THE RIGHT MAN HAS WON A PEABODY AWARD.

"Close it up," the creditors said.
Instead, Dr. Robert E. Hayes, Jr. opened the eyes of America to the desperate financial plight of Wiley College, and the unique and purposeful role played by the all-Black college in teaching thousands of education-hungry Blacks.

The warm and moving story of this dedicated man and his inspirational achievement is "The Right Man", a 30-minute program produced and made available for distribution by KPRC TV 2.

The Peabody Award, given each year to honor distinguished and meritorious public service by television programs and stations, further honors KPRC TV 2's community-rousing documentary, which is available, now, free of charge, for airing in your market.

For information, please contact Mr. Joseph Mehan, 55 E. 52nd Street, New York, New York 10022, AC 212/644-9616.

KPRC TV 2
HOUSTON

Petry Television, Inc. National Representatives
NBC Affiliate
"3 WAYS TO GO"

OR: "HOW TO MAKE $100,000 FOR YOUR BROADCAST STATION!"

THE CAST

A GROOVY DC-9 JET PLANE

A LUXURY HOTEL IN ACAPULCO

A SWANK HOTEL IN NASSAU

A PLUSH HOTEL IN LAS VEGAS

A BROADCAST STATION (it could be yours!)

47 GREAT CLIENTS

...AND THE STAR OF THE SHOW! A BIG CHECK!

THANX!

MY PLEASURE!

HERE'S A SAMPLE EXAMPLE:

$2,000. Advertising package for client to get 2 trips x 47 clients = $94,000 gross to your station. Station cost per client and wife, $400 = $18,800. $94,000 gross - $18,800 = $75,200 in new or increased station revenue.
#1 FOR PRIME ACCESS!
WILD, WILD WORLD OF ANIMALS

Now In Our 3rd Continuous Year of New Production

Source: NSI and *ABR Feb./Mar. 1975 Sweep Reports
Audience and related data are based on estimated/ provided by the rating services and are subject to qualifications available on request.
*DMA/ATO Rating and Share

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

WILD, WILD WORLD OF ANIMALS is produced especially for television by Time-Life Television film crews all over the world.
This old German engraving defines the proportions and acanthus leaf detail of a Corinthian capital.

Vitruvius, a first century writer, explains the acanthus motif of the capital with this story:

A young maiden of Corinth died, and her nurse placed a basket containing some of the girl's possessions on top of her tomb, weighting it with a roof tile. In the spring an acanthus plant grew up along the sides of the basket, and the weight of the tile forced the leaves to turn outward.

Callimachus, an artist and architect, passed by and saw the basket encircled with leaves. "Delighted with the novel style and form," writes Vitruvius, "he built some columns after that pattern for the Corinthians, determined their symmetrical proportions, and established from that time forth the rules to be followed in finished works of the Corinthian order."

The Corinthian capital has pleased man's eye for twenty-four centuries, because of its classic proportions, the careful balance of its elements, and the elegance of its detail.

Proportion, balance and attention to detail are basic to success in every discipline. The Corinthian Television Stations are respected by the communities they serve because they program news, information and entertainment in meaningful proportion. Because they earn their authority and credibility by balancing viewpoints objectively. And because they recognize that in providing quality television service, no detail is too small to merit their serious attention.

"THERE IS A PROPER DIGNITY AND PROPORTION TO BE OBSERVED IN THE PERFORMANCE OF EVERY ACT OF LIFE"

Marcus Aurelius/121—180 AD

The Corinthian Stations

THE CORINTHIAN STATIONS

RESPONSIBILITY IN BROADCASTING

KHOU-TV
KOTV
KXTV
WANE-TV
WISH-TV

Corinthian is a Member of the Dun & Bradstreet Group.
You get what you pay for
in television network prime time;
here's what they'll pay
for top shows this fall

Best available information identifies high-
est-priced shows in each network's new
fall schedule as follows: Monday Night
Football on ABC-TV at $100,000 per
minute, All in the Family on CBS-TV at
$125,000 and Sanford and Son on NBC-
TV at $100,000. (Top show, ATFP, is up
marginal $5,000 from last year.) Prices are
approximate because buying at this stage
is in packages, with rates for individual
components not precisely assigned.

Proof of the (ad) pudding
is in the spending for P&G

Procter & Gamble Co., television's
biggest advertiser, has been persistently
reported in recent months to be planning
to shift advertising money from television
to print. Just as persistently, it has refused
to comment on those reports. "We prefer," a
spokesman said at one point, "to operate on a basis of making our
advertising known as it takes place"
(BROADCASTING, Feb. 17). Now that sort of
answer is available: In 1975's first
quarter, when all those reports were cir-
culating, P&G boosted its TV spending by
18%. The estimates are being released to-
day (May 26) by Television Bureau of Ad-
vertising, as compiled by Broadcast Ad-
vertisers Reports. They put P&G's first-
quarter TV spending at $65 million, up
from $55.2 million in 1974's first quarter.
The increase enlarges on a 6% rise that
took P&G's 12-month television budget
to $234.5 million last year.

Small car, big campaign

There's about $4 million in billings for
television beginning in July when Ameri-
can Honda Motor Co., Gardena, Calif.,
kicks off its special summer and fall Hon-
da Civic promotion. Portion of overall $8
million campaign will go to print. Two
models of the small car will be promoted:
one with an air-electric engine and the
other, the CVCC, the advanced statified-
charge engine that needs no catalytic con-
verter. Agency is Needham, Harper &
Steers, West, Los Angeles.

Three major accounts buck
black rock in barter

Black rock musical TV series starring top
recording artists is sold out to Pepsi-Cola
Co. (BBDO New York), Lever Bros. (J.
Walter Thompson Co., New York) and
General Foods (direct) on barter syndica-
tion basis. Syndicast Services Inc., New
York, has cleared The Ebony Affair in 18
markets; is close to agreement in another
18 and is aiming for 50 to 60 markets.
Series features such top black artists and
groups as La Belle, Carla Thomas, The In-
vitations and Betty Wright.

Avon targets black audience

In its first attempt to market beauty pro-
ducts aimed exclusively at black con-
umers, Avon Products Inc., New York,
plans spot TV effort in 50 markets and
spot radio in 46, starting mid-July and
ending mid-August. Though campaign
will skew to southern markets, spot TV
will be utilized in areas where more than
80% of blacks in U.S. live. Agency for
Avon's black line of products is Uniworld
Group, New York.

General Foods, P&G
shopping early for TV spot

Giant advertisers, including General
Foods Corp., White Plains, and Procter &
Gamble Co., Cincinnati, already are at
work on third-quarter, general availabilities in spot television. Although
information is still sketchy, station repre-
sentatives feel that General Foods
(through Ogilvy & Mather, Young &
Rubicam, Benton & Bowles and Ted Bates
& Co.) and Procter & Gamble (avails are
out from B & B) will increase their spot
TV spending at least modestly for third
quarter.

Boost behind radio co-op

New standardized system of reporting co-
opt radio advertising, said to represent
radio equivalent of tear sheets to show
manufacturers how their radio co-op
money has been used, has been developed
by Association of National Advertisers.
It's to be announced at June 12 annual
workshop in New York sponsored by
ANA and Radio Advertising Bureau.
Hope is that it'll encourage more
manufacturers to make more co-op
money available to radio. Co-op and local
advertising will be featured at workshop.
RAB is urging broadcasters not only to
attend but to bring retailers and other local
advertisers as guests to be impressed.

Radio for Citgo campaign

Sixty-second radio spots for Citgo's "full-
service" credit cards will saturate 30
markets beginning July 14 for six weeks.
Markets include New York, Chicago,
Boston, Washington, Baltimore, Atlanta,
and Miami. Target audience encompasses
adults 18 to 49. Campaign's creative
aspects were handled by Grey Advertis-
ing, spot buying by Media Corp. of
America.

And for Exxon, too

Exxon is running four different 60-second
radio spots in 150 markets that tell
listeners, basically, to "extend the life of
DINAH! 
#1 WITH WOMEN.

#1 New York City
Women 18-49
Total Women

#1 Los Angeles
Total Women
Women 25-49

#1 Chicago
Total Women
Women 25-49

#1 Philadelphia
Women 18-49
Women 18-34

#1 Cleveland
Women 18-49
Total Women

#1 Washington, D.C.
Women 18-49
Total Women

#1 Dallas-Ft. Worth
Women 25-54
Women 25-64

#1 Minneapolis-St. Paul
Women 25-49
Women 25-64

#1 Atlanta
Women 18-49
Women 18-34

#1 Seattle-Tacoma
Women 18-49
Total Women

#1 Indianapolis
Women 18-54
Total Women

#1 Kansas City
Women 25-49
Total Women

#1 Cincinnati
Women 18-49
Total Women

#1 Milwaukee
Women 25-64
Total Women

#1 Providence
Women 18-49
Total Women

#1 Buffalo
Women 18-49
Total Women

#1 Denver
Women 25-64
Total Women

#1 Columbus, Ohio
Women 25-64
Women 18-34

#1 San Diego
Women 18-49
Women 25-49

#1 Phoenix
Women 18-49
Total Women

#1 Oklahoma City
Women 18-49
Total Women

#1 Albany-Schenectady-Troy
Women 18-49
Total Women

#1 Norfolk-Portsmouth-Newport News
Women 25-64
Total Women

#1 Salt Lake City
Total Women

#1 Syracuse-Elmira
Women 18-49
Women 18-34

#1 Omaha
Women 25-64
Total Women

#1 Jacksonville
Women 18-49
Total Women

#1 Fresno
Women 25-64
Total Women

#1 Baton Rouge
Women 25-64
Total Women

#1 Rochester-Mason City
Women 18-49
Total Women

#1 Erie
Women 18-49
Total Women

...and new #1's are still coming in.

Source: Arbitron Feb./Mar. '75. Estimates are subject to qualifications of the rating services.
your car through proper maintenance." Campaign kicks off today (May 26) and runs for five weeks. Markets include New York, Boston, Washington, Baltimore, Miami and Houston. Spots will be placed in drive time, morning and afternoon, Monday through Friday, and adults are target audience. McCann-Erickson handled creative side, and McCann-Erickson's Media Investment Service is handling spot buying.

Accent's on K&Es

William Underwood Co., Westwood, Mass., has named Kenyon & Eckhardt, Boston, to handle its $3 million Accent (flavor enhancer) account, which bills approximately $2.3 million in broadcast. K&Es replaces Campbell-Mithun Inc., Chicago. K&Es also handles Underwood's B&M Beans and Meat Spreads.

O&M's gain is Korchnoy's loss

Monsieur Henri Wines Ltd., Purchase, N.Y., division of PepsiCo Inc., has shifted account to Ogilvy & Mather Inc. from E.A. Korchnoy Ltd., New York. Decision of Monsieur Henri, estimated at $4 million, shrinks Korchnoy's billings from about $8 million to $4 million. Integral part of account is Yago Sant'Gria Wine, growing in broadcast and spending about $2 million in TV-radio.

Novus names Chiat/Day

Chiat/Day, Los Angeles, has acquired Novus division of National Semiconductor Corp., Santa Clara, Calif., account that is expected to spend $4 million beginning this fall as part of back-to-school and Christmas advertising campaign for calculators, watches, toys and games. Most will be in broadcast, according to Guy Day, agency's president. Monte McKinney will be account manager.

Arbitron to survey radio
in top TV areas; project for
Katz, ABC due by October

The Katz Agency and ABC Radio have signed to undertake a total survey of the U.S. radio listening audience by Arbitron Radio. The report to be made from the survey, which is based on four-week diary data compiled from last April 10 to May 7, is expected to be issued by the end of October. It will list audiences within each broadcast area of dominant influence (ADI), and will enable broadcast advertisers to compare radio and television data on a similar basis. The report will be divided into three sections: total persons over 12 years of age plus 11 subgroups; total men over 18 plus nine subgroups and total women over 19 plus nine subgroups.

The survey data will be based on an estimated 165,000 Arbitron in-tab diaries. The report will include quarter-hour and cume persons using radio for 17 standard day-parts.

Scott, Lever, W-L in barter package buy

Scott Paper Co. (Philadelphia), Lever Bros. (New York), and Warner-Lambert Co., (Morris Plains, N.J.) are sponsoring (on barter basis through J. Walter Thompson Co., New York) package of eight one-hour special programs that has been cleared in 40 markets to date by JWT Syndication. Package consists of five wildlife films from Survival Anglia Ltd., two one-hour programs made from old Show of Shows (Sid Caesar) and new one-hour Middle Aged Blues, produced by RKO General Productions with Al Korn as producer.

FC&B holding its own

Foote, Cone & Belding Communications Inc. advised stockholders at the agency's annual meeting in Chicago that income from advertising operations in 1975 should be at or near 1974 levels, the second highest in company's history. Arthur W. Schultz, board chairman, said 1974 income from operations was $3,105,000 and that 1975 should be in the same range. He cautioned that 1975 "is the most difficult year to predict of any in recent memory" and said final earnings will depend principally on the course of the economy later this year.

