival, New York, which administers the annual Clio awards, said retail TV advertising excellence has improved over the years. He noted that in 1969 there were one winner and eight recognized finalists in the retail category in the Clios; last year there were four winners and 29 finalists in the retail classification.

In some parts of the country retailers are apathetic toward television, and Bob Gordon, director of marketing for WHAS-TV Louisville, placed that city in that category and told how his station is attempting to generate enthusiasm. He said that retailers there spent more than $5 million in newspapers in 1974 and only $150,000 in TV. To whet retailers' interest, Mr. Gordon said, WHAS-TV has formed a nomiale group, "Creative Services," which produces commercials from start to finish. He said TV in Louisville is beginning to make inroads on retail advertising and suggested that other stations consider a similar approach.

Merritt Rose, general sales manager of WYBC-TV Pittsburgh, said his station moved into the area of retail TV commercial production about 18 months ago when retailers told him they knew TV was effective but they wanted to know how they could use the medium inexpensively. Mr. Rose said the station invested almost $200,000 in remote video-tape production equipment and has taped commercials on location for a number of retailers, including Gimbel's, Kaufmann's, Horne's and Sears. He stressed that costs can be reduced through planning by producing five or more commercials a day.

Over a three-year period Colonial Stores Inc., Atlanta, has used television consistently and increasingly on behalf of its Big Star Supermarkets in the Southeast. Dwight Scotlandt, corporate director of advertising for Colonial Stars, told the workshop that TV investment rose from $103,000 to $851,000 in 1974 as Big Star's sales increased. He recommended that retailers engage an agency with experience in the field (Liller, Neal, Battle & Lindsey is the Big Star agency), develop realistic budgets, have specific campaign objectives and make certain they are carried out.

David Lane, president of Lane-Golden-Phillips Advertising Inc., Philadelphia, agency for Sears in that city, was perhaps the most outspoken speaker at the workshop. If television is going to get more money, it must spend more money that has to be taken from newspapers. It's safe to fail with newspapers. If you fail with TV, the retailer is going to say, 'why is he experimenting?'" Mr. Lane made these points: Frequency is important in television; retailers should back up advertising with merchandising, and broadcasters should keep the retailer advised of every step of your campaign.

Ron Gianettino, senior vice president of Keyes, Martin & Co., Springfield, N.J., agency for Shop-Rite Food Supermarkets, Elizabeth, N.J., said it's vital in the food retailing field to find a sales motif and build on it. In Shop-Rite's case, he said, the approach was to picture Shop-Rite as a merchant concerned with "the beauty of mom's checkout tape and the height of her family." Shop-Rite's TV spending climbed from about $30,000 in 1970 to about $2.4 million in 1974 as its stores showed dramatic gains in sales, he reported.

Earl Littman, Goodwin, Dannenbaum, Littman & Wingfield, Houston, agency for Foley's in that city, reported that more than 300 commercials a year are produced for that department store. Foley's has been a TV advertiser for more than 20 years and since its products have a wide range in price, the store requires a substantial investment in TV and a variety of commercials, according to Mr. Littman.

Irwin Barnett, managing director of Barnett, Zlotnick Advertising, New York, agency for the Grand Union Co., New York, urged retailers to use TV to seek out new customers, saying newspapers are on a decline because of falling circulation, rising costs and shrinking page sizes. At Grand Union, he said, a recent approach has been to run 30-second commercials, of which 22 seconds focus on staple products and service and the remaining eight seconds are produced within a day or two of air time and give the latest advertising in a product. In recent months, Grand Union TV advertising has zeroed in on working women, Mr. Barnett said, operating on the premise that not enough advertising has been directed to this group.

Pierre (Pete) Megroz, vice president, station sales and marketing, Arbitron Television, described a new service for retailers, Arbitron Information on Demand. He said that from information on computer tape, audience information can be provided to retailers for their stores for any sex and age group to match any...
product lines. He said Sears is a new client.

George Sharpe, vice president and group media supervisor of Young & Rubicam International Inc., New York, said retailers can build a positive public image through advertising on news and public affairs shows and have opportunities for effective advertising to reach specific demographic groups by buying into specialized programs dealing with sports, rock concerts, cooking and sewing.

Charles Licamelli, manager, broadcast standards, WNBC-TV New York, said that in his view the perfect commercial would be "one that tells and shows a viewer what the product is, how it works, how much it costs and where it can be purchased." He said the most troubling TV commercials in retailing are those that mention various guarantees without going into specifics and those mentioning price reductions without giving dollar figures.

Allen Stanley, president of Dolphin Productions Inc., New York, showed a number of TV commercials produced by his firm via computer animation for such clients as Sears, Filene's, Montgomery Ward, Macy's and John Wanamaker. He said these firms recognized that "by establishing unique images, a company can build a positive image through expanding their market."

Marion Preston, president and supervisor of broadcast labor relations of the J. Walter Thompson Co., New York, suggested to agency heads that they consult with people on their staffs familiar with union agreements prior to the production of commercials. She said specialists at the agency in the various talent codes could give money-saving counsel in four areas: on proper classification of a performer (player or extra); on editing rights held by the agency; on talent costs prior to production to determine if these expenditures fall within budget and on union rules and regulations that might be violated and result in a penalty.

Jordan Marsh-New England was given TV's Gold Screen Award for "contributions to the art of total communication through expanding and creative use of television." The award was accepted by Kai Frost, senior vice president in charge of sales promotion, store planning and visual merchandising. Jordan Marsh TV investments rose from $720,500 in 1970 to $1.1 million last year.

**Consumer law changes draw some support from FTC's Rosch**

But U.S. Chamber of Commerce comes out strongly against Moss legislation at hearing

The Consumer Subcommittee of the Senate Commerce Committee held hearings on two bills aimed at bolstering current consumer protection legislation, "so that it would not be added to the federal budget," in the words of Senator Frank E. Moss (D-Utah) who introduced the bills and who presided.

The State and Local Enforcement Act, S. 642, is an amendment to the Federal Trade Commission Act which authorizes state attorneys general and certain local officials to enforce trade regulations, giving FTC regional offices more autonomy. The Consumer Fraud Act, S. 670, makes it a crime to knowingly engage in certain unconscionable consumer frauds and prescribes criminal sanctions (three years imprisonment, a $10,000 fine or both) for 15 unfair consumer practices plus any other unfair or deceptive act prohibited by section five of the FTC Act.

Testifying April 23, J. Thomas Rosch, director of the FTC's Bureau of Consumer Protection, cited as the common theme of the bills, "a further increase in the stakes faced by consumers." The FTC would obviously gain more power as a result of the bills, Rosch said.

Mr. Rosch concluded.

Also offering testimony was Irving Scher, of the U.S. Chamber of Commerce consumer affairs committee and a member of Weil, Gotshal & Manges, New York law firm. Consistent with Mr. Rosch's finding of duplicative efforts, Mr. Scher enumerated implications of harassment and potential legal inconsistencies, the impropriety of using the FTC Act as a legislative model and the counterproductive results of decentralizing the authority of the FTC. In conclusion, he expressed the chamber's view that before considering further consumer protection measures like those enacted in the Magnuson legislation, "it is first essential to see how the FTC implements the important remedial powers which have so recently been granted to it."

**Nielsen drops idea of eight-week sweeps**

Big majority of clients polled are against idea, especially prospect of higher costs

The A. C. Nielsen Co. said last week it has no plans to introduce eight-week local TV measurement sweeps or otherwise change its four-week measurement system.

Nielsen officials made the disclosure in reporting that in the poll it conducted among clients earlier this year (Broadcasting, Feb. 17) 88% of 161 station, network and station-rep respondents opposed a move to eight-week sweeps. They said 4% voted for eight-week measurements; presumably these were the networks, the only outspoken advocates of extending the present sweep lengths. In addition, Nielsen said 22% of the respondents suggested various new proposals, ranging from a compromise six-week system to a rescheduling of present report periods.

More than half—57%—of the re-

**BAR reports television-network sales as of April 13**

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<th>Dayparts</th>
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<tr>
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**Source:** Broadcasting Advertisers Reports

**Broadcasting May 5 1975**
respondents were said to have cited the added cost as a reason for opposing eight-week sweeps, while 17% noted a possible reduction in weekly ratings as a drawback. Other comments, Nielsen said, were that hypoing—principal target of those advocating longer measurement periods—is "not a matter of concern," is "a network problem" or "cannot be solved by the rating services."

Nielsen said responses to its poll from advertisers, agencies, program producers and stations said, in too few—12—"to draw meaningful conclusions for Nielsen said it would "of course" re-examine its position if "the persuasions of the industry change on this issue."

**FCC won't step in on image advertising**

The Federal Trade Commission last week unanimously declined to accept a petition for a crackdown on corporate image ads, saying those making energy and environmental claims, but made clear it does have authority under the FTC Act, "to prevent deceptive and unfair practices with respect to corporate image advertising."

The petition, filed by Senators Birch Bayh (D-Ind.), Frank Moss (D-Utah) and Thomas McIntyre (D-N.H.), and Representatives Les Aspin (D-Wis.), Benjamin Rosenthal (D-N.Y.) and Andrew Young (D-Ga.) at the height of public concern with the energy crisis, in January 1974, specifically mentioned film television and 11 print ads, primarily by oil producers and public utilities.

In its response, the FTC stressed its concern not to infringe on the First Amendment: "The commission believes that the free speech guarantee requires that government regulation allow breathing room to the expression of views on public issues."

Reviewing the nature of corporate image ads—those that describe a firm or its policies, not its products or services—found two clear trends. There has been an increase in expenditures accompanied by rising interest in the impact of image advertising.

At least $268 million was spent in this area in 1972, up 20% from 1970, according to the FTC, and "more than half ($161 million) of this was spent on television, up about 55% from 1970."

The FTC further noted that research on the subject confirms corporate image advertising is effective in furthering economic interests, by increasing sales, investments or recruitment and in creating favorable images toward sponsoring corporation. While the commission already requires substantiation of claims in ads designed to sell products, the test to be applied in the case of image ads, the commission said, is "whether an unfair or deceptive advertisement has as its dominant appeal or likely effect the sale of goods or services or the elicitation of other commercial dealings," that is, whether its appeal and likely effect is commercial.

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**NCTA at staging area for battle over copyright**

As bill approaches hearings in House, board meets, approves principle of payments, but last adjustments on position will be made later

One member of the board of the National Cable Television Association noted at last week's meeting in Washington that NCTA has voted 11 times since 1971 to support "reasonable copyright payments." Last Monday's meeting was no exception, as the board passed a resolution 26-2 (by secret ballot) saying it again.

The board did not however, define "reasonable" and left the formulation of a definitive NCTA copyright position to be resolved sometime later this month at a still unscheduled board meeting.

The board also reaffirmed its nine-point program on copyright approved last winter (Broadcasting, Nov. 25, 1974), but at the same time it directed the association's staff to "re-examine all fee formula concepts," including the possibility of payments on a distant/local or off-air formula and a constant rather than escalating fee-scheduling basis.

In directing the staff to re-examine certain issues relating to how fees should be calculated, NCTA left open the question of whether further changes in its present position will be adopted. (The board only weeks earlier [Broadcasting, April 21] appointed an ad hoc committee to conduct a fact-finding mission in official Washington to explore and review the present NCTA position.)

What in essence the staff is now searching for is a "final stance" that will make the industry's copyright constituency happier and at the same time will not gut the association's previously arrived at nine points, which the board affirmed again last week.

At Amos (Bud) Hostetter, of Continental Cablevision, and past NCTA chairman said he "came away [from the board meeting] with a feeling that the industry has a stronger resolve to keep its prior commitments." "NCTA is over the "bridge" of denying substantive copyright liability, he suggested, although some changes in terms of exemptions or how fees are calculated may still be incorporated in the present position.

Basically the present nine point position includes:

- Opposition to the creation of a copyright tribunal that would have the power to arbitrate adjustments of fees that cable would pay into a pool to be distributed to copyright owners and broadcasters. Without the tribunal, the fees established in the original bill would remain in effect unless modified by future legislation.
- A change in the penalty provisions of the current Senate bill to shield cable operators from broadcasters who might seek legal action against CATV systems that do not afford any duplication protection required by FCC rules.
- An exemption for systems with under 1,500 subscribers from any copyright payment.
- Language that would set up the dropping of exclusivity requirements as quick as possible if copyright payments are made.
- A change in the definition of what is a CATV system so as to take account of the political unit rather than the number of townships a system crosses. (That amendment has become moot, however, as the FCC has already indicated a trend toward changing the present cable system definition according to those principles.)
- If the tribunal stays in, the revenue base from which fees are computed could not be broadened to include more than basic services, such as television retransmission and not such auxiliary services as pay cable.
- Elimination from the bill of an exception from copyright payments of government-owned nonprofit translators.
- No liability for copyright fees on channels leased out by cable operators to third parties.
- No liability for copyright fees for cable carriage of over-the-air pay programs if required by the FCC.

But while those nine amendments to the current Senate copyright bill have again been endorsed by the NCTA board, the board also left the door open for additional accommodations in re-examining copyright fee formulas. What form any new accommodation will take is still open to speculation. Some think it will be some form of the "Pennsylvania position," whereby local signals would be exempt from copyright fees. As NCTA president Rex Brands said, the Pennsylvania position has been the only "positive plan" laid out since the NCTA adopted its present position. He cautioned however, that while the staff has been specifically directed to look into the possibility of incorporating a local/distant signal fee formula, the staff's copyright examination will not be restricted to that proposal.

Basically, the Pennsylvania position holds that CATV systems should not pay copyright fees for providing "basic or minimum television reception," defined as three network affiliates, three independents and one educational station. The principle of seven basic copyright-free signals is one suggestion that would discredit whether reception is secured off-the-air or by microwave.