Three regional rep firms
affilate with Eastman line-up

With increase in national radio business bought on regional basis, Robert E. Eastman & Co., New York, has made affiliation with three regional representative firms—The Intermountain Network, Th Tacher Co. and Radio House Ltd. Eastman already has nine wholly owned offices, and new alliances add six regional offices. Intermountain operates for Denver and Salt Lake City, Tacher for Seattle and Portland, Ore., and Radi House from Toronto and Montreal.

**BAR reports television-network sales as of May 11**

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended May 11</th>
<th>Total dollars week ended May 11</th>
<th>1975 total minutes</th>
<th>1975 total dollars</th>
<th>1974 total dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>Sign-on 10 a.m.</td>
<td>112 $ 634,400</td>
<td>2,048 $ 11,819,700</td>
<td>$ 8,271,700</td>
<td></td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>10 a.m.-6 p.m.</td>
<td>1,007 10,629,600</td>
<td>18,307 193,676,000</td>
<td>168,173,900</td>
<td></td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>Sign-on-6 p.m.</td>
<td>304 4,420,900</td>
<td>5,757 94,821,400</td>
<td>87,326,100</td>
<td></td>
</tr>
<tr>
<td>Monday-Saturday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>99 2,350,300</td>
<td>1,868 47,010,900</td>
<td>42,702,200</td>
<td></td>
</tr>
<tr>
<td>Sunday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>13 323,100</td>
<td>310 7,896,400</td>
<td>7,344,300</td>
<td></td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>7:30 p.m.-11 p.m.</td>
<td>390 24,536,000</td>
<td>7,415 465,185,200</td>
<td>447,321,700</td>
<td></td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>11 p.m.-Sign-off</td>
<td>192 3,321,400</td>
<td>3,319 56,763,100</td>
<td>50,980,900</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,117 $ 546,215,700</strong></td>
<td><strong>39,024 $ 887,172,700</strong></td>
<td><strong>581,212,800</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Broadcast Advertisers Reports

Broadcasting (is published every Monday, first of the year, issue of the issue at year's end) by Broadcasting Publications Inc., 1735 DeSales Street, N.W., Washington, D.C. 20036, Second-class postage paid at Washington, D.C. Single copy $1. Subscriptions: one year $25, two years $45, three years $80. Add 50c yearly for special delivery, $50 for air mail, $4 for Canada, $5 for all other countries. Subscribers' occupations required. Annuality Broadcasting Yearbook 1975, Cable Sourcebook 1976
Profitable programming begins with Automated Systems from SMC

You can make the most of your staff's time and talents when you automate with SMC. From the makers of the famous Carousel®, choose the system that works best for you and frees your air staff for other duties—like selling or production.

The SMC DP-1 system has 2,048 separate events and 20 audio sources, all completely computerized for any format.

The SMC 3060 Sequential system is especially designed to let you plug-in additional equipment as your program or commercial needs increase. The 60-event sequential programmer permits scheduling from as many as 10 or more different audio sources.

Automatic logging is available on both the DP-1 and the 3060.

There are SMC systems for every music format plus top-quality cartridge equipment—all designed to help you do a more profitable job. Why not let SMC help you plan or finance the system that can do the most for you. SMC also has information on every major music format. Phone us today—or return the coupon below—all replies are strictly confidential. It could be the most profitable event in your station's life!

Systems Marketing Corporation 1019 West Washington St. Bloomington, Illinois 61701 (309) 829-6373

Broadcast Automation—our only business

YES! I want to profit through automation.
Send complete information and have your Representative call me.

Name__________________________
Station________________________
Address________________________
__________________________ Zip________
Phone (area code)______________________
Family viewing: Who's to decide?

The subject of suitable "family" viewing is very important to me—as an agency head representing many important clients, as an interested citizen and, most importantly, as father of a 10-year-old and a 7-year-old.

Some people wonder what the fuss is all about. They say kids know about sex and violence anyway. Well, maybe they do and maybe they don't, but it certainly won't help them grow up with healthy minds if they are exposed continually to both in sensational ways on their TV sets. Kids love television, but they tend to believe what they see. Fortunately they see a lot of wholesome constructive programming. But they also are exposed to garbage.

What constitutes appropriate programing for viewing by a general family audience? Or, flipping over the question, how much sex and/or violence is unacceptable? The question is an interesting one and, in the current atmosphere of talk by a few to the millions of people who make up this country's viewing public.

But there's a hitch to the answer to this particular question. It's my belief that no two of those viewers—or the members of the National Association of Broadcasters or the FCC or even my wife and I—can agree 100% on what is or is not acceptable family viewing.

Certainly there are basic words, situations and topics on which we can have universal agreement. But there are myriad gray areas that provoke disagreement as soon as they are mentioned. For instance, is the word "bastard" acceptable? In the mouth of one of Shakespeare's kings it has a certain noble strength to it. But is Kojak to be given the same license as a king? You'll get a half dozen answers in as many minutes once you post the question.

I applaud the NAB for taking a big step in the right direction with the "family viewing" time that gets under way in September. Regardless of whether this rule came about as a result of FCC pressure, consumer complaints, potential sponsor boycotts or the good consciences of station owners and networks, it's a good first step.

Sensibly, they have noted that the early hours of prime time should be free from sex and violence. And so they have designated the hours from 7 to 9 p.m. as "family viewing" time on the assumption that the kids will be tucked safely away after this. But the fact is that in this great country of ours all time zones are not created equal. So while the kids in the Eastern time zone are watching family shows from 7 to 9 p.m. the kids in the

Central time zone are receiving the same safe programs from 6 to 8 p.m. But after eight o'clock in their time zone, according to plan, anything goes.

Then, too, all of this reasoning is predicated on the assumption that younger viewers retire en masse at a certain hour. And while I suppose that during the week schoolwork might partially ensure this, I know of two young viewers in my own home who would be quite upset if I attempted to legislate against their post-9 p.m. Friday and Saturday night viewing.

Also, I cannot think that standards that are acceptable in New York, Chicago and Los Angeles will be equally as acceptable in Omaha, Biloxi, Miss., or Bangor, Me. Add to these geographical differences the religious and ethnic variations which pepper our country, and perhaps you'll wonder why the NAB didn't choose to ignore the whole question in the hope that it might just disappear.

But the big unanswered question—the axis around which the whole subject of suitable "family viewing" revolves—is this: Who is to decide what is suitable?

I know who it should not be. It should not be the government—any part of our federal government. Washington already influences and control our lives far more than it should. It should not be the FCC, the Congress or even the Supreme Court.

The network heads and their program people now have the say about what will and what will not be shown. By all means they should retain this privilege. Ob-
More and more gals are going Donahue’s way!

When Donahue moved to Chicago, thousands of young women joined him. And just look at how his ratings have jumped!

For further information, contact Don Dahlman: (513) 241-1822.

<table>
<thead>
<tr>
<th>City</th>
<th>RTG 74</th>
<th>RTG 75</th>
<th>Women 74</th>
<th>Women 75</th>
</tr>
</thead>
<tbody>
<tr>
<td>WAGA—Atlanta, GA</td>
<td>Feb/Mar 74</td>
<td>4</td>
<td>12,000</td>
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<tr>
<td>WKBW—Buffalo, NY</td>
<td>Feb/Mar 74</td>
<td>5</td>
<td>9,000</td>
<td>20,000</td>
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<tr>
<td>WCBD—Charleston, SC</td>
<td>Feb/Mar 74</td>
<td>8</td>
<td>9,000</td>
<td>10,000</td>
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<td>WRCB—Chattanooga, TN</td>
<td>Feb/Mar 74</td>
<td>6</td>
<td>6,000</td>
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<tr>
<td>WLWT—Cincinnati, OH</td>
<td>Feb/Mar 74</td>
<td>8</td>
<td>15,000</td>
<td>24,000</td>
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<td>WJJK—Detroit, MI</td>
<td>Feb/Mar 74</td>
<td>4</td>
<td>28,000</td>
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<td>WLUK—Green Bay, WI</td>
<td>Feb/Mar 74</td>
<td>8</td>
<td>14,000</td>
<td></td>
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<tr>
<td>WESH—Orlando, FL</td>
<td>Feb/Mar 74</td>
<td>7</td>
<td>9,000</td>
<td>14,000</td>
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<tr>
<td>WRAU—Peoria, IL</td>
<td>Feb/Mar 74</td>
<td>4</td>
<td>7,000</td>
<td>9,000</td>
</tr>
<tr>
<td>WSLS—Roanoke, VA</td>
<td>Feb/Mar 74</td>
<td>8</td>
<td>7,000</td>
<td>11,000</td>
</tr>
<tr>
<td>WSPA—Spartanburg, SC</td>
<td>Feb/Mar 74</td>
<td>5</td>
<td>7,000</td>
<td>14,000</td>
</tr>
<tr>
<td>KYTV—Springfield, MO</td>
<td>Feb/Mar 74</td>
<td>17</td>
<td>15,000</td>
<td>20,000</td>
</tr>
</tbody>
</table>

*SOURCE: ARB Feb/Mar 1974 and ARB Feb/Mar 1975

*Audience and related data are based on estimates provided by the source indicated and are subject to the qualifications issued by this service. Copies of such qualifications are available on request.
WHAT IS A CONSULTANT?

There are as many answers to that question as there are consultants. It is the very nature of competent consultants to be highly individualistic and call upon not only their own professional life input, but that of their staff, in order to arrive at their recommendations. These recommendations come about only after assembling all the possible facts that research can uncover in a given market.

Despite what you read in books and articles, consultants cannot be lumped together as a generic entity.

As the oldest company in our field, and as the one most qualified, from the standpoint of the broadcast background of all members of our staff, we would give you a different answer to many questions than other companies. For example, we don't believe there is any single formula for success, and it is absurd to believe anybody can or should control your newscast. It's your station and your responsibility.

Our company consults only. We secure the finest research we can find, from the country's leading social scientists, to gather our background facts. But research is not our primary business. Objective analysis and specific recommendations based on monitoring, research and professional broadcast background, along with continuing consultation for at least a year, at all levels desired inside a client station, constitute our final product.

Our list of clients is not the largest in the field, but it is the most impressive, and no other company can claim to have served so many clients successfully and continually for as long as thirteen years.

If you want to know who we work for, how we work with them, what they think of us, and exactly what we think consultants should be, call us.

McHUGH AND HOFFMAN, INC.
Communications Consultants
7900 Westpark Drive
McLean, Virginia 22101
Area Code 703
790-5050

AM allocations. FCC's proposed relaxation of AM allocation rules is scheduled for commission discussion on June 25.

Broadcasting in Congress. Resolutions are pending before both houses to undertake one-year test of live, all-day coverage by radio and television of House and Senate floor proceedings. Idea was to begin experiment this year, but rules committees, to which resolutions have been referred, are not anxious to hurry legislation along. Senate Rules Committee has scheduled no hearings or markup on S.Res. 39 by Lee Metcalfe (D-Mont.). House Rules Committee, on other hand, has held an afternoon of hearings on H.Res. 269, by Jack Brooks (D-Tex.) but two times since has postponed further discussion or vote.

Cable legislation. FCC's proposed revisions in cable television legislation are scheduled for commission discussion on July 30.

Cable rebuid deadline. Comments were received in March at FCC on commission's rule ordering compliance with March 31, 1977, deadline for rebuilding CATV systems to new channel requirements. No further action has yet been scheduled.

Children's TV. FCC's policy statement on children's television programing, adopted late last year, has been appealed to U.S. Court of Appeals in Washington by Action for Children's Television.

Community ascertainment. FCC has instituted rulemaking designed to modify procedures commercial stations follow in ascertaining community programs. Comments are due June 23.

Comparative renewals. Proposed FCC policy on comparative speeches involving renewal applicant and applicant seeking to replace him is scheduled for discussion by commission June 12.

Consumer agency. Senate passed bill to establish Agency for Consumer Advocacy after amending it to ensure agency may not involve itself in broadcast license renewal proceedings before FCC. Agency would have no regulatory powers; its function is to represent consumer interest in agency and court proceedings. House has not acted on measure this year, but is expected to pass it, as it has in previous years. During debate in Senate, several members predicted President will veto measure, but commentators are saying votes are there for Congress to override.

Copyright legislation. Ominous copyright revision bills are pending in both houses of Congress, both establishing copyright liability for cable operators and public broadcasters. Senate Judiciary Committee will not conduct hearings on its bill (S.22), which is substantially same as bill that passed full Senate last year, but will proceed with mark-up session in June. House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice, meantime, has been conducting hearings on House copyright bill, H.R. 2223, introduced by Subcommittee Chairman Robert Kastenmeier (D-Wis.). Grouping witnesses by issue, subcommittee has invited FCC, Office of Telecommunications Policy, National Cable Television Association, Community Antenna Television Association and Ad Hoc Committee of Concerned Cable Television Operators for a Fair Copyright Law to appear June 11, and three major commercial networks, National Association of Broadcasters and Motion Picture Association of America, for June 12. Copyright liability for public broadcasting will be subject of hearing July 10.

Crossownership (newspaper-broadcast). FCC order banning newspaper-cable cross ownerships prospectively and requiring breakup of 16 cross ownerships has been appealed by various parties to three different circuit courts of appeals. Suits have been transferred from the Fourth and Eighth circuits to one in Washington, where they have been consolidated. However, court has yet to designate circuit in which they will be argued. In addition, number of parties have petitioned commission to reconsider its order.

Crossownership (television-cable television). FCC has initiated rulemaking aimed at easing restrictions it had imposed on common ownership of cable system and television station in same market. Comments were due May 19; replies, May 30.

Distant sports. FCC's proposed rule governing cable television's importation of distant sports programming is scheduled for commission discussion on June 24.

Domestic communications satellite authorizations. FCC order setting forth policy to govern entry into domestic communications satellite field has been appealed to U.S. Court of Appeals in Washington by The Network Project. Oral argument was held Dec. 8, 1974; decision awaited.

EEO guidelines. FCC is scheduled to discuss staff draft of proposed equal employment opportunity guidelines on June 4.

Fairness doctrine bills. Senate Communications Subcommittee conducted five days of hearings on two bills intended to eliminate fairness doctrine. S.2 by Senator William Proxmire (D-Wis.) would delete Section 315 from Communications Act, section containing equal time requirement as well as statutory basis for fairness doctrine. Proxmire bill in fact would prohibit FCC from influencing broadcast programming or scheduling in any way. S.1176 by Senator Roman Hruska (R-Neb.) would do that and also address other practices which "discriminate" against broadcasters (lowest unit rate, cigarette ad ban, postal service and armed forces advertising). There will be more hearings, as yet unscheduled, on two measures. Proxmire bill has twin in House, H.R. 2189 by Robert Drinan (D-Mass.), and Mr. Hruska's bill is duplicated in H.R. 4928 by Charles Thome (R-Neb.). There is no sign of movement on two House bills.

Where Things Stand
Status report on major issues in electronic communications

Broadcasting May 26 1975

12
FCC's fairness doctrine report. FCC's new fairness statement exempting product commercials from application of fairness doctrine, rejecting concept of reasonable access to broadcast media, and otherwise modifying fairness doctrine has been appealed to U.S. Court of Appeals in Washington. Appellants are National Citizens Committee for Broadcasting and Friends of the Earth.

Fee schedule. Various parties have appealed FCC's order modifying its fee schedule; some 60 appeals have been filed by broadcasters and others from commission's refusal to refund fees paid under previous schedule which was held by Supreme Court to be illegal. Several parties seeking refunds have filed in U.S. Court of Claims.

KRON-TV license renewal. FCC's renewal of KRON-TV San Francisco has been appealed to U.S. Court of Appeals in Washington by Mrs. Virginia Kihn (widow of original complainant) and Blanche Streeter. Oral argument is scheduled for June 6.

Leapfrogging. FCC has initiated rulemaking aimed at modifying or repealing rules that require cable systems to select closest stations in importing distant signals. Comments are due July 6, replies July 23.

License renewal legislation. At least 20 license renewal bills have been introduced so far in 94th Congress. Nearly all provide for lengthening renewal period from three to four or five years and give renewal application preference over challenger for substantially living up to his license commitments. None, however, is yet on agenda of communications subcommittee in either house. And it may be awhile. Donald Zelfang, vice president for government relations of National Association of Broadcasters—which cites renewal legislation as number one Washington priority—says "we can't expect front burner treatment" from this "ambitious" Democratic congress which is preoccupied with problems of economy. NAB has placed its stamp of approval on one renewal bill, that of Representative Louis Frey (R-Fla.), ranking Republican on House Communications Subcommittee. Mr. Frey has enlisted aide of Democratic subcommittee member, Goodloe Byron (Md.), in seeking co-sponsors for Frey bill (H.R. 5578).

Network exclusivity on cable. FCC order substituting 35- and 55-mile zones for signal contours as basis of protecting television stations has been appealed to U.S. Court of Appeals in Washington by CBS Television Affiliates Association. Panel discussion on whether Rocky Mountain stations should continue to be given same-day nonduplication protection or whether protection should be limited to simultaneous-only afforded all other stations will be held before FCC on June 17.

Nutritional advertising. Re-publication of FTC rule is expected "very, very shortly" according to Jim Cohen, deputy director, division of national advertising, Federal Trade Commission. Questions on rule, first proposed November 7, 1974, were referred back to staff for further study, with main sticking point being divided opinion on substantiation of ad claims vs. mandatory affirmative disclosure of nutritional content in food advertising.

Obscenity. FCC's declaratory ruling on indecent and obscene broadcasts is being ap-
pealed by object of ruling, Pacifica Foundation's WBAI(FM) New York. Specific ruling in- volved station's broadcast of George Carlin album cut that commission ruled indirect and obscure.

Pay cable; pay TV. FCC's modification of its pay cable and pay television rules is being op- posed on two fronts. Broadcasters and cable operators have appealed to U.S. Court of Ap- peals in Washington, and ABC and NBC have petitioned commission for reconsideration.

**'Pensions' case.** FCC decision holding that NBC violated fairness doctrine in connection with **Pensions: The Broken Promise** TV pro- gram, was reversed by U.S. Court of Appeals in Washington on Sept. 27, 1974. Full court granted petitioner, Accuracy in Media, rehear- sing, but later reinstituted original decision and referred to original court panel the question of whether, as commission urged, the issue had become moot.

**Performers' royalty.** Senator Hugh Scott (R-Pa.) has attempted for some 30 years to push through legislation establishing performer's royalty to be paid by broadcasters. In last ses- sion of Congress, it was defeated as amend- ment to Senate's copyright bill. Senator Scott has subsequently introduced concept in sepa- rate bill, S. 1111. He has received promise of cooperation in hearings on measure from Copyright Subcommittee Chairman John McClellan (D-Ark.), but Mr. Scott has taken no further initiatives yet. Duplicate of Scott bill has been introduced in House (H.R. 5345) by Representative George Danielson (D-Calif.). Danielson bill will be taken up concurrently with House hearings on over-all copyright revi- sion bill; tentative date for performance royalty hearing is July 9.

**Prime time access rule III.** FCC on May 14 modified rule in response to decision by U.S. Court of Appeals in New York which essen- tially affirmed rule's constitutionality. Two ap- plicants -- National Association of Independent Television Producers and Distributors and Sandy Frank Program Sales Inc. -- have asked court to reverse commission on effective date -- Sept. 6, 1975. They want date extended.

**Public broadcasting funding.** Bills providing five-year authorization and appropriation for Corporation for Public Broadcasting have cleared Commerce Committee in both houses and await action by Appropriations commit- tees. Senate bill (S. 963) and House version (H.R. 6461) provide same amounts of funds be made available over five-year period, but House bill has tougher "matching formula" for fourth and fifth years than does Senate bill. And House bill provides that "significant por- tion" of government money should be used for instructional programing, language not in Senate bill. Subcommittee of Senate Ap- propriations Committee has held hearings on bill, but has not yet scheduled mark-up. House Appropriations Committee, whose Chairman, George Mahon, has adhered to concept of five-year appropriation, had not yet received bill at midweek last week.

**Section 315.** Senate Communications Sub- committee Chairman John Pastore's (D-Rh) bill to exempt presidential and vice presiden- tial candidates from equal-time requirements in Section 315 of Communications Act (S.608) is being scrutinized during hearings on fair- ness doctrine bills. There will be further hear- ings before subcommittee takes action on it. House Communications Subcommittee Chair- man Torbert Macdonald (D-Mass.) has in- troduced measure (H.R. 5600) which echoes Mr. Pastore's bill, but also provides that pro- grams like *Meet the Press* be exempted from equal-time requirement, and that spokesman from opposing party be given opportunity to reply to any partisan broadcast address by President. No action has been scheduled on Macdonald bill.

**Star stations.** FCC order stripping Star Broad- casting of KISN(AM) Vancouver, Wash., KOIL-AM-FM Omaha, and WIFE-AM-FM Indianapolis has been appealed to U.S. Court of Appeals in Washington.

**VHF drop-ins.** In April, FCC adopted inquiry into feasibility of dropping as many as 83 VHF channels into top 100 markets. Inquiry resulted from United Church of Christ petition which substantially embodied study by Office of Telecommunications Policy suggesting chan- nels could be added if mileage-separation standards are reduced. Commission invited comments on economic and technical feasibility of drop-ins; they're due by July 11.

**WCNF(AM) (now WQVI).** Citizen groups have appealed commission action authorizing New York station to change its call letters before time for protest had expired and from denial of stay. They have also petitioned commission to delay station's renewal application. Principal issue is format change from classical to rock. Competing application for WQVI's frequency has been filed by Concert Radio Inc. GAF Corp. has offered to buy station for $2.2 million, return it to classical format.

### Datebook

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>May 23-29</td>
<td>International Television Symposium sponsored by Swiss PTT-Enterprises and city of Montreux, Montreux, Switzerland. Telex 24471 Festi- mont CH.</td>
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<tr>
<td>May 27</td>
<td>Radio Advertising Bureau Idearama meet- ing on small-market sales, Holiday Inn, Shreveport, La.</td>
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<tr>
<td>May 27</td>
<td>Radio Advertising Bureau Idearama meet- ing on small-market sales, Holiday Inn, Des Moines, Ia.</td>
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<tr>
<td>May 27</td>
<td>Radio Advertising Bureau Idearama meet- ing on small-market sales, Holiday Inn, Dunmore, Pa.</td>
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<td>May 28-30</td>
<td>Annual convention. ABC-TV affiliates Century Plaza Hotel, Los Angeles.</td>
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<tr>
<td>May 28-30</td>
<td>Pennsylvania Cable Television Associ- ation spring meeting; Hershey Motor Lodge, Hershey, Pa.</td>
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<td>May 29</td>
<td>Television Bureau of Advertising regional meeting. Holiday Inn, Boston.</td>
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<tr>
<td>May 29</td>
<td>Radio Advertising Bureau Idearama meet- ing on small-market sales, Holiday Inn, Moline, Ill.</td>
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<tr>
<td>May 29-31</td>
<td>Associated Press Broadcasters fifth an- nual convention. Speakers include Arthur Taylor, president of CBS; Representative Barbara Jordan (D- Tex.); John B. Connally, former secretary of Treasury; William Seidman, assistant to President Ford on eco- nomic policy; Harry Bridges, president; Shell Oil Co.; C. John O'Leary, Federal Energy Office; John Chancellor, NBC; Bob Wussler, CBS vice presi- dent for sports; Dave Smith, Boston Globe; Grant Teaff, coach, Baylor; Hugh Mulligan, AP, and Jack Gennaro, WFHR(AM) Wisconsin Rapids, Wis. Holiday Park, Del Rio, San Antonio, Tex. Texas APBA meet- ing will be held at same hotel.</td>
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**June**

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<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>June 1-3</td>
<td>1975 Video Systems Exposition and Con- ference (VIDSEC 75). McCormick Place, Chicago.</td>
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<tr>
<td>June 1-4</td>
<td>Summer Electronics Show, sponsored by consumer electronics group. Electronic Industries As- sociation. McCormick Place, Chicago.</td>
</tr>
<tr>
<td>June 2-5</td>
<td>Paulist Communications workshops on communications with emphasis on radio and geared to novices in the media. Excellent in- formation: Larry Zani, Paulist Communications, 207 Hudgens building, Atlanta 30334; (404) 767-6702.</td>
</tr>
<tr>
<td>June 3</td>
<td>Radio Advertising Bureau Idearama meet- ing on small-market sales. Holiday Inn, Chicago.</td>
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**Broadcasting May 26 1975**
Chuck Barris Productions, Inc. and Blye-Beard Productions, Inc. jointly announce the May 30th start of production of the **BOBBY VINTON SHOW**, to be produced by Allan Blye and Chris Bearde.

Chuck, Allan and Chris are joining forces to bring you the biggest, best-est, brassiest and sassiest half-hour musical-comedy-variety show of the 1975-76 season. **BOBBY VINTON** is a *must* for your station, for access or prime time scheduling!

Worldwide Distribution:

STATION PROGRAM SALES, INC.
635 Madison Avenue
New York, N.Y. 10022
(212) 628-2770

(a Sandy Frank company)
WASHINGTON HOTELS, TELEVISION CONFERENCES AND EVENTS

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


June 9-11—Broadcasters Promotion Association 20th annual seminar, Denver Hilton hotel, Denver.


July 17-19—Radio Television News Directors Association international convention, Fairmont hotel, Dallas.


Nov. 12-15—The Society of Professional Journalists, Sigma Delta Chi, 69th anniversary convention, Benjamin Franklin hotel, Philadelphia.

Nov. 18-19—National Association of Educational Broadcasters 51st annual convention, Sheraton Park hotel, Washington.