The second part to the proposal would provide that copyright fees be paid under a compulsory license for the reception of distant signals other than those seven at the rate of two-tenths of one percent per year of gross receipts from monthly service charges only.

It was reported that some nine or 10 times during the closed NCTA board meeting last week, members urged adoption of the Pennsylvania position. However, those suggestions were tabled so the
staff could try to find a workable definition of what a local signal should cover. One spokesman in the cable industry commented "you can't think of the real hole" in the Pennsylvania position to be the inclusion of three independent signals as part of those not covered by copyright fees. Since few systems now carry that many channels, the individual noted, the Pennsylvania position could end up excluding nearly 90% of the cable industry from having to pay copyright.

Jerry Greene, Teleprompter Corp.'s vice president of finance and member of the NCTA board, "guessed" that the board will not accept the Pennsylvania position in total, since it is "too drastic." But Mr. Greene did suggest that the concept of not paying for local signals will be incorporated in a final NCTA position.

Henry Harris, of Cox Cable Communications, another board member who supports the present NCTA position, contended that although the local exemption issue is a "very logical argument" it runs into "insurmountable" problems when one tries to define just what a local signal should mean. Mr. Harris has consistently held an anticopyright view.

One suggestion as to such a definition came from NCTA vice chairman Burt I. Harris, Harris Cable Corp., who was reported to have suggested at the meeting that a local signal is anything broadcast from a station within 100 miles of a cable system.

George Barco, general counsel for the Pennsylvania Cable Television Association, who has become a symbol of that association's position, said he would go along with Mr. Harris's suggestion. However, Mr. Barco noted that while just an over-the-air exemption might take care of Pennsylvania systems, it would be unfair to many operators located in very rural Western states where all of their signals are brought in by microwave.

According to Mr. Barco's analysis, about 40% of the board would go for the Pennsylvania position in its present form. As for the rest, he said, they could live with the nine points incorporated in the NCTA position. He added, however, that if no further accommodation in addition to those nine points is incorporated in the final NCTA position, he would stand by his claim that his state, along with at least 10 others, would leave NCTA (Broadcasting, April 28).

Mr. Barco also noted that Kyle Moore, president of the Community Antenna Television Association—the group of small cable operators that splintered off from the NCTA basically over the copyright issue—had indicated he would support the Pennsylvania position.

Polly Dunn, who also represents the small system operator and is president of Columbus (Miss.) TV Cable Corp., said she did not expect any great change or addition point nine points already set down by NCTA, but she did hope that some accommodation would be reached to justify taxing some people (CATV subscribers) an additional copyright fee for the same product their neighbors (nonsubscribers) get without such a tax.

Mrs. Dunn's argument is the underlying rationale for why many cable operators have favored a local/distant signal formula. Cable people, especially the smaller operators, have repeatedly pointed out that they are already paying copyright fees for households hooked up to cable, since the copyright fees broadcasters pay are based on the number of households in a market. Whether each of those households actually get a given signal is in no part reflected in assessing broadcast copyright fees, the cable argument continues. So why should cable operators have to pay an additional copyright fee for a signal that has already been paid for by the distant receiver?

Jerry Valenti, president of the Motion Picture Association of America, doesn't agree with that logic, however. Anybody who uses copyrighted material in a profit-making enterprise should pay copyright, he said, with no distinction made for distant or local signals. What other industry gets an "indispensable product" for nothing, he noted, referring to cable's current status of showing television programming without paying any copyright payments.

Mr. Valenti contended that cable systems are much more than just antenna systems, contrary to how many cable operators sometimes like to portray themselves. Rather, a cable system "amplifies, distributes and charges" for television programming, he said, and should be held liable for copyright payments.

As the copyright bill passed by the Senate last session now stands, the total annual revenue from copyright payments by the entire cable industry would amount to less than $5 million, estimated Mr. Valenti. The "postal不免" required to mail out the bills would involve more than that, he suggested.

Mr. Valenti is also not happy with the present NCTA position opposing the creation of a copyright royalty tribunal. Mr. Valenti attributed the cut in half of the original 1% to 5% sliding scale for copyright payments (in the present Senate bill its now ranges from five-tenths to two-and-half percent) to the efforts of the lobbyists. Those actions, he said, while it is obvious, concluded Mr. Valenti, that there needs to be an "expert and dispassionate" tribunal to arbitrate and set fair rates.

The networks were not quite as distressed over indications that NCTA might incorporate any local signal exemption. As Eugene S. Cowan, vice president at ABC, noted, the networks are not the copyright holders of the vast amount of programing, so they do not have a "large" financial interest in the outcome of the copyright debate. The networks contend that since we pay copyright so should anybody else," explained Mr. Cowan.

Richard Jencks, vice president of CBS, said he was "gratified in a small way" to have NCTA reaffirm its support for rea-sonable royalty exemptions. He did not get overly enthused since NCTA had already given that support when it signed the 1971 consensus agreement. Furthermore, Mr. Jencks noted that NCTA was not reaffirming another part of that earlier agreement with regard to "binding arbitration as to the amount of copyright fees," as witnessed by NCTA's proposal to do away with a royalty tribunal.

Nothing in NCTA's resolution makes reference to what the Senate committee on copyright, led by Mr. Jencks, and that makes for a feeling that NCTA's support for even token copyright may be made "even more minimal" than the copyright royalty now established.

Donald Zeifang, vice president for the National Association of Broadcasters' public affairs department, charged that NCTA changes its position on copyright so often that it's not fruitful for NAB to respond each time. But he did "speculate" that if cable is intent on re-examining the issue of copyright liability, it would not be out of the realm of possibility that broadcasters might change their approach to distant signals and suggest a program-by-program payment.

Reaction to the recent maneuvering by NCTA on the copyright issue did not create much of a stir on Capitol Hill. Thomas Brennan, chief counsel for the Senate Copyright Subcommittee, said that the matter of off-the-air signal exemption and public inspection of system exempt from what have been explored by the Senate before. The proposals are not unreasonable by themselves, Mr. Brennan suggested, but there is a point where too many exemptions begin to equal no copyright at all. The separation of local and distant signals, he said, just adds to the complexity of the bill and creates "arbitrary" and "discriminatory" judgments as to what will be included and what won't, he submitted. Because of those reasons, Mr. Brennan said, the Senate opted to charge CATV $5 for a minimal fee and graduate the fee so that smaller systems would pay less.

Specifically, the current Senate copyright bill allows for a fee schedule that provides fees from 0.5% of annual gross receipts up to $40,000 to 2.5% of gross receipts of $160,000 or more.

The bill would also establish a copyright royalty tribunal to review and revise the fee schedule. An initial review of fees would take place six months after the copyright scheme first goes into effect. Congress can review and veto any adjustment that might be decided on during the subsequent one-and-a-half years. The tribunal, selected by the American Arbitration Association, would review fees every five years thereafter.

Unlike broadcasters, who must negotiate with individual copyright holders, cable systems would be granted a compulsory license to carry whatever signals are authorized by the FCC and would put their payments into a pool to be divided and distributed by the register of copyrights to copyright holders.

Another provision which permits broadcasters to file suit against cable if cable systems violate a broadcaster's exclusivity arrangement, noted Mr. Dunn, grew out of the 1971 consensus agreement which the NCTA signed. That provision is bitterly contested by cable people who see it as an open gate for broadcasters to extract unacceptable exclusivity protection from cable operators.

The House bill is a companion bill to

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that already passed last session in the Senate. There has been little discussion on the bill's particulars, which mirror that of the Senate bill. Hearings are set for Wednesday (Mar. 7).

According to Mr. Brennan, NCTA's maneuvering on the copyright position is clearly directed at the House. And because the House has not yet openly taken up discussion of the bill, there was no way to gauge reaction to the NCTA board meeting as of last week.

The feeling among many NCTA people is that before the end of the month another board meeting will be called to finalize the association's position on copyright. Finalization must come before mid-June when the House is expected to reach that section of the copyright bill which specifically deals with cable television.

Aside from a possible meeting called for late May, the NCTA board set the following schedule for the next four meetings, all of which will take place in Washington: June 23-25 at the Statler Hilton; Sept. 22-24 at the L'Enfant Plaza hotel; Dec. 8-10 at the Mayflower hotel; and Feb. 2-4 at the Sheraton-Carlton.

The NCTA staff said the new practice of having board meetings last for two and a half days, rather than just two, and holding all meetings in Washington is designed to encourage board members to visit members of Congress and the FCC for lobbying purposes.

Both sides see disaster from adverse ruling on aural cable

NAFMB says audience would be lost to competitors getting free ride; NCTA rejects claim of financial harm; citizen group cites need for diversity

The ongoing shoving match between the-air broadcasters and cable operators occupied another arena last week as comments were filed at the FCC on CATV origination of aural programing. The broadcasters reiterated their fears that their audiences would be fragmented; the cable proponents were equally assertive that a ban on aural programing would be disastrous to them.

The first round in this confrontation took place last winter when the National Association of FM Broadcasters petitioned the FCC for a rulemaking to prohibit the origination of all aural entertainment programing on cable systems.

The National Cable Television Association last week called that proposal "a full throated call for annihilation." NCTA claimed there was no proof that the origination of aural programing on cable has led to a decline in FM broadcasters' revenues. That argument is "pure speculation," NCTA claimed, adding that "theoretical competition" might be a prospect, but "economic harm is not in the cards."

Another argument advanced by the FM broadcasters in their initial rule-making request last winter was that cable systems can provide low-priced competition without being burdened by the operating requirements the FCC applies to broadcast licensees. However, RVS Cablevision Corp. noted that although FM licensees are saddled with FCC requirements regarding minimum hours of operations, technical standards and fairness doctrine concerns, cable is governed by its own "regulatory maze" including restrictions imposed at the local, state and federal level.

ABC filed comments in support of the rulemaking and restated its concern that "unregulated cable radio is potentially capable of causing unfair and permanent injury to the growth and development of regular FM." But aural origination—whereby an FM channel is leased from an existing CATV system and used to broadcast taped music which carries local advertising spots—is not the whole matter in the larger issue of cable radio, noted ABC.

Instead, the present rulemaking should be viewed as an extension of the rulemaking notice issued in February 1972—but never concluded by the FCC—which addressed the entire issue of cable radio including the importation of radio signals by cable.

While both ABC and the Rocky Mountain Broadcasters Association supported the present rulemaking, they urged the commission not to lose sight of the docket case begun in 1972 which addressed broader issues. (Comments in docket case 19418 were filed in May 1972, but since then no further commission action has been taken.)

The Committee for Community Access (Boston) accused the FM broadcasters of attempting to make a "farce" out of the phrase, "diversity of programing," and suggested the commission take steps to "enhance the development of cable radio and not thwart it."

In an effort to refute claims of economic danger made by broadcasters, the nonprofit Intercolligate Broadcasting System tried to put the present existence of what it called "CAFM" (cable FM) in perspective. IBS submitted that there are only 48 CAFM stations in the U.S. where radio programing is originated and 45 of those are associated directly with colleges, where the radio station had previously been operating as a carrier-current facility.

The other three, IBS contended, are operated by local community groups such as high schools and approximately one-third of all 48 CAFM's are funded through student associations—not by outside revenues.

Of the remaining two-thirds which do get revenues from advertising, 90% had less than $11,000 in yearly revenues and none exceed $20,000, noted IBS.

Two-way TICCIT for cable systems

Amherst CATV set to get Mitre experimental learning system that hooks computer to subscriber

A two-way learning system developed by Mitre Corp. is scheduled for experimental use beginning this fall on CATV systems in Amherst, N.Y.

The system, which is called TICCIT (for Time-Shared, Interactive, Computer-Controlled, Informational Television) uses a regular color TV screen for displaying instructional material and a keyboard terminal for the viewer to register input back to the computer. Each TICCIT system will have two Data General Corp. Nova minicomputers and can serve over 100 active keyboard terminals at once. The computers will be located at the headend of a cable system.

So far, TICCIT is being used at community colleges and military training bases. By next September, Mitre hopes to kick off the use of TICCIT as a service for cable television subscribers in the home, rather than a learning tool limited...
to the college campus or military base. In conjunction with the New York state department of education, Mitre is developing a TICICT system that will be installed on Amherst Cablevision. It will bring instruction to homebound handicapped children.

The Amherst demonstration project will be funded by the U.S. Office of Education at $817,000. As an experiment, the TICICT service will be made available to only 100 homes to be chosen by the state department of education. Since the local cable system does not have two-way capacity, the return link will be provided through the telephone.

New York state is also looking at the possibilities of "piggybacking" other educational and social services onto the basic instructional project.

Another application to CATV on a wider basis is planned to take place within two years, when Mitre installs a TICICT system at the Big Valley Cablevision system in Stockton, Calif. Unlike the Amherst demonstration, the Big Valley system will provide two-way capability. The Stockton project will also serve 500 homes and offer a broader range of instructional progranizing than that anticipated for Amherst. It is being considered for funding by the National Science Foundation.

John L. Volk, department head of Mitre's computer systems branch, said that toward the end of the 36-month Big Valley undertaking, Mitre will begin to "test the waters" by offering the instructional services for a price.

T-R-O-U-B-L-E—Elvis Presley (RCA) * He may be fat and 40 but Elvis doesn't sit back and let the charts cool in between releases. With My Boy only a few weeks off the "Playlist" he comes out with a fast-moving, steady rock sound that can be compared to his last single, Burning Love. And as with Burning Love and My Boy, T-R-O-U-B-L-E could become a country hit as well. Early stations on the new Elvis are WQXT(AM) Atlanta, KILT(AM) Houston and WHIO(AM) Memphis.