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


June 9-11—Broadcasters Promotion Association 20th annual seminar, Denver Hilton hotel, Denver.


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


ing on small-market sales. Holiday Inn, Huntington, W.Va.

June 3—Radio Advertising Bureau Idearama meeting on small-market sales. Holiday Inn, Spokane, Wash.

June 3-5—Armed Forces Communications and Electronics Association 29th annual convention. FCC Chairman Richard E. Wiley will be keynote speaker. Sheraton-Park hotel, Washington.

June 3-5—Conference on University Applications of Satellite Cable Technology, presented by Department of Communications, University of Wisconsin-Extension, in cooperation with National Association of Educational Broadcasters, Cable Television Information Center and Public Cable, Madison, Wis. Registration: Wisconsin Center, 702 Langdon Street, Madison 53706.

June 4-5—Northeast Cable Television Technical Seminar. Keynote speaker: David Kinley, FCC Cable Bureau chief. State University College, Oswego, N.Y.

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

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

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

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

June 5-7—Alabama Broadcasters Association spring convention. Sheraton Inn, Huntsville.

June 5-9—Missouri Broadcasters Association spring meeting. On Friday agenda: Dick Shiben, FCC, Washington, on new renewal form and new ascertainment guidelines, and Brenda Fox, National Association of Broadcasters, on double billing. Saturday luncheon speaker: Senator Roman Hruska (R-Neib), Lodge of the Four Seasons, Lake of the Ozarks.


June 7—Radio TV News Directors Association regional meeting, in cooperation with Medill School of Journalism, Northwestern University, Evanston, Ill.


June 8-10—Virginia Association of Broadcasters spring meeting. Willer EarHammer (The Waltons) to be honored as Virginian of the Year. Hilton hotel, Virginia Beach.

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


June 8-27—Institute for Religious Communications 7th annual workshop. Loyola University, New Orleans.


June 10—Radio Advertising Bureau Idearama meeting on small-market sales. From Sheraton, Kansas City, Mo.

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

June 10—Radio Advertising Bureau Idearama meeting on small-market sales. Holiday Inn, Raleigh, N.C.

June 10-11—California Community Television Association spring meeting. Senator hotel, Sacramento.

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

June 12—FCC’s new deadline for comments or petition for rulemaking in matter of combination advertising rates and other joint practices. Previous deadline was May 12. Deadline for replies was extended from June 12 to July 14.

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


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

June 12-14—Florida Cable Television Association annual convention. Beach Club hotel, Naples.

June 12-14—South Dakota Broadcasters Association convention, Golden Spike motel, Hill City.

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


June 14-17-19th annual Television Programming Conference. Contact: Conrad Cagle, WAVE-TV, Bo 1000, Louisville, Ky. 40201. Camelot Inn, Little Rock Ark.
Scarcity and the beholder

EDITOR: My pro-fairness letter regarding Senator Proxmire's anti-fairness doctrine legislation resulted in at least two published responses from your readers.

Mr. Fritz, of Notre Dame Law School, London, wonders how "a man of the academic world can ignore the facts in front of him and find the equation of broadcasting with print to be unnerving." I must point out that what I find unnerving is not the equation of the actual news or the news-gathering process but the methods of news dissemination, the influence of each medium and the insistence, by detractors of the fairness doctrine, on ignoring the reasons for licensing broadcast stations.

The recently released Roper Organization report, distributed by the Television Information Office, shows that 65% of the people get most of their news from television and, according to Mr. Roper, "Television ... has increased its sizable lead over the second place medium (newspapers) to the widest margin ever." Bearing directly on that statement is Senator Proxmire's fondness for quoting figures to demonstrate quantitatively that there really is no scarcity of broadcast stations. He says there are over 8,000 stations and only 1,750 daily newspapers. But the fact of the matter is there are only 710 commercial TV stations (Delaware has none). The balance of the station total is composed of 2,665 FM and 4,422 AM radio stations, most of them programming (as we all know) music. Senator Proxmire conveniently neglects the 8,200 weekly and semimonthly newspapers and the approximately 400 million newspapers purchased every week. Scarcity is in the eye of the beholder.—George Schwartz, dean, school of communications, Graham Junior College, Boston.

WNET no, PBS yes

EDITOR: While PBS understands why WNET in New York elected to postpone the documentary _Harlem: Voices and Faces_ (Broadcasting, May 19), it was and remains PBS's opinion that this is an excellent program—and one that is certainly worthy of national distribution.

It is true that the program may be considered sensitive in some quarters. The controversial nature of a program, however, does not, in PBS's view, disqualify it from broadcast. It is also true that the program does not address every possible angle of the subject matter. Very few documentaries do. Were PBS to preclude the distribution of documentaries based on a relative failure to deal with every facet of the issue at hand very few, if any, programs of this nature would ever be seen on public television. Surely this would not be in the public interest. PBS is prepared and would welcome the opportunity to distribute this program at any time and hopes that WNET will offer it to the system at a later date.—Jeanne Young Ridge, director of public information, Public Broadcasting Service, Washington.

Those 'sneaky' exams

EDITOR: During the past few months there has been an ongoing cry from many who have failed to pass the FCC's element nine broadcast examination because of "sneaky questions." On the test.

Enclosed is a photograph of Jay Paul Robillard, 13 years old, from Haynesville, La., with his third class radiotelephone license with broadcast endorsement. I am Jay's father and owner of KLUVAM Haynesville. I was concerned about the charge that the FCC was "sneaky" on the test. We found out that there were substantial changes in an exam taken on Feb. 5 in Little Rock, Ark., as related to the text used in preparing for the exam.

A call to William Simpson at the FCC's New Orleans office was most helpful in explaining why there has been a change in the exam questions. I was informed that the National Association of Broadcasters and other organizations wanted to extend the areas a holder of a third class phone could work, so the FCC upgraded the exam questions to correspond with the new areas sought by these organizations.

We went to work learning about these new responsibilities and after 30 hours of concentrated study went off for another crack at the FCC's "sneaky" test. We discovered an important thing from this experience: You can never have too much information when preparing for an FCC examination. And, if you really want a license, you must know the material to be covered by the exam.

There may be "sneaky" questions, but hard work will make them seem like routine.—Jay Paul Robillard, owner, KLUVAM Haynesville, La.
“WGN?
I just started listening... Guess I got tired of the same songs every day. But on WGN, no two days are alike... in fact, no two programs are alike.”
Test on fairness

Major fairness-doctrine case is shaping up with CBS as defendant. Institute for American Strategy will be complainant, and charge will be based on findings in study prepared for institute, "TV and National Defense: An Analysis of CBS News," May 1972-1973, as well as on other, more current material. Study's conclusion was that CBS operated from antidefense-establishment bias. Washington attorney, Richard Strodel, contacted CBS several months ago with view to settling matters short of complaint; IAS suggested compensatory programming, but CBS rejected idea, maintaining it was not in violation of fairness doctrine.

Mr. Strodel expects to file complaint soon, possibly this week. But approaches he has made to CBS have already generated considerable activity on part of network's law department and news executives who are taking prospect of fairness complaint with great seriousness.

Saturday money

ABC-TV affiliates won't have their network compensation for children's programs reduced. Assurance comes from top ABC-TV officials, who say they have no intention of following CBS-TV's lead and reducing compensation in proportion to cuts that have occurred in allowable commercial time in children's periods (Broadcasting, May 19). And NBC-TV authorities say they made their downward adjustments earlier, when commercial time cuts began.

While CBS-TV has emphasized dwindling profitability of its children's programming, both ABC and NBC sources say theirs has increased. Difference is that CBS is moving down from high profitability—some estimates once put CBS's children's program profits at $18 million per year—while NBC and ABC are moving up from small profitability and often unprofitability. But both ABC and NBC sources say their Saturday-morning blocks definitely are in black now. CBS's obviously remains profitable, too, though at much lower level than it once was.

One alone?

Board of directors of Radio Advertising Bureau has revived almost perennial subject: ratings and rating services. Members reportedly are concerned about, as one put it, "quality and variety" of radio audience measurements, would like to improve both. Unspoken concern apparently relates to seemingly increasing dominance of single radio measurement service, Arbitron Radio, in acceptance by advertisers and agencies and, therefore, broadcasters. RAB board is setting up special committee to consider it, probably at meeting in June.

United action

Little has been said about it, but TV station reps are working both organizationally and individually with Federal Trade Commission to put end to FTC-decreed selling of regional advertising by national TV networks. Station Representatives Association, composed of leading independent reps, has conferred with FTC officials in Washington and is compiling information. So has and is Alfred M. Masini of Tele-Rep Inc., owned by Cox Broadcasting. In addition, in uncommon example of cooperation between independent and group-owned reps, SRA and Mr. Masini have agreed to exchange information on this issue. SRA also is making similar exchange arrangements with Association of Independent TV Stations.

Easing off on AM

AM broadcasters appear to have made their point in arguing that FCC's AM allocations rules are too strict. They may even have succeeded in persuading FCC to remove barriers blocking some daytimers from expanding into nighttime service. Commission staff is preparing report and order that, in accordance with Notice of rulemaking issued last year, would relax tough standards commission adopted in 1973. Those were designed to slow down flow of new AM applications, and commission has heard complaints to prove they did.

As for daytimer going nighttime, staff is expected to recommend that station get that authorization if it would provide first or second nighttime service in community, and if it could meet technical requirements. Commission is scheduled to consider these matters on June 25. And on next day, it takes up potentially controversial item of clear channels, and what if anything to do about them. Staff long ago prepared draft notice of inquiry that would solicit comments on wide variety of options, including breaking clear down.

Change in command

List of candidates for presidency of National Cable Television Association to succeed incumbent, David H. Foster, reportedly has been reduced to two: John Gwin, vice president, Cox Cable Corp., Atlanta, and Gary L. Christensen, attorney with Hogan & Hartson, Washington. Mr. Foster terminates three-year tenure June 1 and will become partner in well-known communications law firm based in Washington. He may be retained to represent NCTA on copyright.

Mr. Gwin, former NCTA chairman (1971), is said to have no stomach for contest and reportedly wouldn't be interested if long delay is in cards.

Out of court

It is said to be likely that Senate copyright bill (S. 22) will be amended by Judiciary Committee so that broadcaster will not be able to sue cable operator under copyright law. Provision in current draft says suit can be brought against cable operator who fails to block out program that broadcaster in same market has exclusive right to show. This even though broadcaster is not owner of copyright for program.

National Cable Television Association has been arguing that this situation is covered by FCC regulation and that there is no reason to enforce FCC rules through copyright law.

 Nest feathering

Supporters of project to equip House chamber for TV, perhaps along lines of United Nations fixed-camera positions (no panning of floor or galleries), have all but given up for this session. Speaker Carl Albert (D-Okla.) gave plyn coup de grace by questioning "high" cost (established at between $1 and $2 million). Hidden opposition, however, came from members who had visions of stampedes for TV exposure, effect on decorum and perhaps pickup of vacant seats and snoozing members. Without House action, Senate must hold off, since project is under aegis of Joint Committee on Congressional Organization.

Paradox is seen in action of House which last week blandly added $10 million annually to its $90 million overhead in form of larger expense allowances for more frequent trips back home, news letters to constituents and additions to individual staffs up to 18.

It's a joke, daughter

FCC Commissioner Robert E. Lee, who likes to kid, wrote American Women in Radio and Television that he was considering applying for membership. After two-month delay, there came from Francine P. Proulx, executive director, five-paragraph response to one-sentence letter, profusely apologetic. She expounded on possible conflict of interest, fact that Commissioner Charlotte Reid refused honorary membership, and that bylaws "refer only to women professionally employed in radio, television and closely allied fields."

Hence, said Ms. Proulx, "we must respectfully defer" action.
The Week in Brief

Keeping score. "Business Briefly," a summary of broadcast advertising developments, campaigns and trends, debuts this week with an added note about Broadcasting's format changes. Page 34.


The focus is fall. Fred Silverman reports as president of ABC Entertainment on June 16, evidence of ABC-TV's determination to climb out of third place. Robert Howard meanwhile tells NBC-TV affiliates their network is closing in on top position, hopes to win five of seven nights next season. Herb Jacobs's forecast is a replay of the current line-up, giving CBS a 20.9 rating and four nights, NBC 19.7 and three nights, and ABC 17.5. Page 22.


CTAC report In. FCC's Cable Television Technical Advisory Committee presents report, three years in the making, that urges minimum regulation, puts secondary emphasis on technical development of cable. Page 26.

Hart hearings on cable. Senate Antitrust Subcommittee headed by Philip Hart (D-Mich.) hears two-days' worth on charges that FCC and commercial networks have thwarted growth of pay cable. NCTA's David Foster testifies pro, NAB's Vincent Wasilewski, con. Page 27.