Music

Judy Mae—Boomer Castleman (Mums) * Though hardly a household word to top-40 radio, Boomer Castleman is no newcomer to the music industry. He was a long-time studio musician in Los Angeles and has done back-up work in local clubs for such beginning artists as John Denver and Mac Davis. A relocation to Nashville to continue studio work more in a country vein produced Judy Mae, a ballad reminiscent of Ode to Billy Joe (Bobbi Gentry) and The Night the Light Went Out in Georgia (Vicki Lawrence). The story is one of mystery, passion and incest which should insure a quick rise on top-40 charts with a possible cross-over hit in country. Stations already airing Judy Mae are: KREW(AM) Topeka, Kan., WRC(AM) Washington, WXYZ(AM) Cleveland, KIMN(AM) Denver and KOWB(AM) Minneapolis.

New owner in Essex. Maclean-Hunter Cable TV Ltd., Toronto, has agreed to purchase 75% of Suburban Cablevision, which holds cable franchises in 10 municipalities in New Jersey's Essex county. Consideration of $5.2 million includes assumption of long-term debt of approximately $4 million. Under agreement, Suburban's principals, Peter and Shirley Gilbert are selling out; minority control (25%) will be retained by other five original investors. M-H Cable's (F. T. Metcalf, president and others) only other U.S. interest is 50% holding in PhaseCom Corp., Los Angeles cable equipment manufacturer.

Sold. Harmon and Co. has purchased CATV system serving Sulphur and Davis, both Oklahoma, from Commco Inc. for $350,000. By Jan R. Hartley also owns cable systems in West Virginia, and markets Cablevision Bingo, copyrighted game program. Seller, 50% owned by Board Chairman Walter W. Jenkins, has systems in Kentucky, New Mexico and Texas.

Reuters' initial sale. Cablevision of Oyster Bay, N.Y., is first customer of Reuters' multichannel information and communications package, and will use service on 12 channels of its system. Reuters will supply diverse news package, New York and American Stock Exchange quotations, race track information and Long Island Railroad information.

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

- anytime I'll be there, Frank Sinatra (Reprise).
- attitude dancing, Carly Simon (Elektra).
- glitter & gleam, Tommy Roe (Monument).
- gringo en mexico, Maria Muldau (Reprise).
- I wanna dance wit choo (doo dat dance), Disco Tex & the Sex-O-Lettes (Chelsea).
- I want to be free, Ohio Players (Mercury).
- I'm on fire, Dwight Twilly Band (Shelter).
- kashmir, Led Zeppelin (Swan Song).
- lizzie and the rainman, Tanya Tucker (MCA).
- 99 miles from L.A., Albert Hammond (Mums).
- (just like) Romeo & Juliet, Shana-Na (Kama Sutra).
- sail on sailor, Beach Boys (Reprise).
- when the party's over, Janis Ian (Columbia).
- where is the love, Betty Wright (Al- maz).
- wolf creek pass, C. W. McCall (MGM).
- wonderful baby, Don McLean (United Artists).

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These are the top songs in all-key popularity on U.S. radio, as reported to Broadcasting by a nationwide sample of stations that program contemporary, "top-40" formats. Each song has been "weighted" in terms of The Pulse Inc. audience ratings data, which are based on the percentage of the day in which it appears. [ ] indicates an upward movement of 10 or more chart positions over the previous Playlist week.

<table>
<thead>
<tr>
<th>Over-all rank Last week</th>
<th>This week</th>
<th>Title (length)</th>
<th>Artist—Label</th>
<th>Rank by day parts</th>
<th>Rank by day parts</th>
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<tr>
<td>34</td>
<td>42</td>
<td>Express (3:25)</td>
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<tr>
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<td>B. T. Express—Roadshow</td>
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<td>44</td>
<td>5</td>
<td>Van McCoy—Aco</td>
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<td>43 48 41 44</td>
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<td>45</td>
<td>33</td>
<td>Young Americans (3:11)</td>
<td>David Bowie—RCA</td>
<td>40 45 44 44</td>
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<td>46</td>
<td>28</td>
<td>Granbury Thing (3:20)</td>
<td>Ben E. King—Atlantic</td>
<td>40 45 44 44</td>
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<td>47</td>
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<td>Elton John—AC</td>
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<td>russian Goose—Atlantic</td>
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<td>49</td>
<td>12</td>
<td>Phoebe Snow—Shelter</td>
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<td>50</td>
<td>27</td>
<td>Only Women (3:29)</td>
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<td>51</td>
<td>6</td>
<td>Alice Cooper—Atlantic</td>
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<td>Poetry Man (3:15)</td>
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<td>Somebody Wrong Song (3:23)</td>
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<td>54</td>
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<td>Nobody—RCA</td>
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<td>55</td>
<td>4</td>
<td>I'm Not Lisa (3:19)</td>
<td>Judy Collins—Capitol</td>
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<td>Lady (2:58)</td>
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<td>58</td>
<td>36</td>
<td>Best Of My Love (3:25)</td>
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<td>59</td>
<td>53</td>
<td>Eagles—Asylum</td>
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<td>33</td>
<td>Move (3:29)</td>
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<td>61</td>
<td>5</td>
<td>American Pie (3:10)</td>
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<td>62</td>
<td>13</td>
<td>Sweet Sensation—Pye</td>
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<td>Love Won't Let Me Wait (3:18)</td>
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<td>Friends—RCA</td>
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<td>Don't Tell Me Goodnight (3:03)</td>
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Alphabetical list (with this week's over-all rank): Amie (48), Aqualine (34), Bad Time (25), Bad Luck (26), Bad Co. (68), Beer Barrel Polka (71), Before the Next Teardrop Falls (24), Barbra Streisand (39), Best of My Love (57), Black Water (25), bloody Well Right (63), Chezy Van (11), Close the Cake (63), Don't Call Us, We'll Call You (31), Don't Tell Me Goodnight (51), Easy On the Road (35), Emma (22), Express (42), Fire (41), Get Down Get Down, Get Down on the Floor (73), Good Lovin' Gone Bad (10), Growin' (96), Have You Never Been Mellow (6), He Don't Love You (Like I Love You) (3), Hey Won't You Play Somebody Else Somebody Wrong Song (2), Hickock (19), How Long (99), Hurstle (43), I Don't Like to Sleep Alone (27), I Play for You (65), I'm Not Lisa (55), Immigrant (54), It's A Miracle (16), Jackie Blue (63), Kitty Queen (13), Lady (56), Lady Marmalade (9), Last Farewell (40), L-O-V-E (21), Lonely People (49), Long Tall Glasses (7), Love Will Keep Us Together (56), Love Won't Let Me Wait (67), Lovin' You (4), Magic (59), Minnesota Grooves (72), Mr. Goodbody (20), Oh No You Don't (9), Paul McCartney (8), Patti Labelle (54), Peace Train (20), Moonchild (33), Stand By Me (65), Supernatural Thing (33), Take Me in Your Arms (Rock Me) (40), Thank God I'm a Country Boy (17), TR-O-U-B-L-E (74), Trusted Underfoot (73), Walking in the Rain (14), What Am I Gonna Do with You (30), When You'll Be Loved (36), Wildfire (38), You Are So Beautiful (20), Young Americans (44).

Broadcasting May 5, 1975
The epilogue in Vietnam proves hard

Special reports, spot broadcasts mark final days of lengthy conflict that radio-TV brought to U.S. homes; newsmen volunteer to stay on

Broadcast newsmen braved danger and exhaustion last week to wrap up the biggest and longest story of their generation, the 20-plus years of the Vietnam war.

U.S. journalists were among the last to leave Saigon in the massive evacuation that ended Tuesday night, marking the official end of the war. The handful who remained were continuing to file reports whenever the often erratic communications facilities permitted.

While news people in Vietnam were getting out as best they could—but safely, so far as could be ascertained—those in the network newrooms in this country were working virtually around the clock to schedule the incoming accounts and put together extensive special reports summarizing the course and marking the end of more than two decades of American involvement in Southeast Asia.

CBS-TV presented a two-and-a-half-hour special report, anchored by CBS correspondent Walter Cronkite, at 8:30 p.m. Tuesday; NBC-TV had an hour the same night. Other networks covered events, and ABC-TV offered an hour and a half at 11:30, with correspondent Harry Reasoner anchoring the ABC, CBS, NBC, Mutual, UPI Audio and AP Radio networks also all offered numerous specials, ranging from a few minutes each to half-hours or longer.

The specials implicitly recognized that the Vietnam war not only was the longest major story but also, as some put it, "the first war to be fought in America's living rooms." In that context it is widely conceded that TV's coverage, by giving viewers close-up pictures of war, exerted influences extending far beyond the war itself—from a growing disbelief in U.S. government claims of Vietnam successes to an ultimate skepticism about government claims in general, for instance, and from the rampant antiwar movement of the late 1960's to the retirement of President Johnson after one elected term. And, of course, in the long run there was widespread criticism of the media for reporting these horrors.

It was also a war to which the network news organizations devoted as yet uncalculated amounts of money, time and manpower. NBC, CBS and ABC as well as the wire services have all had full-time Vietnam bureaus since the early 1960's and were shuttling reporters and camera crews in and out for at least a few years before that. Over the years, ABC News estimated, at least 175 of its journalists have served in Vietnam, and CBS News came up with a list of close to 250.

Not all those who served came back. NBC News correspondent Welles Hagen and three members of NBC camera crews have been officially missing in action in Cambodia since 1970, and two ABC News cameramen, Terry Khoon and Sam Kai Faye, were killed in action in Vietnam in 1972. Others were wounded, among them ABC News's Roger Peterson, now stationed in Washington, and Dave Snell, now in Atlanta.

Best estimates last week indicated that seven Americans with broadcast ties remained in Saigon after the last evacuation helicopter roared away Tuesday night. James Laurie, an NBC stringer, was said to have stayed behind voluntarily—and was sending both voice and Telex reports to NBC News on the takeover by the Viet Cong.

UPI Audio said four UPI men were still there and also filing reports: Leon Daniel, UPI Asia manager; Alan Dawson, Vietnam bureau manager, who was carrying most of the reporting load for UPI Audio; and Paul Vogle and Chad Huntley. The last two had been scheduled to leave Tuesday with UPI's Ken Engeland and Bert Okuley. The Engeland-Okuley team made it over the wall surrounding the American embassy compound and boarded a helicopter but Messrs. Vogle and Huntley couldn't get through the mob.

AP and AP Radio said their Matt Franjola and George Esper were still there and still filing. So was AP's Peter Arnett, a New Zealander well known in the U.S.

The last of CBS News's American correspondents left Saigon Tuesday morning—as did most of CBS News's and all of NBC News's except Mr. Laurie. CBS said its news bureau was still being manned, however, by Eric Cavaliere, a British school teacher who had been working with the Saigon bureau for some time, with the assistance of about half a dozen Vietnamese nationals.

ABC News said Wednesday that late word indicated all its news people were out. Earlier, it had been believed that ABC correspondent Hilary Brown, normally stationed in London, and a camera crew composed of Barry and Peter Fox, brothers who usually work out of Belfast, Ireland, had failed to make the final evacuation flights.

AP and Reuters News formerly had a bureau in Saigon but in recent months has used the Reuters news service.

The war's final hours were hectic. News people in Saigon were repeatedly implored by Vietnamese—including Vietnamese military—to help them get out of the country. When they weren't beset by pleas and proffered bribes, they were often threatened, and in some cases had to literally fight their way to evacuation points. Those who remained in Saigon told accounts spreading in the wake of departing Americans.

The tension frequently showed through. It was particularly apparent among news people who were themselves outside of Saigon but concerned for friends and colleagues still there. While messages from UPI reporters in Saigon were reporting "no problems" and jauntily advising: side editors to "keep those callbacks and rockets coming," for example, Frank Beatty, UPI vice president for Asia, sent this observation from Hong Kong:

"Can't help but wonder whether the President and all his brilliant advisers have any idea just what kind of dangerous situation he created for our guys and the other stranded correspondents when he announced to the world, and particularly the jittery mobs in Saigon, that the Americans have all left—the last helicopter is gone. It's bad enough our people were abandoned. It's even worse that we're left at the mercy of a desperate people whose hope was snatched away by the President of the United States. Yes, I'm a little bitter this morning."

Competition was not entirely forgotten, however. In New York, UPI Audio officials, seconded by ABC Radio, complained bitterly that CBS Radio had monopolized the voice circuit from Saigon for three hours or more and not using it—on the night of President Thieu's resignation and, after apologizing for that, had done it again last Monday night. CBS Radio officials said the first instance had been an accident, but that they deliberately held the channel for six hours on Monday night—but offered to let others use it and were accepted by ABC and NBC—because the connection was chancy and they were afraid they would lose it altogether if they tried to switch it to other users.

CBS News sources said Bryan Ellis, their Far East bureau chief, was coordinator of the pool efforts to bring broadcast and print journalists out of Saigon and that the operation succeeded in getting about 1,000 Vietnamese employees and members of their families out in eight days.

For their own part, they said they had assurances from corporate management that all of CBS News's Vietnamese employees would be given jobs. They put this number at about 30, including evacuated members of the employees' families.

Typical of the care that news organizations generally were taking to protect
their employees and employees’ kin from retaliation for working with Americans. CBS News started systematically purging its Saigon files several weeks ago, and started using code names in Telex reports. For purposes of these reports, the spokesman said, Vietnamese employees were known as “valuables” and their children as “spare parts.”

Foundation honors 14

WABC-TV New York led the broadcast division winners of the annual Scripps-Howard Foundation awards. The station won the Roy W. Howard Public Service Award of $2,500 for the station’s studies of Willowbrook and other mental institutions in New York state.

Second prizes in the category went to KNXT(TV) Los Angeles and WNEW(AM) New York, for reporting on breast cancer and hazardous airline cargoes, respectively. Awarded special mention for other news and programming were WKTV Oklahoma City; WBBM-TV Chicago; WCBS-TV New York; WCTV Miami; WHIO-TV Dayton, Ohio; WBBM-TV Boston; South Carolina ETV network; WXYZ-Cleveland; WZTV Grand Rapids, Mich.; WPSB-TV Hartford, Conn.; WABC-TV New York; and WCBS-TV Boston (two citations).

Electronic victory in N.C.

The North Carolina court of appeals unanimously has overturned a lower court order prohibiting radio and TV stations from broadcasting or recording hearings conducted by the High Point (N.C.) city council. In reversing the order, the high court held that broadcast coverage was not “unreasonable” and that, in this particular case, different treatment of competing media was unjustified.

The hearings were convened last fall to investigate alleged corruption in the High Point police department. The city council had permitted broadcast coverage until some police officers under investigation obtained a court order banning radio and TV microphones and recording devices from the hearing room. The order was appealed by attorneys of the North Carolina Association of Broadcasters on behalf of the city council.

Schorr once more hits raw nerve with his reporting

Once a target of Nixon administration, now he’s attacked by ex-CIA chief; it ends in scoop for CBS

A vitriolic and on-camera blast by former Central Intelligence Agency Director Richard Helms at CBS newsman Daniel Schorr resulted in an exclusive interview for Mr. Schorr with an ex-Air Force officer who claimed Mr. Helms knew of CIA involvement in a plot to assassinate Cuban Premier Fidel Castro.

Mr. Schorr had attempted to interview Mr. Helms, now ambassador to Iran, when he emerged from three hours of questioning by the Rockefeller commission investigating CIA domestic spying. “You son of a bitch,” Mr. Helms shouted at the CBS reporter. “Killer Schorr! Killer Schorr!” he said repeatedly. And when Mr. Schorr tried to ask—in front of a CBS news camera—whether the commission had inquired into allegations of CIA assassination attempts, Mr. Helms said:

“I must say, Mr. Schorr, I don’t like what you said on some of your broadcasts on this subject. I don’t think it was fair and I don’t think it was right. As far as I know, the CIA was never responsible for assassinating any foreign leader. That’s my honest belief.”

(Mr. Schorr two months ago broke the story that President Ford was concerned that the investigation of the CIA would lead to disclosures that the agency had a hand in plotting the assassination of at least three foreign leaders.)

The attack on Mr. Schorr, however, did flush retired Air Force Colonel Fletcher Prouty, now director of marketing for Amtrak. “I’m so fed up I’m going to tell a story I never told before,” he telephoned Mr. Schorr.

And on the CBS Evening News on April 30, Mr. Prouty said that as Air Force liaison to the CIA in 1960, he provided a small plane to transport two Cuban exiles to Havana for an assassination attempt on Premier Castro. (The exiles were captured.) But the point of Mr. Prouty’s story was that Richard Helms was at the time assistant to Richard Bissell, then CIA’s director of plans, and, Mr. Prouty said, Mr. Helms must have known of the assassination scheme. Mr. Schorr also quoted Mr. Prouty as saying that there were subsequent attempts on Premier Castro’s life in 1962 and 1963, when Mr. Helms himself was director of plans.

Mr. Schorr, who has a record for arousing hostility in those he covers (the FBI under the Nixon administration, investigated him) had this reaction to the Helms incident: “Well, begging the question a bit, some friends have said to me that I needed Helms because I don’t have Richard Nixon to kick me around any more.”

Journalism Briefs

Polk award to NBC. NBC News was named last week to receive 1975 George Polk Memorial Award for 1975 for its television documentary, And Who Shall Filp This World?, last Nov. 24. NBC News was sole winner in broadcast news. Seven other awards, given annually by Long Island University’s Brooklyn Center in honor of Mr. Polk, killed in 1948 while on assignment in Greece for CBS News, will be presented to representatives of print media.

Alaska via satellite. NBC News is feed-
ing NBC Nightly News to Alaska by satellite to permit affiliates there to carry Monday-through-Friday program at 6-6:30 p.m. instead of later that evening or next day. NBC-TV's three Alaskan affiliates are KENI-TV Anchorage, KFTV-Fairbanks and KINY-TV Juneau. News program is off air from KRON-TV, NBC San Francisco affiliate, by earth station at Point Reyes, Calif.; beamed to satellite Anik II; transmitted to earth station in Alaska and microwaved to stations. Common carrier for Alaska is RCA Communications Inc.

Newsmakers on MBS. * Reporters' Roundup, produced and conducted by Robert F. Hurleigh, president of Mutual Broadcasting System from 1959 to 1966, began last Saturday (May 3) on MBS. Format of 23-minute program is similar to Meet The Press. Mr. Hurleigh said newsmakers for early programs include Senator Hubert Humphrey (D-Minn.), Russell Long (D-La.) and Paul Fannin (R-Ariz.).

Stung. Managing editor and two reporters of Fresno (Calif.) Bee were sentenced to indefinite stays in jail for contempt of court by state superior court judge. Newsmen, who had been cited 62 times for refusing to divulge how they got sealed grand jury transcript in local bribery-conspiracy case, are out pending appeal to higher court. Fresno newspaper is part of newspaper-broadcast McClatchy chain in state.

Yesterday on 'Today.' NBC News' Today program has added segments of Fox-Movietone News newsmagazine footage from 1918 to 1963 as weekly feature. Agreement with 20th Century-Fox gives Today access to six million feet of released footage, and to additional 100 million feet of outtakes. Segments will feature hard news items as well as features.
Financial Briefs

Quarter off. Pretax profits of New York Times Co.'s stations for first quarter totaled $376,000, down 24% from last year's first quarter, on revenues of $1,632,000, up 9%. Company's report said profits of group were affected by depreciation and related expenses for new studios of WREG-TV Memphis. Other stations in group are WQXR-AM-FM New York. Company's over-all net income was off 20%, to $3,810,000 or 34 cents per share, compared with $4,772,000 or 43 cents per share last year, though consolidated revenues were up 6% from $92,394,000 to record $97,580,000. Most of earnings decline was attributed to The New York Times, whose per-share earnings dropped to six cents from 13 cents a year ago.

Loans to two. Becker Communications Associates, Chicago, has closed $950,000 senior secured loan, due 1983, to Gateway Cablevision Corp., to refinance and operate cable system in Amsterdam, N.Y. Earlier, BCA closed $400,000 senior secured loan, due 1983, to Champagne Broadcasting Corp., for purchase and operation of KIXN-AM Sinton, Tex.

Improvement. MCA Inc. reported record revenues and income for 1975 first quarter that ended March 31, with revenues from TV up 8.9% from same period in 1974—$50.6 million compared to $46.5 million. Overall, MCA revenues total $169.8 million, compared to $151.5 million same period last year, with net income $15 million ($17 per share) compared to $10.4 million ($1.24 per share) in same period last year.

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

<table>
<thead>
<tr>
<th>Company</th>
<th>Period Ended</th>
<th>Revenues</th>
<th>Change</th>
<th>Net Income</th>
<th>Change</th>
<th>Per Share</th>
<th>Per Share</th>
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<tr>
<td>BBDO International</td>
<td>3 mo 3/31</td>
<td>17,000,000</td>
<td>+11.8%</td>
<td>1,350,000</td>
<td>+1.5%</td>
<td>.54</td>
<td>.58</td>
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<td>John Blair &amp; Co.</td>
<td>3 mo 3/31</td>
<td>19,456,000</td>
<td>2.8%</td>
<td>100,000</td>
<td>69.9%</td>
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<td>Cohu Inc.</td>
<td>3 mo 3/31</td>
<td>3,676,900</td>
<td>3.0%</td>
<td>59,795</td>
<td>56.6%</td>
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<td>Cables Communications</td>
<td>3 mo 3/31</td>
<td>1,870,000</td>
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<td>Cox Cable</td>
<td>3 mo 3/31</td>
<td>6,051,076</td>
<td>26.0%</td>
<td>612,327</td>
<td>25.0%</td>
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<td>.16</td>
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<td>Eastman Kodak</td>
<td>12 wks. 3/23</td>
<td>989,437,000</td>
<td>5.7%</td>
<td>95,851,000</td>
<td>16.6%</td>
<td>.59</td>
<td>.71</td>
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<td>Fairchild</td>
<td>3 mo 3/31</td>
<td>71,728,000</td>
<td>36.9%</td>
<td>3,255,000</td>
<td>68.7%</td>
<td>.62</td>
<td>.65</td>
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<td>Interpublic Group</td>
<td>3 mo 3/31</td>
<td>37,137,000</td>
<td>13.0%</td>
<td>747,000</td>
<td>14.7%</td>
<td>.32</td>
<td>.33</td>
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<td>Liberty Corp.</td>
<td>3 mo 3/31</td>
<td>34,364,000</td>
<td>3.5%</td>
<td>3,058,000</td>
<td>12.0%</td>
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<td>Lin Broadcasting</td>
<td>3 mo 3/31</td>
<td>7,525,000</td>
<td>56.9%</td>
<td>294,845</td>
<td>5.2%</td>
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<td>Marvin Josephson</td>
<td>3 mo 3/31</td>
<td>5,479,000</td>
<td>3.6%</td>
<td>263,700</td>
<td>57.0%</td>
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<td>.28</td>
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<td>MCA Inc.</td>
<td>3 mo 3/31</td>
<td>189,822,000</td>
<td>12.1%</td>
<td>15,011,000</td>
<td>44.9%</td>
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<td>MGM</td>
<td>6 mo 2/28</td>
<td>5,784,000</td>
<td>53.4%</td>
<td>2,370,000</td>
<td>42.8%</td>
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<td>3M Co.</td>
<td>3 mo 3/31</td>
<td>742,200,000</td>
<td>8.4%</td>
<td>54,100,000</td>
<td>19.2%</td>
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<td>Rollins Inc.</td>
<td>9 mo 3/31</td>
<td>157,722,560</td>
<td>15.1%</td>
<td>12,431,326</td>
<td>15.2%</td>
<td>.93</td>
<td>.93</td>
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<td>Scientific Atlanta</td>
<td>9 mo 3/31</td>
<td>25,718,000</td>
<td>35.0%</td>
<td>863,000</td>
<td>29.6%</td>
<td>.80</td>
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<tr>
<td>Teleports Industries</td>
<td>year 12/31</td>
<td>19,355,973</td>
<td>30.6%</td>
<td>1,811,778</td>
<td>80.5%</td>
<td>3.77</td>
<td>3.75</td>
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<td>Time Inc.</td>
<td>3 mo 3/31</td>
<td>199,867,000</td>
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<td>8,003,000</td>
<td>7.7%</td>
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<td>Transametrics Corp.</td>
<td>3 mo 3/31</td>
<td>560,020,000</td>
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<td>15,769,000</td>
<td>18.5%</td>
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<td>20th Century-Fox</td>
<td>3 mo 3/31</td>
<td>81,500,000</td>
<td>54.7%</td>
<td>4,535,000</td>
<td>39.3%</td>
<td>.50</td>
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<td>Warner Communications</td>
<td>3 mo 3/31</td>
<td>171,289,000</td>
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<td>14,254,000</td>
<td>10.0%</td>
<td>.76</td>
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<td>Washington Post Co.</td>
<td>12 wks. 3/30</td>
<td>2,627,000</td>
<td>0.2%</td>
<td>1,306,000</td>
<td>17.5%</td>
<td>.27</td>
<td>.27</td>
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<td>Wometco Enterprises</td>
<td>3 mo 3/22</td>
<td>36,388,000</td>
<td>10.0%</td>
<td>1,743,000</td>
<td>16.6%</td>
<td>.58</td>
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</tbody>
</table>

* P/E ratio compiled with earnings figures for last 12 months published by company. ** No P/E ratio compiled; company registered net losses.

Gran total: $4,888,254 55,490,794
Calspan backs off

Talks looking toward acquisition of the government and industry contract business of CBS Laboratories by Calspan Corp., a scientific research and development company, were reported last week to have been discontinued. Calspan officials were quoted as saying plans to incorporate the activities within Calspan’s advanced technology center at Buffalo, N.Y., didn’t prove feasible. CBS sources said discussions were being held or planned with other, unidentified potential buyers. Disposition of the contract operations would essentially achieve CBS’s goal of having the laboratories concentrate on research and development in CBS’s own interests. First step toward that goal was taken with the sale of the labs’ professional products department to Thomson-CSF, a leading French electronics company, for a price subsequently put at about $3 million (Broadcasting, April 7).

Technical Briefs

Selling abroad. Fred Glynn/Marketing Research, San Francisco, has published 282-page marketing study outlining prospects for electronic component and equipment sales in Eastern Europe. Titled 1975 Eastern Europe Electronic Equipment and Components Market, report includes forecasts for 47 component types, and 76 categories of equipment. In addition, report provides background material on each country’s economy, trade practices, major market opportunities and names and addresses of state trading companies, European electronic manufacturers and commercial missions in U.S. Report costs $35 and is available through Fred Glynn at 2200 Sacramento Street, suite 1206, San Francisco 94115.

Added options. CMX Systems has refined its System/50 video-tape editing system to increase storage capacity up to 999 events. Each event represents one edit decision programed into system’s minicomputer. Other refinements available for off-line editing system are stop-action and single-frame advance or “jogging,” rather than current 20% speed reduction, and improved re-edit capability including function which permits operator to scan list of edit decisions. Options vary in price depending on present system specifications and which refinements are selected. CMX Systems, 635 Vaqueros Avenue, Sunnyvale, Calif. 94086.

Signed. Ampex Corp., Redwood City, Calif., has $1.6-million contract with Metromedia for video-tape recording equipment to be delivered to KTTV(TV) Los Angeles at this time and balance to be delivered during next year to WNEW-TV New York, WTCN-TV Minneapolis-St. Paul, WTVG(TV) Washington, KMBC-TV Kansas City and WTXK(TV) Cincinnati. Ampex also announced contract with ABC for more than $500,000 worth of video-tape recording equipment for network’s stations in New York and Hollywood.