NBC's turn. At their Los Angeles meeting, NBC-TV affiliates consider loss of local news revenues to sports overtime, national news programming, regional selling and the nonduplication rule (Page 29); there is an upbeat report from Lin Bolen on daytime ratings (Page 30) and preview of 1975-76 specials, with a Bicentennial theme, from news and entertainment sectors (Page 30). NBC President Herb Schlosser sets mission for TV: "in touch with all the people all the time." (Page 31).

And the winners are.....CBS-TV takes 32 Emmys, ABC-TV 24 and NBC-TV 10 in ceremonies May 19, telecast live by CBS. Page 32.

Namath for pantyhose? Federal Trade Commission issues guidelines, two that are final and three proposed for comment, on endorsement advertising. Initial agency and advertiser reaction is understandably critical. Page 34.

WNET's exclusive. Broadcast of paid interview with fugitive Abbie Hoffman on noncommercial WNET-TV. New York draws less than friendly response of Ford Foundation. Station assures Fred Friendly the $3,000 was not from Ford grant. Page 35.

Advice for cost efficiency. Advertisers at the Association of National Advertisers' workshop in Arizona get the word on media planning, commercial expenditures, reciprocal trade and in-house buying operations, with warning on governmental regulations affecting advertising. Page 36.

Collections colloquy. Delegates from six advertising agencies and financial managers from 34 Peters, Griffin, Woodward-represented stations put their heads together to conclude payments are coming faster as computer technology comes of age. Page 39.

On a dare. President of Community Antenna Television Association, Kyle Moore, has filed a motion for declaratory ruling by the FCC, following open letter that challenged Chairman Richard E. Wiley to "come and get" his unauthorized cable system. Page 40.


Avco sales, continued. Acquisition of WLW-TV Columbus, Ohio, by the Outlet Co., marks latest sale by Avco Broadcasting Co. in effort to bail out parent Avco Corp. Page 42.

Radio pioneer. Dr. Ernst Alexanderson (1878-1975), who received 322 patents in his lifetime, made it all happen with invention of high-frequency alternator. Page 44.

"Exceptional" growth potential. ABC Inc.'s stockholders hear optimistic annual reports from Chairman Leonard Goldenson and President Elton Rule on ratings and fiscal gains, with broadcast predicted to climb out of recession faster than the general economy. Page 47.

Rick Sklar's spaceship, WABC (AM) New York. One thing the top-rated contemporary station's programming chief is noted for, besides his national influence over the success and failure of single records, artists and record companies, is his humility. Page 65.
Two Tests of a News Operation:

How it operates day by day, hour by hour.

Look at UPI Audio’s 21-year record.

How it operates under pressure.

Some judgments from news directors:

"The WOR news staff pays tribute to the UPI staff covering the final agony in South Vietnam. Some of those audio reports from Bill Reilly, Alan Dawson and others with machine-gun fire, mortar shells bursting in the background, etc., were spine-tingling. We salute their courage."

Jerry Conway, WOR, New York

"Warm regards to all hands in Saigon, New York and Washington for their cool coverage of a very hot story... the final hours of American involvement in Vietnam. The material is what we expect from UPI Audio... extremely easy to use, informative, graphic and professional!"

Bill McCloskey, WASH, Washington

"What an extraordinary job your people did for us and our listeners in the final hours of the South Vietnam evacuation... and some are still at it. The dramatic reports from Alan Dawson, Bill Reilly, Leon Daniel and Paul Vogle were excellent examples of superb electronic journalism while under fire, sometimes quite literally."

Chet Casselman, KSFO, San Francisco

"Names from Growald and Sheehan to Vogle and Dawson zipped through my mind, and I mused we’d been through a lot of years on the same story. Your men and women came through with some fine moments, but mainly they were there for the long run... and did an overall excellent job. Thank you."

Brad Messer, KGB, San Diego

"All of us at KMPC News were impressed with your coverage of the Southeast Asia story during the fall of Cambodia and South Vietnam. It was beautiful! Special kudos to Alan Dawson. He was superb, not only with his voice reports, but also with his actuality material."

Tom Wayman, KMPC, Los Angeles

"There are not enough words to express our appreciation for the fine coverage by UPI personnel during the recent conflict. Both Audio and wire people did outstanding jobs. There was no fancy stuff or half-hearted coverage by your people... just good old-fashioned news reports letting the people know the basic who, what, when, where and why. In Bemidji we may be small market radio, but our listeners were just as well informed about the Vietnam war as anyone else in any size market, thanks to UPI."

Ned Goodwin, KBUN, Bemidji

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New factor in the TV equation: Silverman jumps to ABC

ABC finished a poor third in the 1974-75 prime-time Nielsen sweepstakes, with a season-to-date (Sept. 9, 1974-May’ 18, 1975) rating of 16.4 (which is a full rating point behind last year’s comparable figure), as opposed to CBS’s 20.5 rating and NBC’s 19.6. But Mr. Silverman says the new prime-time schedule ABC announced earlier this month “is very competitive—it’s the best line-up they’ve had in the last three or four years.” For this reason, he says he doesn’t anticipate any more time-slot shifting between now and September. “I also don’t contemplate any manpower changes,” Mr. Silverman continued. “The current ABC staff is very good, both on the corporate and on the programming level.”

However, Fred Pierce, the president of ABC Television and the man responsible for luring Mr. Silverman away from CBS, made it clear last week that Mr. Silverman would not have carte blanche on programming or personnel decisions of this nature. “If he has thoughts or ideas on these matters I’ll certainly give them careful consideration,” Mr. Pierce said. “But he works for me—I make the final decision.”

Meanwhile, CBS wasted no time replacing Mr. Silverman. It announced on Friday that Lee Currlin, 49, its vice president of sales administration, will become vice president-programming, effective immediately. A sales executive at CBS since 1968, Mr. Currlin says he has worked very closely with Fred Silverman over the past few years and attended all the programming meetings. Before going over to CBS, Mr. Currlin spent 14 years at Benton & Bowles, ending his tenure there as vice president for programming.

Last week, Mr. Silverman was figuratively cleaning out his desk at his CBS office in New York. (He officially reports to ABC on Monday, June 16.) According to sources at CBS, the separation was an amicable one. Mr. Silverman’s resignation “was not altogether a surprise to me,” said Robert Wood, the president of CBS. “The street rumors had been making the rounds, and one week they put him at Universal, another week at Warner Bros., and a third week at ABC.”

According to Mr. Wood, Mr. Silverman told him of the decision to accept ABC’s offer on Friday, May 16. (ABC’s Fred Pierce says the deal was consummated the next day.) Mr. Silverman “said the ABC offer was so generous, and would bring so much prosperity to his life, that he couldn’t say no,” Mr. Wood continued, referring to the May 16 meeting. “But his decision was firm. He didn’t try to bargain with CBS for more money, to play us off against ABC—he’s just not that kind of guy.”

None of the principals involved in the matter would comment on the exact terms of Mr. Silverman’s deal with ABC. But Leonard Goldenson, ABC’s board chairman, said at Tuesday’s ABC stockholders’ meeting (story page 25) that Mr. Silverman signed a six-year contract. (The next day, Fred Pierce said the contract actually runs for three years, with a three-year option.) In the way he responded to one particular stockholder, Mr. Goldenson left the impression that stock options are involved in the agreement but that Mr. Silverman will not be paid “a lump sum” in addition. Other industry sources speculated that Mr. Silverman will gross $250,000 a year under all the provisions of his new contract.

One real boon to ABC, these sources
said, may develop out of Mr. Silverman's CBS policy of getting away somewhat from exclusive reliance on the major studios for prime-time entertainment programs and into other companies, particularly Grant Tinker's MTM Productions (The Mary Tyler Moore Show, The Bob Newhart Show, Rhoda) and Norman Lear's Tandem Productions (All in the Family, Maude, The Jeffersons, Good Times). Although he refused to know which are producing the programs on ABC's 1975-76 schedule, "I want to broaden our base of supply to get as balanced a schedule as possible," Mr. Silverman said.

"I don't know if Freddie will aggressively pursue Grant Tinker and Norman Lear for ABC's schedule," says Bob Wood. "But Freddie's a real programming force, and he's very competitive. His philosophy boils down to 'Hit 'em where they ain't.'"

"My first order of priority at ABC will be to find out where my office is," Mr. Silverman says with a chuckle. Fred Pierce says that Mr. Silverman will turn his immediate attention to "the quality of the execution of our fall shows." To this end, "I'll probably be spending at least one week out of every four on the West Coast during the first four to five months," Mr. Silverman says. "After that, I'll work my way roughly into the timetable I ended up with at CBS, which means spending most of my time in New York, with infrequent visits to the Coast."

Mr. Silverman will replace Martin Starger, who announced his resignation earlier this month (Broadcasting, Mar. 19). As for Mr. Silverman's replacement at CBS, "I have a list of names in my pocket that go from here to there and back again," Mr. Wood said on Wednesday (May 21). He added that with the locking up of the fall schedule CBS's management is in a position to pick a successor. But other CBS sources were plumping for Irwin B. Segelstein, who was the number-two man in the programming department when he was named president of the CBS records division two years ago.

**NBC-TV draws a bead on number-one spot in '75**

Howard tells affiliates convention network nearly made it this year, thinks it can take five of seven nights in the new season

Robert T. Howard, NBC-TV president, told affiliates last week that the network is closing the 1974-75 season "almost in a flat-footed tie" with CBS-TV for first place in evening ratings and expects to win as many as five nights out of seven in 1975-76.

"Since we met here a year ago," said Mr. Howard at the annual meeting of affiliates in Los Angeles, "we have come a long way in many areas toward our goal of being number one." NBC, he said, is the only network to show an increase in audience for its prime-time schedule this season, up 7%, and is now in stronger contention than it was at the beginning of the season.

For 1975-76, he said, program development was "more extensive than last year's." NBC-TV "examined" 600 original series ideas, ordered scripts for 93 and pilots of 34. He said that in scheduling, emphasis had been placed on the Monday-Saturday 8 p.m. periods, "for not only is it important to start an evening strongly but it also answers our commitment to deliver strong family programming." He also told the affiliates that he knew they would "value the strength of our 10 o'clock programs which will give you that valuable audience lead-in to your news programs.

Presentation of the night-by-night schedule for 1975-76 was made by Lawrence White, vice president, program operations, and Marvin Antonowsky, vice president, program administration. Selected clips from the new programs were shown.

On Sunday, NBC-TV series The Wonderful World of Disney (7-8 p.m.) as a "strong, anchor" for the evening, against the new Three for the Road on CBS (a "soft show" in Mr. White's words) and the new Swiss Family Robinson on ABC. NBC-TV's new Holvak (8-9), a story about a country preacher (played by Glenn Ford) who off a made-for-TV movie, makes what NBC regards as a compatible block with Disney to play against CBS's Cher and ABC's Six Million Dollar Man (which Mr. White said had been "losing audience."). NBC's Sunday Mystery Movie, with the rotating "Columbo," "McCloud" and "McMillan and Wife," gets a fourth element next season, "McCoy," starring Tony Curtis. NBC sees Sunday as a winner.

NBC opens Monday with the new The Invisible Man (8-9) against CBS's Rhoda, in a new period, and Phyllis, a new show, and ABC's new Cask and Cable, a western that Mr. White said was of a genre now in decline. The NBC 9-11 movie is regarded as an "established franchise," but that network's officials are not minimizing the competition facing them from CBS and All in the Family at 9 and ABC Monday Night Football.

On Tuesday, ABC-TV is counting on Movin' On and its action at 8-9 to contraproduce the four-hour half-hour comedies that the other networks have scheduled in that period. At 9-10 NBC-TV pits Police Story against ABC's The Newcomers and CBS's new Switch! on the theory that, as Mr. McMahon put it, "our cops are better than their cops." NBC follows with the new Metro Man, starring Lloyd Bridges, a Police Story spin-off, at 10-11. It is thought to be a male-appeal show that NBC expects to counter the females appeal of Marcus Welby, M.D. on ABC and CBS's new Beacon Hill which Mr. McMahon characterized as a "nighttime period soap opera."

NBC is out to capture women on Wednesday with Little House on the Prairie (8-9), a new Doctors Hospital at 9-10 and the returning Petrocelli at 10-11.

The NBC plan for Thursday was borrowed from its Friday schedule, which has been a hit this year: two-half-hour comedies leading into two hour dramas. The new Sunday Dinner (8-8:30) and Fay (8:30-9) are expected to appeal primarily to young women in urban areas, said Mr. Antonowsky, and thus counter ABC's Barney Miller and On the Rocks, which ABC thinks will appeal to men, and CBS's The Waltons, which Mr. Antonowsky said "appeals to older women in rural areas."

At the last remark some NBC affiliates, who expects suffered terrible ratings at the hands of The Waltons, laughed. At 9-10 NBC's new Ellery Queen is expected to beat the CBS movie on most weeks because of what Mr. Antonowsky characterized as the "run of the mill titles in the CBS movie inventory." NBC were planned a move on the Queen showing against ABC's Streets of San Francisco. A new drama, Medical Story, carries NBC's hopes of winning the 10-11 hour against the CBS movies and ABC's Harry O, which Mr. Antonowsky said had done no better than NBC's Movin' On in the same time period this season, though the latter suffered from "a very poor lead-in" (now the Mac Davis Show).