King size and on wheels. ABC has unveiled its Mobile Unit Six, made up of two Gerstenslager vans weighing 30 tons each and touted as largest and best-equipped remote broadcast vans in existence. Network plans to use them for large events on location, mostly sports events, but also political conventions and awards ceremonies. Each boasts new electronic switching and over five miles of cable, and houses monitor systems for 21-camera capability. Units use new Norelco Triax cameras and Ampex video-tape machines.

Fates & Fortunes.

Media

William D. Shaw, vice chairman of Golden West Broadcasters’ Major Market Radio Inc., radio station representative firm, and one-time president of GWB’s broadcast division, has been named senior VP, GWB radio division, and general manager of KSFO(AM) San Francisco, station he managed until 1968. Herbert S. Briggs, VP and general manager of KSFO, remains as VP, assistant general manager and general sales manager. He succeeds Bruce Blevins who resigned.


Allan J. Eisenberg, VP-license relations, NBC News and Information Service, New York, named VP-general manager, KSSS(FM) St. Louis.

Mark G. Schwartz, general manager, KTXT(AM) Tucson, Ariz., elected VP-general manager.

Mark Mason, operations manager, Wwox-AM-FM New Rochelle, N.Y., elected VP-director of operations.

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(212) Plaza 5-2735
John Risher, station manager and general sales manager, WDFE (AM) Detroit, named general manager.

David Paul McNamee, VP-programming, Sonderling Broadcasting Corp., Miami, named operations manager, KLIF (AM) Dallas-Fort Worth.

I. H. Rusty Gold, station manager, KKYK (FM) Little Rock, Ark., elected VP of parent Snider Corp.


Charles Hubbard, general manager, WLOP (AM) and WLO-FM Jesup, Ga., elected VP and member of board, parent Jesup Broadcasting Corp.


Marilylene Diggis, internal promotion manager, placement office, CBS Inc., New York, named director of affirmative action planning.

Pierre DesRoches, VP-planning, Canadian Broadcasting Corp., Ottawa, named assistant chief operating officer.

Frank Merrill Lindsay Jr., president, Lindsay-Schaub Newpapers Inc., publishing and broadcast group, Decatur, Ill., elected chairman.

Broadcast Advertising

John Lyons and John Linder, group creative directors, Cunningham & Walsh, New York, elected VPs.

Mel Harris, general manager of Kaiser's WKBV-TV Burlington, N.J., named director of research and sales promotion, Metro TV Sales, New York.

Susan B. Ziller, sales assistant with Petry Television, Dallas, named manager of Dallas office of TeleRep Inc.

Four senior VPs at Dancer-Fitzgerald-Sample, New York, elected executive VPs: C. Richard Jahn and Lawrence J. Flink, management supervisors, John M. Keil, creative director, and William McC. Vickery, chief financial officer.

Carla Christensen, independent media specialist, named media manager, advertising and marketing services departments, 20th Century Fox, Los Angeles, where she will supervise and coordinate all broadcast buying for theatrical films.

Robert S. Ferguson, VP-marketing and advertising, American Film Theater, New York, named director, entertainment marketing division, Rosenfeld, Sifowitz & Lawson Inc. advertising agency, New York.


Richard C. Arbuckle, broadcast management consultant, New York, elected VP and director of marketing services, Buckley Radio Sales, New York.

Arthur J. Johnson, manager, co-op station sales and clearances, NBC Television Network, New York, named director, station clearance and co-op sales.

Jack Taylor, with Arbitron, Beltsville, Md., named research director, Adam Young Inc., New York, television station representative.

J. Austin Guelter, manager, audience services, CBS Broadcast Group, New York, named manager, sales promotion, CBS Radio Division.

George Nuccio, VP-director of media services, BBDO, Memphis, named supervisor and assistant to president, William T. Tanner Co., Memphis, to be based in New York.

Hal W. Brown Jr., with Pacific Outdoor Advertising, subsidiary of Combined Communications Corp., Phoenix, elected chairman of Pacific board.

Jeffrey C. Hedges, local sales manager, WRC (AM)-WKYS (FM) Washington, named general sales manager.

Mary Beth Garber, media supervisor, Footo, Cone & Belding, Los Angeles, named media director, Delta Femina, Travi & Partners, Los Angeles.

Barry Hoffman, with John F. Murray agency, New York, named senior media buyer, S. Jay Reiner Co., Carle Place, N.Y.

Peter Einstein, with Kelly, Nason Inc., New York, elected VP.

Mary O'Shields, manager, Atlanta office, Southern Spot Sales, elected VP.

Dick Greene, VP-creative group head, Footo, Cone & Belding, Chicago, named creative supervisor, Ketchum, MacLeod & Groove, Pittsburgh.

Ronald A. Deere, systems manager, GE Cablevision, Anderson, Ind., named assistant sales manager, KJHB-TV Fargo, N.D.

Joan Sierack, manager of information services, CBS Owned Television Stations Division, New York, elected VP and client service manager, George T. Rodman Inc., New York, agency and consultant in broadcast.

Jack Gilmore, account executive, WBAL-TV Baltimore, named national sales manager.

Howard Cain and David L. Smith, VP-account supervisors, Leo Burnett Co., Chicago, named management directors.

Delbert K. Collins, account executive, Leo Burnett Co., named account supervisor.

Elected officers of Southeast Council of American Association of Advertising Agencies; W. D. McDonald Jr., Liller Neal Battle & Lindsey, Atlanta, chairman; Frank A. Carlson, J. Walter Thompson, Atlanta, vice chairman; W. M. Zemp, W. M. Zemp & Associates, St. Petersburg, Fla., secretary-treasurer.

Programing

Art Frankel, formerly president of Four Star Entertainment, named VP-business affairs, Paramount Television.

Lawrence E. Feeley, sales manager, KNXT (TV) Los Angeles, appointed to new post of director, national sales, Via-}


C. Ronald Gunther, from Glenn-Warren Productions, Chicago, named production sales representative for Olympic Broadcasting, Chicago, with responsibility for marketing firm's mobile television facilities for sports and special telecasts.


Merrill H. Karpf, Beverly Hills, Calif., lawyer, elected executive VP, Quinn Martin Productions, Los Angeles.

Milton I. Moritz, VP-advertising and publicity, American International Pictures, parent company of American International Television, elected senior VP of AIP, and continues as member of board of directors.

David Kenin, production manager, WBFD-TV Cleveland, named to same post, WFJD-TV Chicago.


Frank Baker, director of local origination, Rollins CableVue, New Castle county, Del., named program director, WRCP-AM-FM Philadelphia.

Dennis Dalton, announcer and public service director, KRMJ (AM) Carmel, Calif., named program director.

Florien J. Winerlter, news and political reporter, KSL-AM-FM-TV Salt Lake City, named program director.


Rick Benjamin, program director, WSCP-AM (Sandy Creek, N.Y., named announcer-program director, WRTT (AM) Leonardtown, Md.

Kathy Case, with Fremantle of Canada, Toronto, syndication and production firm, named head of syndication sales.

Richard C. Nudd, production-operations supervisor, noncommercial WOUB-TV Athens, Ohio, named to same post, non-commercial WTVJ-AM Charlotte Amalie, St. Thomas, Virgin Islands.

Broadcasting Journalm

Gordon Manning, former senior VP-director of news, CBS News, New York, announced as executive producer for special broadcasts, NBC News, New
403. AM-FM BROADCAST STATION PLANNING GUIDE by Harry A. Erkin. A comprehensive guide to planning, building, and operating a radio broadcast facility—AM, FM, or combined operations. Based on a lifetime of experience and intimate association in broadcasting. 8½ x 11"; illustrated. $12.95

405. BROADCAST STATION OPERATING GUIDE by Sal 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. 256 pages. $12.95

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

411. COMMERCIAL FCC LICENSE HANDBOOK by Harvey F. Swearer. A unique study guide and reference manual, combining theory and applications with up-to-date questions and answers for 1st, 2nd, and 3rd Class Radiotelephone license exams plus broadcast and radio endorsements. $9.95

417. GUIDE TO PROFESSIONAL RADIO & TV NEWSCASTING by Robert C. Siller. A practical, self-study guide for those who want to get started or get ahead in broadcast journalism. 224 pages, illustrated. $9.95

418. HANDBOOK OF RADIO PUBLICITY & PROMOTION by Jack Macdonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1,500 on-air promo themes adaptable to any format, and over 350 contests, stunts, station and personality promotions! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8½ x 11"; bound in long-life 3-ring binder. $29.95

419. HOW TO BECOME A RADIO DISC JOCKEY by Hal Fisher. Essentially a course in showmanship, this book teaches all the techniques needed to become a successful broadcast announcer (or disc jockey). 256 pages, illustrated. $7.95

420. HOW TO PREPARE A PRODUCTION BUDGET FOR FILM & VIDEO TAPE by Sylvia Allen Costa. A complete guide to determining finance for any video tape or film production, from TV commercials to feature-length films. Jammed with facts covering every aspect of estimating costs. Tells how to estimate every cost associated with any size production, including the production location, cameras and accessories, sound equipment, light gear, raw film stock or video and sound recording tape, lab developing, printing and processing fees, personnel—creative, technical, and talent), scenic elements, location expenses, surveys of remote shooting locations, film and tape editing, optical effects and animation, plus a host of miscellaneous expenses such as writer fees, animals, special effects requirements, and insurance. Also included are typical rate listings and eight sample budgets, representing TV commercials, documentaries, and feature-length films. 192 pages. $12.95

421. HOW TO SELL RADIO ADVERTISING by Si Willing. The right formula for sales depends on the individual and the prospective advertiser. therein lies the secret as Si Willing illustrates it by theory and by practice. You'll hear all sorts of objections (including a few you haven't heard!) and how they've been successfully countered. From the dialog between salesman and prospect you'll learn the approaches and the clinchers, how to use available sales tools to the best advantage and how to deal with competition. You'll learn ways to sidestep objections, how to recognize the "opportune moment", and how to convert a "No" to a "Yes." 320 pages. $12.95

424. RADIO PRODUCTION TECHNIQUES by Jay Hofer. Here's an all-round book for everyone in radio—performers, producers and directors, and sales and engineering personnel. Covers every phase of radio production from announcements to the overall station "sound"—in fact, every creative aspect of today's radio, with special emphasis on sales. Tells how to produce results for an advertiser, and how to develop production expertise, and how to use the elements of pacing and timing in every production. Covers record screening, jingle use, news, on-air promotion, public service, contests, radio commercials, contests, public affairs, remote, talk and form shows, etc. Practical data on sales includes idea development, writing, and how to create more effective commercials. 204 pages, illustrated. $12.95

437. RADIO STATION SALES PROMOTIONS by Jack Macdonald. 300 merchandise-moving ideas! A compendium of creative selling ideas designed exclusively for radio stations—sales tools that work. A vast supply of ready-to-use ideas for producing sales in 43 categories, from air conditioners to washing machines. 72 pages, 8½ x 11". $10.00

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What ever happened to Godfrey? In this picture, taken by John Bowden for The Washington Star, Arthur Godfrey proved himself alive and well as co-host-for-a-day on WTOP-TV Washington's Nine in the Morning program. It was at the affiliated WTOP(AM) Washington, then WJJS, that the irreverent redhead began his climb up the ladder to CBS radio and television stardom. And, in explaining why he quit the radio network in 1972, he said the final straw was "when WTOP(AM) went to all news, they dropped me." He added: "I don't like networks today. Too many boards, passing the buck, too many lawyers telling you what you can say on the air."


Fred Cowley, with KLOW-TV Phoenix, named managing editor, news division.

Gene D'Accardo, newsman, KNBR-AM-FM San Francisco, named news director.

Doug McKeown, news executive producer, WXYZ-TV Detroit, named assistant news director. Phil Hayes, with WXYZ-TV, named executive producer. Judi Miller, coordinator of news, named assistant assignment editor. Joe Kirk, news producer, KDKA-AM-FM Pittsburgh, named newswriter-producer, WXYZ-TV.


David Bryan, newscaster, WCBM(AM) Baltimore, received 1975 Journalism Citizenship Award, Maryland Professional chapter, Society of Professional Journalists, Sigma Delta Chi.

Cable

Leonard K. Tozer, VP-general manager, Southwestern Cable Co., San Diego, named operations manager, Mission Cable TV's South Bay district, San Diego.

Gary G. Weik, sales supervisor, Lincoln Cable TV, Lincoln, Neb., named sales and marketing manager, Mission Cable TV, San Diego.

Newly elected officers, Texas Cable Television Association: Jerry Caddy, regional manager of Texas Community Antennas Inc., Tyler, president; Gills Conoley, owner, Taylor CATV, vice president; John E. Mankin Sr., general manager United Cable TV, Tyler, executive secretary; Bill Medlin, general manager, Community Aerial Systems, Mineral Wells, secretary-treasurer; Tom Soubby, regional manager Communications Properties Inc., Austin, executive director; and George Guntner, independent equipment manufacturer, Garland, associate director.

Equipment & Engineering

Alan B. Bennett, VP-general manager, WKB-F-TV Cleveland, named VP-operations and engineering of parent Kaiser Broadcasting Co., San Francisco. Cleveland station is being closed as part of amalgamation with United Artists' WUA-TV Lorain-Cleveland (BROADCASTING, April 14).

George V. Pupala, with Paperwork Systems Inc., named to newly created position of mid-Atlantic regional manager, Schafer Electronics Corp., Goleta, Calif., to be based in Bethlehem, Pa.

Larry D. Ellis, director of field engineering, Vir James Consulting Radio Engineers, Denver, has opened engineering consulting office, 791 South Holly, Denver 80222; (303) 320-6587.

William C. Bollinger, with Memorex Corp., named director of marketing, Capitol Magnetic Products, recording tape division of Capitol Records Inc.

Allied Fields

Willard E. Walbridge, senior VP, Capital Cities Communications, elected to board of Chamber of Commerce of the United States. He is also chairman of Houston Chamber of Commerce (BROADCASTING, Dec. 16, 1974).


David Traynor, Eastern regional manager for sales and service, Nielsen Station Index, A. C. Nielsen Co., New York appointed national sales/service manager Charles A. Shoumaker, attorney, kbtv-(tv) Denver, and Quinn P. Williams, attorney in Arizona, named assistant staff counsel, Combined Communication Corp., Phoenix.

Charles Collingswood, correspondent, CBS News, New York, appointed honorary Commander in Order of British Empire by Queen Elizabeth II. Award will be presented May 29 in ceremony at British embassy in Washington.


Deaths

Tom Donahue, 46 VP-general manager, KSAN(FM) San Francisco, considered one of pioneers of "underground" radio, died April 26 of heart attack in San Francisco hospital. Mr. Donahue began as disk jockey and program executive with WTIP(AM) Charleston, W.Va., in 1948; later was with WBG(AM) Philadelphia and KVA(AM) San Francisco. During his 15 years in Bay area, 350-pound Mr. Donahue helped build KMFX-FM into a major progressive rock station, booked bands, managed talent, promoted concerts and produced records. He joined KSAN in 1968 as program director and became VP and general manager in 1972. His wife, Raechel, and five children survive.

Belmont Farley, 83, retired director of press and radio relations, National Education Association, Washington, and writer-producer of NBC Radio, Our American Schools, died of pneumonia April 25 in Genesee hospital, Rochester, N.Y. He is survived by daughter and two sons.

Perry Cain, 49, news director at KCOH-(AM) Houston, was found dead of unknown causes at his Houston home April 24. Survivors include four children.

Tom Dunne, 60, manager of financial planning for documentary news, CBS Inc., New York, died April 26 in Hackensack, N.J. He is survived by his wife, Rita, and daughter, Dianne.

George Lowther, 62, pioneer script writer, died at his home in Westport, Conn., April 28. In 1930's he wrote for such radio series as Adventures of Superman, Dick Tracy and Terry and The Pirates and moved into TV later as writer for
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services

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CUSTOM TAPES FOR AUTOMATION

audio
dramatic programs including Kraft Theater and United States Steel Hour. In recent years he wrote for daytime dramatic series and for CBS Radio Mystery Theater. He is survived by his wife, Florence and two sons, Kevin and Sean.

George L. Baren Bregge, 60, formerly VP of Rust Craft Broadcasting Co., Steubenville, Ohio, died April 18 in Naples (Fla.) Community hospital. Survivors include his wife, Dorothy, two daughters and one son.

Sanford Berghoffen, 42, manager of traffic operations, CBS Radio Network, died April 25 in Riverdell hospital, Oral- d, N.J., after extended illness. He is survived by his wife, Barbara and two children.

As compiled by Broadcasting, April 21 through April 25 and based on filings, authorizations and other agency actions.

Abbreviations: AL—Administrative Law Judge; M—major; ann.—announced; ant.—antenna; sur.—surface; aux.—auxiliary; CH—critical hours; CP—construction permit; D—day; DA—directional antenna; ERP—effective radiated power; HAAT—height of antenna above average terrain; khz—kilohertz; kw—kilowatt; MEOV—maximum expected operation value; mhz—megahertz; mod.—modulation; N—night; PSA—preservice authority. See—specified hours. TPO—transmitter power output. U—unlimited hours. Vis.—visual; w—watts. *—noncommercial.

New stations

TV action

- Fort Dodge, Iowa—State Educational Radio and Television Facility Board. Broadcast Bureau grants UHF ch. 46 (662-668 mhz); ERP 561 kw vis. 56 kw aur. HAAT 1,024 ft.; ant. ht. above ground 1,206 ft. P.O. address: Box 1758. Des Moines, Iowa 50306. Estimated construction cost $1,066,000; first-year operating cost $225,000. Principal: David J. Brugger, director of administration (BPET-499). Action April 6.

TV license

Broadcast Bureau granted following license covering new station:


AM application

- Ardley, Ark.—Glennwood Vance seeks 1580 kzh, 250 w-D. P.O. address: Sedgewick, Ark. 72645. Estimated construction cost $43,433; first-year operating cost $70,100; revenue $75,000. Format: Standard format. Comment: Glennwood Vance (100%) has interest in contracting firm. April 21.

AM action

- Clinton, N.C.—Sampson Broadcasting Co. Broadcast Bureau granted (170 kzh, 1 kw-D. P.O. address: 1229 Front Street, Durham, N.C. 27702. Estimated construction cost $47,363; first-year operating cost $59,766; revenue $75,000. Principals: Lawrence B. Carr, president (51.6%); Mr. Carr is news anchor for WTVTDTV. Durham, N.C. Other principals have various business interests in Clinton area. Action April 23.

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Baltimore and WMZP (AM)-WWEZ (FM) Cincinnati, Mr. Gore, as director of Sudbrink station group, also has minority interest in six of those stations. He plans to transfer his present 16% of WTOW to Gore Broadcasting Inc., which after FCC approval will be licensee of WTOW (BTC-7670). Action April 21.

- WZIP (AM) Cincinnati (1050 kHz, 1 kw-D)—Broadcast Bureau granted transfer of control of Sudbrink Broadcasters Inc. of Cincinnati from Margaret S. Sudbrink (90% before; none after) to Harold W. Gore (10% before; 100% after) for $375,000. Principals: See WTOW (AM) Towson, Md., above (BTC-7669). Action April 21.

- WQET-TV Kettering, Ohio—Broadcast Bureau granted assignment of license from Ohio Educational Television Network Commission to University Regional Broadcasting: no consideration. Seller: Ohio Educational Television Commission wishes to have station licensed to local educational entities. Buyer: University Regional Broadcasting is a consortium created by Miami University, Wright State University and Central State University (BALCT-566). Action April 22.

- WLYK (FM) Milford, Ohio (107.1 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Beautiful Island Broadcasting Co. from David H. Schneider, Andrew J. Leir and James J. Callahan (100% before; none after) to Perry Broadcasting Co. (none before; 100% after). Consideration: $61,173. Principals: Perry S. Samuel (50%) et al. own KLCL-AM-FM Lake Charles, La. (BTC-7693). Action April 18.

- WARP (AM) Warwick-East Greenwich, R.I. (1590 kHz, 1 kw-D)—Broadcast Bureau granted transfer of control of Warwick Radio Station from Sconnix Group Broadcasting (100% before; none after) to Three Eastern Communications Co. (none before; 100% after). Consideration: $150,000. Principals: Three Eastern Communications consists of James B. Bocock (11%), general manager of Western Electric’s Gilford Center Complex; Vincent L. Yannuzzi (22%), product planner for IBM Corp.; James B. Bocock II (22%), general manager WRNL (AM)-WBXL (FM) Richmond, Va., and Donald A. Brown (22%), program consultant to Rust Communications Group (BTC-7687). Action April 21.

- WMGL (FM) Pulaski, Tenn. (98.3 mhz, 3 kw)—Broadcast Bureau granted transfer of control of RBC Enterprises from Arthur L. Beatty (33% before; none after) to Ben H. Irvin and Charles R. Soldier (each 33% before; each 50% after). Consideration: $12,000. Principals: Mr. Solomon is general manager of WMGL (FM) and Mr. Irvin is principle in other radio stations.

Many people think of Stainless as only tall tower specialists, but we are also experts in AM/FM. We supply as many radio towers as anyone else—and have for a long time.

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Facilities changes

**Table: FCC actions**

<table>
<thead>
<tr>
<th>CP's on</th>
<th>Total in</th>
<th>CP's not</th>
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<tr>
<td>Licensed</td>
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<td>authorized*</td>
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<td>Commercial AM</td>
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<tr>
<td>Commercial FM</td>
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<td>Educational FM</td>
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</tr>
<tr>
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<tr>
<td>Promotions</td>
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<tr>
<td>UHF</td>
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<tr>
<td>Total TV</td>
<td>919</td>
<td>10</td>
</tr>
</tbody>
</table>

*Special temporary authorization

**Facilities changes**

**In context**

Designated for hearing

- WACT(AM)-Tuscaloosa, Ala., renewal proceeding: New South Radio for renewal of license. In December 1977, the Bureau informed WACT that it was determining whether programing proposed by WACT for license term reasonably would meet needs and interests of community as ascertained by licensee and whether New South Radio license presented to FCC its plans regarding maximum amounts of commercial matter to be contained in annual 60-minute period during typical broadcast day. Action April 23.

- WKLX Portsmouth, Va., AM proceeding: Rust Communications seeks to relocate WLXK from Portsmouth to Norfolk, Va. (Doc. 19451). The Bureau has determined whether proposed relocation would provide fair, efficient, and equitable distribution of radio service and cause of Rust's ascertainment efforts. Action April 17.


- KXAM(AM) Waco, Tex., AM proceeding: J. E. Murphy seeks new station at Waco, Texas, for operation after sunset. Action April 17.


- KDTH(AM) -KFMD(FM) Dubuque, Iowa, AM proceeding: In re mobile unit distributed. Action April 17.


<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlantic Research Corp.</td>
<td>Jansky &amp; Bailey</td>
<td>5390 Cherokee Avenue</td>
<td>(703) 354-3400</td>
</tr>
<tr>
<td>Professional Service Consulting Radio Directory</td>
<td>CONSULTING ENGINEERS Box 799, Upper Montclair, N.J. 07043</td>
<td>(201) 746-3000</td>
<td>Member APCCE</td>
</tr>
<tr>
<td>Edward F. Lorentz &amp; Associates CONSULTING ENGINEERS</td>
<td>1334 G St., N.W., Suite 500 Washington, D.C. 20005</td>
<td>(202) 299-2722</td>
<td>Member APCCE</td>
</tr>
<tr>
<td>Cohen &amp; Dippell, P.C. CONSULTING ENGINEERS</td>
<td>527 Monsey Blvd. Washington, D.C. 20004</td>
<td>(202) 785-0111</td>
<td>Member APCCE</td>
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<tr>
<td>A. D. Ring &amp; Associates CONSULTING ENGINEERS</td>
<td>1771 N St., N.W. 256-2315 Washington, D.C. 20036</td>
<td></td>
<td>Member APCCE</td>
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<tr>
<td>Gautney &amp; Jones CONSULTING ENGINEERS</td>
<td>2922 Teleser Ct. (703) 560-5800 Falls Church, Va. 22042</td>
<td></td>
<td>Member APCCE</td>
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<tr>
<td>Lohnes &amp; Culver CONSULTING ENGINEERS</td>
<td>1156 15th St., N.W., Suite 606 Washington, D.C. 20005</td>
<td>(202) 299-2722</td>
<td>Member APCCE</td>
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<tr>
<td>John B. Heffelfinger CONSULTING ENGINEERS</td>
<td>9208 Wyoming Pl. Hillard 4-7010</td>
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<td>John H. Mullaney CONSULTING ENGINEERS</td>
<td>9616 Pimpez Court Potomac, Maryland 20854</td>
<td>(301) 301-799300</td>
<td>Member APCCE</td>
</tr>
<tr>
<td>John H. Battison Assoc., Consulting Broadcast Engineers</td>
<td>1563 South Hudson (303) 756-8456</td>
<td>DENVER, Colorado 80222</td>
<td>Member APCCE</td>
</tr>
<tr>
<td>John F. X. Browne &amp; Associates, Inc. TELECOM Communications Consultants/Engineers</td>
<td>25 West Long Lake Road Bloomfield Hills, Mich. 48013</td>
<td>(313) 442-6226</td>
<td>Member APCCE</td>
</tr>
<tr>
<td>P. H. Lee Associates, Inc. PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TElevision</td>
<td>P.O. Box 1575 Thousand Oaks, Calif. 91360 (805) 492-5055 (213) 899-7769</td>
<td></td>
<td>Member APCCE</td>
</tr>
<tr>
<td>SPOT YOUR FIRM'S NAME HERE To Be Seen by 120,000* Readers—among them, the decision making station owners and managers, chief engineers and technicians—applicants for am fm tv and facsimile facilities. *1970 Readership Survey Showing 3.2 readers per copy.</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
FCC received following petitions to amend FM table of assignments (ann. April 25).

KMQM-AM, N.Y.—FCC amended sponsorship identification rules for stations not operating with translators. It is therefore authorized to carry their signals. Action April 17.


CITV, Grand Island, Neb.—FCC expanded broadcast area of translator K13NI White City, Iowa. Action April 17.
Help Wanted Management
Looking for your first management opportunity? need work experience? If so, that can be over 21st Man-
agement 120 days after joining our staff. Start $10,000.
Sales Manager, 21 years sales experience, four years successful sales background required. 
Ethnic station. Send complete resume to Box D-202, BROADCASTING.

Small market station in Midwest needs energetic, ag-
gressive young manager with heavy sales back-
ground. Reliable and subsidiary company. Ex vehicle
benefits including stock purchase and bonus. Send 
full resume with competitive details in first letter. 
Box E-39, BROADCASTING.

General Manager for KLYX, Houston. Mature ex-
perienced successful station operator for one of Ameri-
cas Top 100 markets. Have very unique advertising- 
merchandising concept. If you have $2,000
immediate opening 

consider. 

self -starting

BROADCASTING.

Radio syndication salesperson wanted for several 
areas of the country. Knowledge of radio sales and 
willness to travel essential. Excellent commission 
arrangement for successful candidate. Box D-119, 
aOCARDCASTING.

Salary, commission, guarantee, car allowance. Iowa, 
Iowa -based Wheatland Broadcasting Company. Bred.
ern. Contact J. J. Bowes, National Public 
radio, 2025 M St., N.W., Wash., D.C. 20030.

Help Wanted Sales
Radio salesman seeks position with a station in 
areas of the country. Must have at least 2 years 
vehicles in some of the larger areas. 

Florida-Salesperson. Must have had at least 2 years 

radio sales experience. Send resume to Mr. Leendertsen, Bellevue 
414-226-6452.