The NBC Friday night line-up returns intact, and the network expects to win the night again "even though the other networks are coming at NBC with competitive programming," said Mr. Antonowsky.

On Saturday, NBC is also returning its programing, but it expects to profit from disruptions in the other networks' schedules. NBC's Emergency (8-9) "has the opportunity to lead the time period" with CBS's All in the Family moved to Monday nights. In NBC's view, CBS's The Jeffersons ("not as strong as All in the Family") will compete with ABC's new Howard Cosell Show for the older

**Continued on page 26**

Broadcasting May 26 1975
Jacobs's crystal ball foresees CBS, NBC, ABC ratings rerun

Telcom Associates chief predicts CBS's first season will net a 20.9, NBC's a 19.7 and ABC's a 17.5.

From Herb Jacobs's vantage point, the massive changes engineered by the three networks in their 1975-76 prime-time schedules (27 new series, time-slot shifts of 20 holdover shows) will end up as nothing more than elaborate wheel-spinning because by next December CBS, NBC and ABC (in that order) will reach just about the same ratings levels they reached last December.

Beginning his second decade as a foreteller of the networks’ fall trends, Mr. Jacobs, the president of Telcom Associates, a New York-based broadcast-consultancy firm, says that CBS will have chalked up a 20.9 rating by next December, NBC a 19.7 and ABC a 17.5. These ratings, he adds, will translate into CBS’s winning four nights of the week (Monday, Tuesday, Thursday and Saturday) and NBC the other three (Sunday, Wednesday and Friday).

*Phyllis* (CBS, Monday, 8:30-9 p.m., NYT), *Mary Tyler Moore Show* sitcom spinoff, is the only new show likely to break into Nielsen’s top 10, according to Mr. Jacobs, because its sandwiched between two hit series in *Rhoda* and *All in the Family*. Two other new series, *Doctors Hospital* (NBC, Wednesday, 9-10 p.m.) and *Switch* (CBS, Tuesday, 9-10 p.m.), should also be able to bank on solid numbers, he says, because they’re both well made and they’ve been positioned well in the schedule.

In his half-hour-by-half-hour breakdowns, Mr. Jacobs predicts that 54.5% of CBS’s shows will finish first in their time periods, compared to 40.9% of NBC’s and 4.6% of ABC’s. Conversely, 72.7% of ABC’s programs will finish in third place in their timeslots, compared to 22.7% of NBC’s and 4.6% of CBS’s.

Mr. Jacobs’s forecasts are widely circulated within the industry, and his Telcom Associates provides consultant services in all areas of broadcasting, including entertainment and news programing. Telcom’s clients include WWJ-TV Detroit, WMAL-TV Washington, and WXY-TV Oklahoma City.
HEW's Horley in line for top OTP post

He's Ford's present choice and has some definite ideas about limits of that agency

The drawn-out process of selecting a new director of the Office of Telecommunications Policy is all but over. President Ford is said to have made his tentative choice, and to have opted for a highly trained technologist with experience in telecommunications management—Dr. Albert L. Horley, currently director of the Department of Health, Education and Welfare's own Office of Telecommunications Policy.

The selection will not be final and no announcement will be made until the Federal Bureau of Investigation completes a background check on Dr. Horley. This could take four weeks.

Until then, it is a possibility that President Ford could change his mind. Senator Robert Dole (R-Kan.) is said to be pressing for his candidate, post-ex-FCC Commissioner Robert Wells. Mr. Wells has also been considered a likely choice to fill the number two post at the National Association of Broadcasters left vacant by the death of Grover Cobb.

But if present plans hold, Dr. Horley would succeed Clay T. Whitehead, who as a White House aide helped draw up the plan for the office and who served as its first director, from September 1970 until August 1974. John Eger, who is OTP's deputy director, has served as acting director in the long interim, and had been among the final candidates considered for the appointment. Mr. Eger's chances were said to have been hurt by antagonisms he created at the White House last winter, when he opposed, successfully, plans to eliminate OTP as a White House agency.

The tentative selection of Dr. Horley is seen by some in the White House as an indication that President Ford wants OTP to concern itself primarily with the government's telecommunications management matters to avoid day-to-day problems of broadcasting, particularly programing, and thereby avoid the controversies in which the Nixon White House engaged.

Dr. Horley, 38, and a native of Pitts-
Few cheers likely for expected ruling on distant sports

Commission leans toward same-day plan that will be considerably less than what sports, TV stations and some cable operators wanted

The FCC is moving toward a resolution of the distant-signal-sports issue that is sure to disappoint and anger sports and broadcast interests and probably will not satisfy cable television interests, either.

It is being called a "same-game rule." If a team is playing at home and the game is denied the local TV station under provisions of the black-out law, an area cable system could not import the game from a distant station. But that would be the only restriction—the system would not be barred from importing from a distant station another game in that sport. And it could import another game when the home team's game is covered by local TV.

This is short of the rule proposed three years ago—it would ban a system in the grade B contour of a station in a professional sports team's city from carrying a game in the same sport from a distant station when the local team is playing at home, and the game is denied the local station. Sports teams and some broadcasters thought that was inadequate.

Commissioners and staff members alike said after a meeting last Tuesday that the only alternative to a same-game rule was "no rule." Deputy General Counsel Daniel Ohlbaum is said to have vigorously argued for no rule, contending that there is no public interest consideration to be served by a rule. If the public interest is adversely affected by the lack of a rule, he said, the FCC could then act.

The commission had originally proposed the rule as a means of carrying out the congressional intent expressed in the antitrust-law exemption that permits professional sports leagues to agree to black-out television coverage of games in order to protect the box office. However, Mr. Ohlbaum said antitrust law exemptions should be construed narrowly.

At least two commissioners—Glenn O. Robinson and Benjamin L. Hooks—were said to share Mr. Ohlbaum's view. However, Chairman Richard E. Wiley and probably a majority of the commissioners were said to favor a "same-game rule."

The commissioners expect heavy lobbying before they are to meet on the issue again, on June 24. As a result, officials caution against drawing hard conclusions from Tuesday's meeting.

Both sides unhappy about new rules for nonduplication

But NAB, NCTA stay poles apart in oppositions filed at FCC

The National Association of Broadcasters and the National Cable Television Association have petitioned the FCC to reconsider its new rules on network nonduplication—although each has a different reason.

The NAB petition looks toward returning to the present rules which are based on a grade B contour of protection by cable systems.

The substitution of "artificial fixed mileage zones"—35 miles in top 100 markets and 55 miles in smaller markets—said the NAB, is "arbitrary and ill-conceived" and takes no account of the true service area of a broadcast station. Barring complete review of the commiss—
Advisory group’s proposals spark new controversy

The FCC’s Cable Television Technical Advisory Committee formally completed its mission last week, when its steering committee met with the commission to brief it on the two-volume, 1,100-page report that was three years in preparation (Broadcasting, April 21).

The report, designed to aid the commission in developing its cable television technical rules, urges a generally cautious, and light, regulatory hand.

And it was evident, both in the briefing given the omission and in a subsequent news conference, the steering committee was toning down what was one of the most controversial recommendations in the report. It called for “an appropriate and penetrating analysis” of plan to require all broadcast stations to operate with non-offset synchronods carriers, to shift channels 5 and 6 upward in frequency by 2 mhz and to delete the lower 2 mhz of the public portion of the FM broadcast band to provide additional frequency space required by the shift of the two channels. The purpose of the plan would be to improve reception capability of cable systems. The proposal had figured in the dissent of two broadcast industry representatives, Howard Head, of A.D. Ring & Associates, a consulting firm that serves the Association of Maximum Service Telecasters, and David Foster, president of the National Association of Broadcasters, to improve engineering. They noted that 121 million television sets now in use would not be able to receive channels 5 and 6 under the plan.

The steering committee’s chairman, Hubert Schally, in addressing the commission sought the report’s “doctrinal, as some have mistakenly viewed with alarm, recommend changes in any of the VHF broadcast channels (particularly channels 5 and 6) or a foreshortening of the FM broadcast band.” He said the matter had been considered “on purely engineering grounds” but that there are strong “economic and operational” barriers to such changes.

Cable charges film stricture inhibit growth

NCTA’s Foster heads long list of pro-pay witnesses testifying at two days of Hart hearings; NAB’s Wasilewski offers rebuttal for broadcasters

Cable and pay-cable operators last week fired the first volley in the Senate inquiry into the competition between broadcasters and pay-cable operators for movies, charging that they have been “harrassed” by commercial broadcasters attempting to “throttle” their industry.

As a result, said David Foster, president of the National Cable Television Association, “the television set is the most underused appliance in the home.”

Mr. Foster was the first of a group of pro-pay cable witnesses testifying in two days of Washington hearings before the Senate Antitrust Subcommittee, headed by Philip Hart (D-Mich.), to examine charges that pay cable’s development has been severely retarded by FCC regulations and commercial network practices that prevent pay cable from obtaining quality feature films.

Senator Hart said it may be that the FCC rules, coupled with exclusivity agreements between networks and film distributors, constitute unreasonable restraints on pay cable.

Senator Hart also said Congress could deregulate the pay cable industry, adding: “This is a question for another day, and perhaps one which will not be too long in being posed.”

Although not scheduled to appear when the hearings were first announced several weeks ago, National Association of Broadcasters President Vincent Wasilewski testified the second day, May 22. According to Peter Chumbris, minority counsel for the Antitrust Subcommittee, credit for the scheduling of Mr. Wasilewski goes to Roman Hruska (R-Neb.), ranking Republican on the subcommittee. Mr. Hruska wanted to make sure the broadcast point of view was represented in the first two days, Mr. Chumbris said. The networks will appear before the subcommittee in a second round of hearings a month from now, June 24 and 25.

Mr. Wasilewski reviewed his association’s oft-stated position that if restraints are lifted, pay cable will “siphon off” programs now seen on “free TV,” to the detriment particularly of the poor who can’t afford pay TV and of people in rural areas that will never receive cable.

Mr. Wasilewski said the broadcast industry welcomes “truly free and honestly open competition,” but that one cannot speak in those terms when considering that pay cable is building its service with broadcast programming it picks up without charge.

He also said that projections that pay ca-
Pay on the Hill. Senator Philip A. Hart (D-Mich.) (t) heard two days of testimony last week on an issue of alleged warehousing on part of the networks. Among the pay cable industry representatives who appeared on Wednesday were (1-r): Miles L. Rubin, chairman of the board of Opti-
cal Systems; Terry Elkes. Viacom International Inc.'s counsel, Ralph M. Baruch, president of Viacom; Gerald M. Levin, president of Home Box Office Inc.; Theodore Pierson Jr., communications counsel for Home
Box Office, and Peter Gross, counsel for Time Inc., Home Box Office's parent concern.

able in 10 years will reach 25 million homes and will gross $200 million indicate that
pay cable is not "just an infant industry which will never achieve the capability to
take away sports and entertainment pro-
grams from free TV.

Mr. Foster characterized the last argu-
ment as one of several "red herrings"
broadcasters have used in their campaign
against pay cable. He said there is no docu-
mentation to prove that pay cable has
damaged is or capable of damaging the
broadcasting industry. Pay cable would not,
for example, try to siphon off the World Series or the Super Bowl because
that would be "political suicide", he said.

Pay-cable witnesses, including Ralph
Baruch, president and chief executive of-
icer of Viacom International; Gerald
Levin, president of Home Box Office Inc.;
Monroe Rifkin, president of American
Television & Communications Corp., and
Miles Rubin, chairman of Optical Systems
Corp., shared Mr. Foster's view that no
evidence exists to indicate pay cable will
harm the existing broadcast structure.

"There are hundreds of pictures we have been
showing during the past two and a half
years are now reaching commercial tele-
vision screens with no apparent diminution
of viewer interest," Mr. Levin said.

Mr. Baruch attacked the FCC for "pro-
tecting the status quo" in its pay-cable
policy, but he indicated the real roadblock
to pay cable access to movies is the net-
work exclusivity arrangement with movie
distributors. "For the FCC to rule that
motion pictures under contract to broad-
casting can be exhibited by pay cable is
ludicrous," he said, "since most of the
feature film contracts with broadcasters
are on an exclusive basis and not available
to the pay cable medium.
He added, "Those films more than 10 years old
can be broadcast every two years and 11
months and thus continuously denied to
pay cable.

Mr. Rubin charged that the networks use
their "market dominance" and "dis-
proportionate prosperity" to arrange
unreasonable exclusivity agreements with
film distributors and that they "ware-
house" movies—that is, store them away
without airing them so that pay cable
cannot obtain them even when FCC rules
might permit pay cable access. Mr. Rubin
said that according to material ABC sup-
plied to the FCC in 1973, more than half
the 142 film contracts ABC reported had
exclusivity provisions that in effect
lengthened the commission's exclusivity
period. And he said: "Mr. Weisburg
assumed that the practices of ABC are not
atypical of the other two networks."