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will represent the number one 1 radio station in the 
appeal to the major advertisers. Excellent benefits. 
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WGSO-WGSO needs an advertising salesperson who 
will represent the number one 1 radio station in the 
appeal to the major advertisers. Excellent benefits. 
Visit our website to learn more about us. 

West Coast

Mid-Atlantic

Northern California

Great Lakes

Help Wanted Announcers
Morning Deejay, more than time, temperature person. 

"You and I, the South"

Faulty time adult rocker setting.

Newspaper job opening in Dayton, Ohio.

Resume to Scott McQueen, Box 800, Springfield, 
VT 05106.

One of the finest small market facilities in the 
country is looking for an evening deejay who can 

radio. Must have music background in both 

areas. Send resume to Mr. Leendertsen, Bellevue 
414-226-6452.

Mid South

Full time AM station seeks announcer. Progressive 
Top 20. Contact Mr. Leendertsen, Bellevue 414-226-6452.

Announcer with at least 4 years commercial broad-
casting experience. Eastern MOR. Up to $1000/wk 
for right person, 3rd class required. An equal op-
portunity employer. Box E-24, BROADCASTING.

Radio as a career? Wishing to learn all facets of 
radio? Need persons preferred. First ticket re-
quired. Interested contact program director, 
Watts DeBose, WPW, Box 986, Powell, WV 26853. 
An Equal Opportunity Employer.

Immed: opening to replace $20,000 a year 

commission salesperson who has been promoted within 
the company. References and successful track record 
A must. Contact Arnold Lerner, WLUS/WSH, Lowell, 
MA 01851, 617-458-8464.

Supersalesperson-sales manager, for Albany and 
B-C radio station. Requested. Opening for 
newsman. No phone calls. Send resume and photo, 
WALM, Cordele, Ga.

Experienced Salesperson for 5000 Watt, full time 
Modern Country Station. Send information to Ronald 
Eubanks, WPIN, P.O. Box 716, Delta Station, 
Jackson, MS 39213.

Radio Sales, Northern California. McClatchy Broad-
casting has opening at KBEE, Modesto, California for a 
radio sales position. Person required to represent 

Christian FM Station, part of large network, looking for 
hard working, energetic, aggressive sales person. 
Send complete resume with competitive salary, refer-
ence, and career goals to Mr. Dave 
Morrow, Commander Broadcasting Network, Virginia Beach, VA 23463.
Help Wanted News

Continued

or

Small, ambitious experience, references. Phone 212.585-2717.

Help Wanted News, Production, Others

Major Market FM looking for P.D. with Top 40/MOR Program Manager. Must want to do air shift and be able to effectively manage people. If you fit this description, please send resume to Box E-9, BROADCASTING.

America's Number 1 TV radio production company is looking for the right person. Must be free to travel and able to work long hours. You may already be a proven producer, and be able to take on the responsibility of growth within the company without delay. Box E-16, BROADCASTING.


Creative radio lives! Looking for free-lance producers for National Syndication. Good going to rock music, good track record to studio a must. Call 212-385-2717.

Program Director needed for top-rated midwest station. Send resume to Jay Hamilton/Radio-Television News/General Manager, 350 Box 4047, Topeka, KS 66604. Also seeking III/Generals.

June 1 opening for experienced program director/announcer, AM is Contemporary daytime and FM is MOR. Send tapes and resume to Ted Foget, President & General Manager, P.O. Box 497, New York, N.Y. 10016.

Situations Wanted Management

Manager/Instructor. Chief Adm./Financial officer, Large Service Corp. seeks return to Broadcasting/Newspaper field. Prefer college as a base or medium market business. Excellent credentials & references. Familiarity, degree, 40 years experience desirable. Operations with solid business and civic goals. Like to help others, creative, responsible, experience, expertise & write. Box D-169, BROADCASTING.

Will invest $200,000+ and manage for absentee, semi-retired, or otherwise occupied owner. Experienced. Prefer East. Box E-203, BROADCASTING.

Professional Sales manager desires sales or general manager's position in larger market. Proven, stable track record, now in top 30 market. Excellent experience, references. Box E-5, BROADCASTING.

Available immediately. Creative General Manager. Nine years experience in small and medium markets. Box E-44, BROADCASTING.


Small Market General Manager, looking to move to medium or large market as Manager, Operations, Manager or Program Director. Call Bob at 401-738-8423.

Former GM, have run own ad agency last year, desires small to medium market GM position. 31, degree. Sales and production experience. Call Michael in Apt. 84, 1750 South Beach, Daytona Beach, FL 32014.

Help Wanted News

Continued

Situations Wanted Sales

Have many years experience as sales manager, morning man, and P.B. several spots a fine here, want permanent location warmer climate. Prefer Carolinas or So. Cal., complete info, no request. Box D-181, BROADCASTING.

Situations Wanted Sales

Program Director seeking sales position in Midwest with potential to management. M.S. in R/TV, 25, married, willing to relocate. Box E-38, BROADCASTING.

Dynamic salesman in top 10 market seeks opportunity to develop potential as sales manager; has ability, potential and drive and initiative. Box E-9, BROADCASTING.

Situations Wanted Announcer

English DJ, 24, 3 years in radio (DJ, music program). Currently Public Communications student. Seeking summer ex. and potential to management. Numerous references. Have visa. Box D-122, BROADCASTING.

Female, first figure announcer, Radio or television. News broadcast experience. Strong sports. Network station preferred. Send resume and references to East Coast. evenings 212-673-0567. Box D-164, BROADCASTING.

First phone, two years experience, good voice and production. Must already be in town and involved with listeners. Box E-25, BROADCASTING.

Young, single DJ, currently employed, seeking advanced and/or management. 3rd endorsed, go anywhere. Box E-31, BROADCASTING.

Stable programmer wants advancement. 1st phone. College, 11 years as jock/MOR/Pop. Track record and superb references, ratings. Box E-36, BROADCASTING.

Talk about happy! Found a great wife, two scrappy hound dogs, and a small vine tree on & off the air. 12 & 8 years of radio, first phone, production manager, music director, very creative and dependable, present station to show a gold mine. I can spark your station. Box E-45, BROADCASTING.

Young Black Top 40 Announcer, 1½ years experience, radio, rock music, comfortable with Rock, Jazz, Soul. Need a place to grow in. Good mature voice. Box E-46, BROADCASTING.

Top-Notch "Pro" Top 40 or MOR personality seeking metropolitan market. 3rd endorsed, seven years experience, excellent references. Hap voice and good sense of humor. Box E-53, BROADCASTING.

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

Experienced, pleasant voice radio personality looking for a good station to grow with. Will do some sales. Bill Smith, 316-731-6168.

Female DJ, 3rd phone endorsed, Maryland or surrounding states, MOR/CW/Contemporary. Jackie, 301-342-0373. Tape/Resume available. Reliable, dedicated.

Leaking Mims or area, Contemp. Or Top 40 DJ-MD, experienced. Interview will be 3rd endorsed. Dedicated, Tom Krause. 402-462-9543.

Ready, willing, able. Radio/TV graduate capable of all duties, DJ, news, sports, copy, camera, direct. Have five years experience, contact Audio West Tech, Austin, MN 55912. 605-477-6387.

Broadcast grad, 3rd phone, AFRT experience, seeks first opportunity. George Muziky, 3825 N. Newcastle Ave., Chicago, IL 60634. 312-665-7984.


Progressive, hard rock, or top 40 jock is looking for a winner. Currently employed. 2 years experience, and can also do play by play announcing. Tape and resume available. Contact Robert Wolfe, 303 Denver Street, Prescott, KS 668-856-3444.

Young sportscaster ready to move up. All sports PBP, experienced, good voice, production. BS in Radio. Call Dan, 213-214-2122. Want to enter the world of sports. Box 1430 Candlelight Dr., Whitmer, IA 50604, 137-943-1992.

Young, black jock first class ticket. Any experience considered. Will relocate today. Reaham Jackson, 1412 Palmwood Dr. #14, Los Angeles, CA 90028.

Situations Wanted Technical

Competent Chief, Excellent references, currently chief of financially unstable small group. No small market stations. Box D-117, BROADCASTING.

Dan Telephone or Chief, Directional experience. Inquire. If credentials and experience sound good, recommendation, will relocate; available now, resume available. Contact Larry Radda at 412-941-9509.

Situations Wanted News

Washington Correspondent D & O. Record: Nurme One Radio-TV anchor with 65% share in top 5 mar radio TV. Reliable, direct. Move anywhere. Box D-72, BROADCASTING.

Professional all the way. Two years experience, B.F. degree, Hard working and dedicated. Prefer West Coast. Box D-124, BROADCASTING.

New Director/Anchorman. Six years NBC news management experience, 14 years in news. Excellent reputation. Write Box D-185, BROADCASTING.

Sports powerhouse? I'm your man! Strong PBP and news. 4 yrs. PBP, 2½ yrs. sales. Double sided radio nce, now last year. Employed. Stable, dependable looking for same news-sports MidWest station. Married, 2 kids, references. Box E-1, BROADCASTING.

Major College pbp man looking for a move up this fall. You'll like the tape. Box E-33, BROADCASTING.

Week-end man in New York wants full-time. Box E-4 BROADCASTING.

Dedicated, young, experienced in studio and out state capitol and city hall. Background in economics and politics. Box E-7, BROADCASTING.

Anchor on top fifty midwestern news, weathercaster Ten years experience, masters degree. Former radio newshour, moving up. Best credentials. Box E-26 BROADCASTING.

Hard working reporter with solid local experience looking for position in larger market. College grad references. Box E-34, BROADCASTING.

Broadcast journalist seeking position in professional news operation. Experienced, former NY, young enc capable. Box E-55, BROADCASTING.


Entertaining, experienced newsman, BA, 3rd endorsed Ralph Gonzalez, 3227 Thornton Ave., Anaheim, CA 92804, 717-828-8515.

Women, 5 yrs. write service, radio, newspaper Lively scripts. Fast, Dependable. Relocate for solid outstanding opportunity. 404-876-113X after 4 p.m. ET.

Tokyo-based Foreign Correspondent; National Radio Reporter, TV Film Editor; seeks assignment West Coast. Write/Cable: C.P.U. Box 1064 Tokyo 100, Japan.

Situations Wanted Programming, Production, Others

There's more to programming a radio station than sitting in the production room reading the trades all day long. BA degree with expertise and a straight edge for a program position in Top 40 Contemp. Available June 15. Box E-2, BROADCASTING.

Top 40 personality seeking on-air PD position in competitive market. Seven years experience including tox. Editorial B-186, BROADCASTING.

Orphan of the storm, College grad, but no reading. Solid production man and job for your FM rocker. Top 40 or uptempo-MOR. Good college radio experience with heavy commercials and PD experience also strong PD, award-winning newsbackground. Prefer aggres- sive, production oriented, sound rewrite. Resume, tape. Call Greg, 312-328-5676 evenings.


KDKJ, KLF, WNOE, WKWB, KBJX, Franke Jollie 720 Collins St., 41st Ave. S., Gus, 165 Ph. line. 213-402-7301, P.O. Box 3087, Hollywood 90028.

Broadcasting May 5 1975
Help Wanted Management
Major southeast market TV station is in need of experienced, aggressive, creative program director. Knowledge of production and directiing desired. Send resume, qualifications and salary requirements to Box B-55, BROADCASTING.

Help Wanted Technical
Chief Engineer for major VHF in growing Southeastern Coastal market seeks experienced, knowledgeable, hardworking engineer to join our technical team. Send resume to Box B-55, BROADCASTING.

Help Wanted News
Street reporter for top-20 television station on East Coast. Minimum of two years television news experience. Must be able to function in a jocular, enjoyable, or comparable degree. Send detailed resume and picture first letter. An Equal Opportunity Employer. Box D-174, BROADCASTING.

Help Wanted Programing, Production, Others
Producer for morning talk show at top 20 network affiliate. Must be creative with strong background in production, news, public affairs and information programming. We’re looking for an experienced pro who can deliver an audience. You may be number two ready for a move. EOE. Box E-50, BROADCASTING.

Help Wanted Programing, Production, Others
Producer, Operation/Manager. 15 yrs. TV, 5 yrs. film. References required. Innovative, steady and remarkably professional. Box D-173, BROADCASTING.

Help Wanted Sales
Program Directing seeking sales position in Midwest with potential to management. M.S. in BTV. 25, married, willing to relocate. Box E-38, BROADCASTING.

Help Wanted Technical
Chief Engineer with best technical qualifications, complete knowledge of VHF, UHF, FM, experience, good请你补充缺失的文本部分 vitality record, community involvement, excellent references. Seeking challenge, experience, plus $25,000. Must be able to work around the clock. Box B-53, BROADCASTING.

Help Wanted Technical
Chief Engineer/General Manager. 15 yrs. TV, 25 yrs. experience. BSEE, FCC license, plus $25,000. Send resume to Box F-38, BROADCASTING.

Help Wanted Technical
Chief Engineer with 25 yrs. experience, excellent management background. Send resume to Box B-55, BROADCASTING.

Help Wanted Technical
Chief Engineer with 25 yrs. experience in VHF. Excellent management background. Send resume to Box B-55, BROADCASTING.

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Help Wanted Technical
Chief Engineer with 25 yrs. experience in VHF. Excellent management background. Send resume to Box B-55, BROADCASTING.
null
Help Wanted Technical
Continued

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. 95945.

Help Wanted News

TV NEWS DIRECTOR
FOR
MAJOR MARKET STATION

Proven excellence in administration and program presentation a must. We're looking for a winner ready to move up. Tell us how you operate and why. Replies held in strictest confidence. An Equal Opportunity Employer.

Box E-29, BROADCASTING

Employment Service

JOBS! JOBS! JOBS! IF YOU HAVE THE TALENT—WE HAVE THE JOBS!! Subscribe to:

JobLeadS

Box 61, Lincolndale, N.Y. 10849
Number "One" in Weekly, Nationwide Employment Listings for Radio, TV, Dj's, FO's, Announcers, News, Sales and Engineers

$1.50 a month (12 issues)
$25.00 12 months (50 issues)

(Cheek Appropriate Box)

NAME

ADDRESS

Remit Cash with Order, Please!

For Sale Stations

TOP MARKET OFFERING
AM and 50,000 watts FM stereo stations in the most ideal of the top 15 markets. Combined price: 2 1/2 million. Excellent facilities; superb properties. Replies should contain information sufficient to establish financial and personal qualifications.

Box B-231, BROADCASTING

Northeast Arizona: full time AM, Class IV, own building and new equipment on two acres of choice patented land. Good potential, $160,000.

Reply Box D-215, BROADCASTING

Arizona AM/FM Combination
$1,500,000

Box E-14, BROADCASTING

FULLTIME AM—5,000 Watts day/1,000 Watts night

SOUTH GEORGIA

Terms to responsible buyer (or cash)

No brokers, please....

Reply to Box E-33, BROADCASTING

For Sale Equipment

RCA Microphone Repair and Reconditioning Service

Restore your RCA Broadcast Microphones to original performance specifications. Complete rebuilding service to like-new condition. For details and pricing, write Technical Services, RCA, Bldg. 2-4, Camden, N.J. 08102.

CATV

The Town of Salina, in Oneonta County, New York invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a "request for proposals" available from the undersigned, with $56.00 fee, certified check. Applications will be accepted until noon 8th, July 1975 and all applications received will be available for public inspection during normal business hours at Town Hall, Town of Salina.

Clifford Hart, Supervisor
Town Hall, Town of Salina
912 Liverpool Road
Liverpool, New York 13088

Wanted To Buy Stations


Box E-54, BROADCASTING

Help Wanted News

TV NEWS DIRECTOR
FOR
MAJOR MARKET STATION

Proven excellence in administration and program presentation a must. We're looking for a winner ready to move up. Tell us how you operate and why. Replies held in strictest confidence. An Equal Opportunity Employer.

Box E-29, BROADCASTING

RADIO WITH PICTURES
That's my kind of TV, 11 years all radio formats. Seeking TV slot as talk/variety/rock host and on-camera commercials. Bob Brown, Bill Boggs, Teddy Bart are working, but I'm available now. Looks, wit, personality. A good talker, a good listener. Reply Box E-47, BROADCASTING.

Situations Wanted Annunciators

RADIO WITH PICTURES
That's my kind of TV, 11 years all radio formats. Seeking TV slot as talk/variety/rock host and on-camera commercials. Bob Brown, Bill Boggs, Teddy Bart are working, but I'm available now. Looks, wit, personality. A good talker, a good listener. Reply Box E-47, BROADCASTING.

Situations Wanted Programing, Production, Others

Do you need a Production or Promo man?
Do you need someone with film dir., host, announcing and production experience?
Do you need someone with TV, Radio and Cable all in Top 10 Market?
You do?

GOOD!

Box E-20, BROADCASTING

News Service

APOLLO SOYUZ TEST PROJECT
Your radio station can have exclusive reports of this summer's joint American-Soviet space flight. Veteran Apollo and Skylab news team will be at mission control to report directly to your station. Don't miss out on the year's major news event, exclusively on your radio station.

Exclusive News Service

Box 874
Flushing, N.Y. 11354
(212) 358-2164

Broadcasting May 5, 1975
For Sale Stations

WESTERN STATES Class IV in market of 150,000 plus. Shared 1973 gross revenues in excess of $625,000 with 2 AM competitors. Priced at $207,000 with highly flexible terms to a well qualified buyer.

William A. Exline, Inc.
31 CARROLL COURT
SAN RAFAEL, CALIFORNIA 94903
(415) 479-0717
MEDIA BROKERS - CONSULTANTS

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles - Washington
Contact: William L. Walker
Suite 568, 7725 DeSales St., N.W.
Washington, D.C. 20036
202-222-1533

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 of tapes to be sent to a box number.

Name
Phone

City State Zip

Insert ______ time(s). Starting date ______ Box No. ______

Display ______ (number of inches).

Indicate desired category: ______________

Copy:

BROADCASTING's Classified opens doors for you!

So, if you're looking for employment, the right employee, buying or selling equipment or have a product or service used in the broadcasting business, then BROADCASTING's Classified section is the place to see and be seen in.

Your Classified Ad in

BROADCASTING

will reach virtually 100% of the industry's decision makers.

YOU BELONG IN BROADCASTING!
Bruce Paisner: toning down the British accent at Time-Life Films

Bruce Paisner is very conscious that Time-Life Films wants to be known as something more than just the American distributor of TV shows produced by the BBC. Since he was appointed president and chief executive officer of Time-Life Films in December 1973, one of his tasks has been to widen the company's scope beyond its role as conduit for programming emanating from England.

For example, he speaks with enthusiasm of the development deal he has arranged with NBC-TV and two Hollywood producers, David Dortort (Bonanza) and Alan Landsburg, to do a made-for-TV movie based on Time-Life's series of books on The Old West.

Mr. Paisner is an energetic, harried-looking man whose precipitously receding hairline and careworn expression make him look older than he is (32). Most of his working career has been spent at Time Inc., including stints as a reporter for Life magazine and as a speechwriter for the company's chairman of the board, Andrew Heiskell.

So it's only natural that the branching out from the BBC would also include TV ideas based on the company's publications. For example, Time-Life's Money magazine is serving as the catalyst for a five-times-a-week, 26-week series of 90-second to two-minute syndicated spots on "financial problem solving," as Mr. Paisner puts it. "Income tax might serve as the focus of one full week's worth of spots," he says. "And we might do another week's worth on retail credit." A development deal is also in the works with NBC, he adds, for a late-night variety show based on the format of T-L's People magazine.

Just about everything else in Time-Life's production hopper is in some way connected with the BBC, although Mr. Paisner stresses that the second year of production on Wild, Wild World of Animals (26 half-hour episodes), the company's most successful weekly series, was 70% Time-Life generated.

In terms of prestige documentaries from the BBC, Time-Life's most visible recent production was The Ascent of Man, written and narrated by Jacob Bronowski, which just completed its 13-week run on PBS. But Time-Life's share of the costs of that series ended up too far out of proportion to the company's ability to sell it commercially in this country. The result of this imbalance was that "we couldn't sell the series for a long time because we were asking too much money for it," in


Mr. Paisner's words. The first price tag, he says, was an impressively high $3 million. Mobil Oil and the Arthur Vining Davis Foundation finally agreed to underwrite the series on PBS "after we lowered the price substantially," he says.

This experience is typical of Time-Life Films' fiscal performance in the early seventies. In addition, Mr. Paisner says, "our costs in general were too high for the amount of business we were doing, and the production wasn't being marketed as aggressively as it should have been." The result was that the company faced "serious financial problems" when Mr. Paisner displaced Peter Robeck as president late in 1973.

The new president's first cost-cutting move involved the melding of components such as the Multimedia Division (film strips, cassettes, 16 mm reels, etc.), the business-and-industry library and the TV-distribution arm under the umbrella of Time-Life Films. And that was only the beginning. "We cut back on overhead, on production facilities, on our promotion budget," he says. A lot of employees walked the plank in that attack of austerity.

And Time-Life has become very cautious about committing itself to expensive co-production deals with the BBC.

Time-Life has agreed to join in on Robin Hood, for example, but the BBC will film eight hours of material and Time-Life will market only six of the hours in this country. And the BBC documentary drama, Fight Against Slavery, which runs six hours, is being pitched at NBC in two 90-minute episodes.

"Bruce took over Time-Life Films from a more mature executive, a man of much greater age, and turned it around virtually overnight," says Fred Sherman, an attorney with the firm of Layton & Sherman, who has known Mr. Paisner since they were students together at Harvard Law School in the mid-sixties. "He analyzed what needed to be done, took hold of the situation, and made his imprint immediately."

Mr. Paisner gives a lot of the credit for these analytical skills to the "terrific educational experience" of three years at Harvard Law School, which "really taught me how to think."

He had done his undergraduate work in (political science) at Harvard (where his third-year tutor was an ambitious professor named Henry Kissinger), but he had become enamored of journalism when he spent the summer of 1963 as a trainee at Life magazine.

"That was the summer of the New York newspaper strike," he remembers, "and Life was publishing a special metropolitan edition every week. Because we were understaffed for such an undertaking, I ended up doing just about everything."

When Life offered him a reporter's job after graduation, he jumped at the chance.

But as the oldest son of a respected Providence, R.I., lawyer, Mr. Paisner says, he was expected to at least apply to Harvard Law School. Despite the fact that Life was letting him do "a lot of reporting and a lot of writing," as he puts it, when Harvard Law accepted his application "I couldn't pass it up."

Four years later, the experience of spending the summer before graduation in a law firm convinced Mr. Paisner that he was not cut out for the role of corporate attorney. So when he was graduated from the law school in 1968, he signed on as an assistant to Andrew Heiskell, chairman of the board of Time Inc., and after two years of "running errands and writing speeches" and, particularly, drawing up an exhaustive report describing "what television would be like in five years," he was appointed general manager of Time-Life Video.

"He's ambitious, he'll go very far," said Mr. Paisner, professor of law at Harvard who directed Mr. Paisner's work on the media chapter of the Kerner Commission report on civil disorder in 1967-68. And, as his friend Fred Sherman puts it, "if Time doesn't move Bruce up to jobs of increasing responsibility, where he'll have supervision over more dollars and more people, then Time won't have him for very long."

Broadcasting May 5 1975

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Well done
Long ago it became a cliche to say that the Vietnam war was being fought in the American living room. A whole generation of Americans grew up seeing combat on the evening news as dependably as the weather or the politician pontificating in a Capitol corridor.

In World War II radio matured into a first-line medium of journalism. During the long travail in Vietnam television journalism mastered its skills and acquired the technologies that could put today's casualties on tonight's tubes.

A long line of broadcast journalists passed through Vietnam, and some are buried there. Their cumulative record is one of distinction.

Right track
President Ford has undertaken a task of appalling difficulty in his plan to free the American economy from overregulation. His opposition can enlist practically the whole federal bureaucracy and majorities in Senate and House. But surely the regulated have resources too and will call on them when Mr. Ford reveals the specifics of his program.

For starters, Mr. Ford deserves unqualified support in his opposition to the establishment of a federal Consumer Protection Agency spending $60 million over the next three years to duplicate or overlay services already rendered by the government or private agencies. Broadcasters who have experienced the petition to deny, or the threat of it, can testify to the adequacy of present citizen representation in Washington.

The FCC is among the 10 federal agencies that Mr. Ford said last week would be under review. Broadcasters were given a tip-off to that a month ago when Mr. Ford addressed their national convention (Broadcasting, April 14). "You know at first hand how government regulations can stifle economic growth and creativity," Mr. Ford said, to appreciative applause.

It isn't clear how Mr. Ford hopes to reverse or even arrest the expansion of federal regulation. He spoke of a conference of commissioners who, it seems to us, would be the last to consult on ways to reduce their pomp or circumstance. But maybe he has more effective measures that he is waiting to advance after the inevitable failure of his conference of commissioners. Assuming he is serious and will commit the resources that will be necessary, broadcasting and advertising will go to his side.

One way
Bills that would variously amend or repeal the equal-time law and the fairness doctrine were elevated in status last week by the hearings that Senator John O. Pastore (D-R.I.) conducted. There is a real chance for legislative action on measures that had previously been given little attention.

That is not to say that repeal is assured or even probable. It may be possible, if the broadcaster majority that seeks genuine freedom of its kind of press carries on a convincing and continuing campaign.

Certainly those broadcasters have more going for them now than at any other recent time. Senator William Proxmire (D-Wis.), who insisted on inserting the fairness doctrine in Section 315, the equal-time law, when it was being amended in 1959 to exclude news broadcasts, has now made a 180-degree turn. He is as vigorously advocating repeal of the whole section and the express exclusion of the FCC from all program control. At the other end of the political spectrum, Senator Roman Hruska (R-Neb.) wants to go just as far. Those oppositions in general philosophy are united in the conviction that the First Amendment is being defiled by broadcast program regulation.

Probably the most attainable measure that was under discussion last week was Senator Pastore's own bill, which would remove presidential and vice presidential candidates from the equal-time law but leave Section 315 otherwise intact. Politica capital may indeed accrue to those who support that relatively painless proposal by a senator of Mr. Pastore's influence and pride of authorship. But the majority of broadcasters, the National Association of Broadcasters and Radio Television News Directors Association displayed a higher sense of mission by opting for repeal.

For those who pretend to practice the craft of journalism, there can be no First Amendment compromise.

Bargain day
Directors of the National Cable Television Association are trying to shape a copyright position that most of the association's members will accept, but it isn't easy. If any meaning can be read into the noncommittal resolution emerging from the board last week, it seems to be that the hard-liners who want no copyright liability at all are losing ground and that the NCTA will favor some kind of legislation.

A proposal from the Pennsylvania members of the NCTA is attracting attention. It would immunize cable operators from copyright liability for all the local broadcast signals that they carry and grant a compulsory license for those they import by microwave. Whatever merit there may be in the concept of an ascending scale of copyright liability based on the sophistication of the cable system and the range of services it offers, it is negated in the Pennsylvania compromise by the absurdity of the scale that is proposed.

The Pennsylvanians would ask the Congress to write a law establishing the per-channel copyright payment for imported signals at two-tenths of one percent of the monthly gross revenue from basic subscriptions (excluding all revenues from other sources, such as pay cable). At the current average subscription price of $5.50, that would work out to about one cent per home. No change in the legislated rate could be made—no matter what happened in the television program market-without an amending act of Congress. That is tokenism at its baldest.

It is hard to believe that the NCTA could approach the Congress with that kind of pitch and keep a straight face.
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