First to speak Thursday was Robert
Weisburg, president of Telemation Pro-
gram Services, who charged that current
network exclusivity practices in effect ex-
tend FCC restrictions and result in pay-cable
operators having even less opportu-
nity to purchase feature films than was
envisioned in the rules.
Mr. Weisburg cited the example of the "French Connec-
tion," where the film rights were sold
to CBS in October 1972 with an exclusivity
arrangement that it would not be shown
on pay cable after October 1973. However,
CBS is not going to show the movie until
1975, Mr. Weisburg said, thus in effect
asking for two years prior exclusive
clearance to its telecast date.

Jack Valenti, president of the Motion
Picture Association, echoed much of the
same sentiment, and stressed that there is
no limit or shortage of available feature
film product. He claimed the FCC rules
interfere with the process of allowing the
film inventory doors to open up com-
pletely and challenged the siphoning argu-
ment as lacking any evidence at present or
in the foreseeable future. "The best way
to correct the situation," where broad-
casters complain of unfair competition,
suggested Mr. Valenti, would be to adopt
a copyright bill by which cable would pay
copyright and compete equally.

In Brief

National Cable Television Association board of directors — at Chicago
meeting Friday — turned down proposals to exempt local as opposed to distant
signals from copyright payments and reaffirmed its present support for legis-
lation with one exception: switch from exemption based on subscriber count
to monetary cutoff. Vote, described as "not close, but not unanimous,"
would replace exemption for systems with fewer than 1,500 subscribers for
blanket exemption of first $100,000 of annual service revenues for all sys-
tems... FCC has tied up loose end in Boston channel 5 case. It granted
Boston Telecasters Inc. initial license to cover construction permit for WCVB-
TV Boston, which has been on air since 1972... ABC-TV sources estimate
that 50 million people watched Muhammad Ali defeat Ron Lyle May 16. En-
tire two-hour sports special scored 27.8 national Nielsen rating and 49 share,
with Ali-Lyle hour getting 32.0 rating and 54 share... Morton H. Aronson,
chairman of Massachusetts Cable Commission since its inception in 1972, has
resigned effective June 30 — or earlier if governor appoints successor. Expec-
tation is that new chairman will be chosen among: Charles Beard, Boston at-
taxy; Hyman Lifson, Boston University professor and former economist
with FCC, and Arthur G. Ottinger, Harvard professor... FCC has renewed
license of Westinghouse Broadcasting's KYW-AM-TV Philadelphia, conditioned
on outcome of pending antitrust action against parent Westinghouse Electric
... Robert C. Eunson, 62, Associated Press vice president in charge of broad-
cast operations, died Thursday (May 22) in LeRoy Hospital in New York of
cancer, after long illness. He had headed AP Broadcasting since 1965, earlier
was AP bureau chief, director of AP coverage in Korea and Southeast Asia.
AP Broadcasters established broadcast journalism award carrying his name
with recipient to be chosen in 1976 (Broadcasting, April 7). Memorial ser-
vice will be held in Manhattan's St. James Episcopal church at 4:30 p.m.
Tuesday (May 27) ... John H. Wilson, 50, senior VP and general manager of
Detroit office of BBDO until he retired last January to escape pressures of
business, died of apparent heart attack May 18 while playing golf in Detroit.
Programming

Sex and violence lose to football at NBC affiliates business session

Loss of local news revenues due to sports overtime is one big worry at L.A. meeting, as is overrun of Saturday movies; questions also raised on length of national news, regionalization of national networks and modification of FCC duplication rule.

NBC-TV affiliates are worried over prospects of losing their Sunday-afternoon local news in the 1975-76 network schedule. The subject drew more attention than any other last Tuesday afternoon (May 26) during a business session of affiliates and network officials at the affiliates' annual meeting in Los Angeles.

The stations foresee professional football coverage on Sunday afternoons extending to or near the 7 p.m. start of The Wonderful World of Disney, which opens the network's prime-time Sunday block. When that happens, as is probable when double-headers are broadcast, the local news that normally follows football will be squeezed out and with it the solid revenues that news generates. Douglas Mansfield, WBRZ-TV Baton Rouge, raised the question. Herb Schlosser, NBC president, said the problem had been recognized but that no solution had been found.

To another affiliate's suggestion that football coverage be advanced to make sure there was time for local news between it and Disney, Carl Lindemann, Jr., vice president, NBC Sports, replied that the American Football League would not reschedule its games to earlier starting times.

The exchanges at the closed session were described later in a press briefing conducted by M.S. (Bud) Rukeyser Jr., NBC vice president, public information; Robert Ferguson, WTRF-TV Wheeling, W. Va., retiring chairman of the NBC-TV affiliates board of delegates; and Ancil H. Payne, King Broadcasting, Seattle, the new affiliate chairman.

The affiliates and network officials ranged through other topics in their private session. Harold S. Grams, KSD-TV St. Louis, asked Richard Wald, NBC News president, whether there were any plans to lengthen the NBC Evening News. Mr. Wald said he had detected no immediate demand, though he thought that "before the decade is out" the period might be extended from the present half hour to an hour. He said, in response to another question, that 45 minutes would be an awkward length and is not under consideration.

David Baltimore, WBEZ-TV Wilkes-Barre, Pa., asked whether affiliates would be permitted to tape the forthcoming

Traditionalist. Julian Goodman, NBC chairman, chose not to make a formal address to the NBC-TV affiliates at their convention in Los Angeles last week. He reminisced about the people who shaped the network: the late David Sarnoff, "who thought of the little music box"; his son, Robert, now chairman of RCA; Robert E. Kintner, former NBC president, "who made us all understand news." and the late William McAndrew, NBC News president, who was Mr. Goodman's mentor in the news department before Mr. Goodman became president and later chairman of NBC. He said Herb Schlosser, now NBC president, had built a team of "creative brains" in the tradition of those preceding them. Seated and facing the camera in the photograph above is David Adams, NBC vice chairman.

Saturday Night variety show, which is to be introduced Oct. 11 at 11:30 p.m. Saturdays, for delayed broadcast on Sunday nights. He was told that the network would insist on live clearance for the new program which it would be attempting to establish as a fixture in the schedule. What happens when the preceding NBC Saturday Night at the Movies runs beyond its scheduled 9-11 p.m.? Bob Howard, NBC-TV president, answered that at the outset movies would be deliberately chosen for running times inside the schedule so that the 11 p.m. local news could follow on time and the new Saturday Night at its assigned 11:30. Movie overruns will be scheduled as necessary after the Saturday Night show has a good start, Mr. Howard explained.

Questions were raised about the pre-release in Canada of network programs later seen on U.S. networks. David Adams, NBC vice chairman, estimated it would cost NBC $20 million a year to buy out the Canadian pre-release from its program suppliers, even if the suppliers were willing to negotiate protection for U.S. network play. The affiliates were told that NBC-TV is continuing to press its program sources for relief on the theory that the value of a program to a U.S. network is diminished if it is seen along the border before its U.S. play.

Fred Paxton, WPSD-TV Paducah, Ky.
Class of 1975. Ancil H. Payne, King Broadcasting, Seattle, was elected chairman of the NBC- TV affiliates board of delegates last week, succeeding Robert W. Ferguson, WTRF-TV Wheeling, W. Va., who served in the post for four years. Three new members were elected to the board to replace retiring members: Jack Beauchamp, WBAL-TV Baltimore; William Faber, WFLA-TV Tampa, Fla., and Ralph Jackson, WAVE-TV Louisville, Ky., who succeeds Norman S. Bagwell, WKY-TV Oklahoma City, as secretary-treasurer of the board. The board as now constituted: (front row, l to r) Mr. Faber; Wilson Wearn, WBFF-TV Greenville, S.C.; Mr. Ferguson; Mr. Payne; Irving Waugh Jr., WSM-TV Nashville; (back row, l to r) Fred Paxton, WPDS-TV Paducah, Ky.; Glenn Flint, KCMT Alexandria, Minn., Mr. Beauchamp; Willard Schroeder, WTOV Grand Rapids, Mich., Mr. Jackson, WTWO-TV Terre Haute, Ind., Allan Land, WHIZ-TV Zanesville, Ohio.

asked about station compensation on the expanded National Collegiate Athletic Association basketball schedule that NBC-TV has just arranged with the TVS Television Network (BROADCASTING, May 19). He was told stations would be paid for one hour of each game.

The offering of limited network line-ups for regional advertisers, as required by a consent agreement signed by all three television networks with the Federal Trade Commission last year, disturbs affiliates, Jack Harris, of KPRC-TV Houston, told network officials. There is an implicit threat to spot advertising in the regionalization of national networks, Mr. Harris pointed out, and he urged NBC-TV to make its affiliates' concern known to the FTC. Under the agreement, the networks last June began a year's trial of regional availabilities. The results are to be appraised before the FTC comes to a final ruling on the subject.

Two weeks ago Frank Smith, CBS-TV vice president-sales, told that network's affiliates that the CBS experiment with regional selling had proved no threat to spot (BROADCASTING, May 19).

At a closed meeting of their own on Monday (May 19), the NBC-TV affiliates voted to contest the FCC's modification of its rule protecting television stations against duplication of their network programming on cable systems. They have hired Kenneth Cox, Washington lawyer and former FCC commissioner, to petition the U.S. court of appeals for a stay of reconsideration of the new nonduplication rule. A week earlier CBS-TV affiliates engaged Ernest Jennies of the Washington firm of Covington & Burling to file an appeal on the nonduplication rule (BROADCASTING, May 19). Network affiliates say the modified rule will fragmentize their audiences.

At the same Monday meeting the NBC- TV affiliates voted to contribute $3,000 for expenses of representatives of affiliates of all three networks to attend the world conference on satellite frequencies to be held in 1977. Similar action was taken the week before by CBS-TV stations. A. James Ebel, of KOLN-TV Lincoln, Neb., a CBS affiliate, has served for several years as chairman of a satellite committee representing affiliates of all three networks. The expectation is that Mr. Ebel will be designated as the observer at the 1977 conference. Satellite communications are of interest to affiliates not only for their possibilities as an alternative for land-based interconnection but also for long-range potentials of direct satellite-to-home broadcasting which could make network affiliation obsolete.

Messrs. Rukeyser, Ferguson and Payne pointed out that last Tuesday's business session of affiliates and network officials was the first in years at which there was no mention of news slanting, sex or violence.

**NBC-TV's daytime rise**

Bolen recites gains to affiliates, tells of more that is in store

NBC-TV has moved into parity with CBS- TV in recent daytime ratings, NBC-TV affiliates were told last week. The improvement in audience has come from a number of program changes in the 1974-75 season, including the lengthening of Another World and Days of Our Lives from a half hour to an hour.

Lin Bolen, NBC-TV vice president, daytime programs, gave the upbeat account at the affiliates annual meeting in Los Angeles. In the last three rating reports, she said NBC-TV is tied with CBS- TV for first. Not only that, NBC-TV leads in young women, she said. It was last in that category last fall.

Ms. Bolen also announced that Barbara Walters would appear in a 90-minute story of European royalty, Barbara Walters Visits the Royal Louvers, to be presented as a daytime special next fall. Another biography of a President's wife, First Ladies Diaries: Martha Washington, will appear in the daytime in September.

The affiliates were also told that Somerset, a serial now aired at 4-4:30 p.m., New York time, would also be fed at 1-1:30 p.m. after July 7. Clearances have been poor in the 4 p.m. period, which may revert to local programing if most affiliates move to the 1 p.m. Somerset feed, as NBC-TV expects.

**A special year of specials is in NBC's future**

Programing in Bicentennial theme tops long list for 1975-76 outlined to affiliates in L.A.

The Bicentennial will permeate NBC-TV's news and entertainment specials in 1975-76, according to word given the network's affiliates at their Los Angeles annual meeting last week.

NBC News, with Robert Northshield as executive producer, will deliver three prime-time programs of 90 minutes each, Life, Liberty and Pursuit of Happiness, with 30-minute condensations of each to be aired for children on Saturday mornings. The biggest NBC News project is to be The Glorious Fourth, a 24-hour program concluding the Bicentennial celebration on July 4, 1976.

The NBC-TV Today show, under Stuart Schulberg, executive producer, will do weekly remotes from each of the 50 states in the Bicentennial year, starting next July 4 in the District of Columbia and ending July 2, 1976, in Philadelphia. "We'll be calling on your people for lots of help," Mr. Schulberg told the affiliates.

The entertainment specials with Bicentennial themes were outlined by William F. Storke, NBC-TV vice president, special programs. They include:

- Three 60-minute programs on Abraham Lincoln, based on Carl Sandburg's biographies, with Hal Holbrook as star. The first will be aired in September.
- A two-hour special, The Inventing of America, co-developed with the British Broadcasting Corp. and starring Raymond Burr and James Burke. It will trace technological developments of the past 200 years and their effects on American society.
- Two 60-minute specials for children,
Bound for Freedom, based on a book by Ruth Chessman about two teen-age English youths brought to the American colonies as indentured servants, and 200 Years of American Humor with Jonathan Winters.

- A two-hour feature created by James Michener about a family that settled in the Midwest in the 1820's and has lived through the agrarian and industrial change in the area.
- "The Red Badge of Courage," taken from the Stephen Crane novel, will be rerun.
- Mr. Storke also told the affiliates of other specials that are in production or under commitment. Among "events" specials, he listed:
  - The Miss America pageant in September, Macy's Thanksgiving Day parade, the Orange Bowl, the Tournament of Roses parade, a new edition of the Ringling Bros. circus, and, on June 30, 1976, the Stars and Stripes show from Oklahoma City. He also said NBC would carry two new events, the Miss Teen-Age America pageant from Oral Roberts University in Tulsa, Okla., next Nov. 15, and The World of Magic, a live hour of illusions (including Raquel Welch sawed in half) starring Doug Henning, now in the Broadway hit, "The Magic Show." Orson Welles, a magic buff, will also be on the program. Mobil Oil will sponsor the magic show.
  - Holiday specials will include reruns of Dickens's "Scrooge" with Albert Finney and Little Drummer Boy, three new animated half hours, Winnie the Pooh and Tigger Too, The First White Christmas and The Tiny Tree, and a Dean Martin Christmas show.
  - Celebrity specials will include six Dean Martin roast plus a variety show with Mr. Martin to precede the Miss America pageant; seven Bob Hope hours, an Ann-Margret hour, a variety special starring Rich Little and another starring MacLean Stevenson who formerly played the colonel in M*A*S*H.
  - Special dramas reported by Mr. Storke were:
    - A rerun of Count of Monte Christo, an adaptation of George Bernard Shaw's "Anthony and Cleopatra" with Sir Alex Guinness and Genevieve Bujold, and what Mr. Storke called "an Americanization" of John Osborne's English play, "The Entertainer," to star Jack Lemmon.
    - Now in production in London is a two-hour musical version of Peter Pan, starring Mia Farrow in the title role and Danny Kaye as Captain Hook. It will play on the Hallmark Hall of Fame in the fall of 1976 to celebrate Hallmark's 25th anniversary as a television advertiser.
- Other projects in work:
  - A life story of the late Josephine Baker, the American entertainer who spent her adult life in France, and projects that Mr. Storke did not otherwise identify but said were "currently in development," with Francis Ford Coppola ("Godfather II"), Irwin Allen ("Poseidon Adventure" and "Towering Inferno"), Robin Moore ("French Connection") and Peter Maas ("Serpico").

Schlosser spells out TV's responsibilities

NBC president also says that news leadership is prime goal

Television must remain a national medium, "in touch with all the people all the time," if it is to perform its true mission, Herbert S. Schlosser, NBC president, told NBC-TV affiliates in Los Angeles last week.

The ability to attract and hold the largest numbers of viewers is a "dimension of leadership" in the mass medium of television, Mr. Schlosser said. "When we succeed in that goal, we fulfill our responsibility to serve the needs and interests of the public—as the public itself sees them."

Television must follow that course, he said, despite pressures "from those who want it to serve their own special interests rather than the over-all interest of the national public." But the pressures will persist. "Because it must serve so many different people and conflicting interests, television will always be a target for criticism," Mr. Schlosser said.

"We must have the courage to correct our defects when they exist," said Mr. Schlosser. Standards of taste in entertainment and of fairness and balance in news must be maintained. But we must also maintain the ability and the will to defend ourselves from unwarranted attack; to
Emmy boxscore:
CBS takes 32, ABC 24, NBC 10

Lion’s share of honors go to ‘Rhoda,’ ‘Mary Tyler Moore,’ ‘Benjamin Franklin’; best showing in daytime by NBC

CBS-TV walked off with 32 Emmy awards at the annual ceremonies last Monday night (May 19), highlighted by Valerie Harper’s best-actress-in-a-comedy-series prize for ‘Rhoda,’ The Mary Tyler Moore Show’s win as outstanding comedy series (it also won five other Emmies) and the five citations picked up by the Benjamin Franklin mini-series. The event was telecast live from the Hollywood Palladium by CBS and easily won its two-hour time period (9-11 p.m., NYT) with a cumulative 24.1 national Nielsen rating and 43 share.

ABC-TV topped 24 Emmys, including awards to Laurence Olivier and Katherine Hepburn as best actor and actress in a one-shot (the drawing-room comedy ‘Love Among the Ruins’), to Robert Blake in the regular actor in a drama series (Barrett) and to Tony Randall as best actor in a comedy series (The Odd Couple, which ABC cancelled two months ago).

NBC-TV managed to come up with only 10 of the statuettes, paced by Peter Falk’s Emmy as best actor in a limited series (the Columbo segment of the Sunday Mystery Movie) and Jessica Walter’s Emmy for best actress in a limited series (the cancelled Amy Prentiss). NBC’s corporate ego was salved somewhat, however, by its coming out on top in the Emmys for daytime programming, where it won eight of the nine awards NBC out (compared to six for ABC, three for CBS and two for the syndicated Dinah! show). NBC’s Hollywood Squares game show won three daytime Emmys and its Days of Our Lives serial pulled down two.

The winners:

Outstanding comedy series: The Mary Tyler Moore Show (CBS). James L. Brooks and Allan Burns, executive producers; Ed Weinberger and Stan Daniels, producers.


Outstanding comedy-variety or music series: The Carol Burnett Show (CBS). Joe Hamilton, executive producer; Ed Simmons, producer; Carol Burnett, star.

Outstanding limited performance by a supporting actor in a comedy or drama series: Benjamin Franklin (CBS). Lewis Freedman, executive producer; George Jeffries and Glenn Jordan, producers.

Outstanding continuing performance by a supporting actor in a comedy or drama series: Tony Randall, The Odd Couple (ABC).

Outstanding limited performance by a supporting actor in a drama series: Robert Blake, Barretta (ABC).

Outstanding limited performance by a supporting actor in a limited series: Peter Falk, Columbo (NBC).

Outstanding single performance by a supporting actor in a comedy or drama series (for a continuing role in a regular or limited series or a one-time appearance in a series or a special): Jack Albertson, Chet (CBS).

Outstanding single performance by a supporting actress in a comedy or drama series: Anthony Quayle, QBVI (ABC).

Outstanding single performance by a supporting actress in a comedy or drama series (for a one-time appearance in a limited or regular series): Patrick McGoohan, ‘By Dawn’s Early Light’ (Columbia (NBC).

Outstanding single performance by a supporting actress in a comedy or drama series (for an appearance in a regular or limited series): Betty White, The Mary Tyler Moore Show (CBS).

Outstanding continuing performance by a supporting actress in a drama series (for a regular or limited series): Ellen Corby, The Waltons (CBS).

Outstanding continuing performance by a supporting actress in a comedy series (for a regular or limited series): Katherine Helmond, Who’s the Boss? (ABC).

Outstanding single performance by a supporting actress in a comedy or drama series: Josephine Hull, Oh, Father, Oh, Father (CBS).

Outstanding single performance by a supporting actress in a limited series: Agnes Moorehead, Three for the Birds (CBS).

Outstanding limited performance by a supporting actress in a mini-series or movie: Geraldine Page, A Patriot for Henry (CBS).

Outstanding single performance by a supporting actress in a mini-series or movie: Joan Fontaine, The承担 (ABC).

Outstanding single performance by a supporting actress in a film made for television: Diane Keaton, The Last Tycoon (ABC).

Outstanding single performance by a supporting actress in a dramatic special or a feature-length film made for television: Loretta Young, The People vs. Germani (ABC).

Outstanding single performance by a supporting actress in a comedy or drama special or a one-time appearance in a series or for a special program: Louise Fletcher, One Day at a Time (CBS).

Outstanding achievement in sound recording: Ken Wilcox, The Waltons (CBS).


Outstanding achievement in music editing for a series: Frank Borghington, The Mary Tyler Moore Show (CBS).


Outstanding achievement in writing in a comedy-series or a mini-series: Ronald Clements, Barry and Carol (CBS).

Outstanding achievement in writing in a limited series or movie: Jerry Goldsmith, The Dark at the Top of the Stairs (CBS).


Outstanding achievement in writing in a drama special or a dramatic special: Rod Serling, Night Gallery (NBC).

Outstanding achievement in writing in a comedy special: Garry Marshall, Happy Birthday, Mr. President (CBS).


Outstanding achievement in writing in a miniseries: Larry Gelbart, The Three Musketeers (CBS).


Outstanding achievement in music direction for a limited series or movie: Stirling Silliphant, The Sand Pebbles (20th Century Fox).

Outstanding achievement in music editing for a limited series or movie: Richard Friedman, The Andromeda Strain (ABC).

Outstanding achievement in music editing for a dramatic series: James Roach, The Best of Everything (ABC).

Outstanding achievement in writing in a comedy series: Garry Marshall, Mork & Mindy (ABC).

Outstanding achievement in writing in a drama series: Donald Freed, The Pleasure (ABC).


Outstanding achievement in writing in a miniseries: Larry Gelbart, The Three Musketeers (CBS).


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Frank Chirkinian, executive producer (CBS).

Outstanding sports program (for an edited program) Wide World of Sports: Roone Arledge, executive producer; Doug Wilson, Ned Steckler, Dennis Lewin, John Martin and Chet Forte, producers (ABC).

Outstanding sports broadcaster: Jim McKay, Wide World of Sports (ABC).

Special classification of outstanding program and individual achievement (an award for unique program and individual achievements that does not fall into a specific category or is not otherwise recognized): The American Film Institute Salute To Jamés Cagney, George Stevens Jr., executive producer; Paul W. Keyes, producer (CBS). And Alistair Cook, host, Masterpiece Theatre (PBS).

Outstanding achievement in special musical material for a song, a theme for a series or special material for a variety program providing the first use of this material was written expressly for television: Alan and Martha Bergman and Billy Goldenberg, Queen of the Stardust Ballroom (CBS). And Cy Coleman and Bob Wells, Shirley MacLaine: If They Could See Me Now (CBS).

Outstanding achievement in costume design (for a single episode of a series or for a special program): Guy Verhille, The Legend of Little Borden (ABC). And Margaret Pure, Love Among the Ruins (ABC).

Outstanding achievement in any area of creative technical crafts (an award for individual technical craft achievement that does not fall into a specific category and is not otherwise recognized): Edie Panda, hairstylist, "The Ambassador," Ben Franklin (CBS). And Doug Nelson and Norm Schwartz, Wide World In Concert (ABC) for double system sound editing and synchronization for stereophonic broadcasting of television programs.

Rhodes under Filmways flag

Jack E. Rhodes, veteran TV syndicator, has joined Filmways Inc., Los Angeles, as chief of that company's domestic syndication arm under name of Rhodes Productions Co. Mr. Rhodes for five years was president of Rhodes Productions Inc., a subsidiary of Taft Broadcasting Co. He resigned two weeks ago (BROADCASTING, May 19).

A successor to Mr. Rhodes to head the Taft syndication arm, renamed Taft, H-B Program Sales, will be named shortly, according to Samuel T. Johnston, executive vice president, Hanna Barbera Productions Inc., also a Taft subsidiary. The new Taft, H-B syndication firm will be directly under Hanna Barbera, it was announced.

At Filmways, Mr. Rhodes will be in charge of all domestic syndication of that company's products, and will also handle the output of other producers. The new Rhodes syndication firm will launch operations with Hollywood Squares and High Rollers, both produced by Heather-Quigley Inc., a subsidiary of Filmways. The thrice-weekly Hollywood Squares and High Rollers, as well as Filmways, Green Acres already had been syndicated by Mr. Rhodes under the Taft banner. The new Rhodes firm will also syndicate such other Filmways programs as Mr. Ed, The Addams Family, and the Signs III theatrical film library.
Forward’s Dudley wants Central zone on same time as Eastern

He proposes at NBC affiliates meeting that Midwest start prime time at 7

Richard Dudley, president of the Forward station group based in Wausau, Wis., proposed to NBC-TV last week that it delay its network feeds so that stations in the Central time zone would broadcast network programs at the same clock hours of their broadcast in the East. His proposal, made during a closed session of NBC-TV affiliates at their annual meeting in Los Angeles last week, drew little support.

Mr. Dudley said he had informally advanced the same proposal to officials of ABC-TV but had received no encouragement there. Forward stations are variously affiliated with all three TV networks. He said his principal reason for suggesting the standardization of clock hours in Eastern and Central zones was to put the two hours of family viewing, now decreed by the National Association of Broadcasters television code, in the same 7-9 p.m. period in both time zones. Family viewing under present scheduling occurs at 6-8 in the Central zone.

"It’s a matter of time before the public forces us to move family viewing back to 7 to 9 in our country," said Mr. Dudley. "We ought to make the move on our own." He said he anticipated complaints about some network programming that will play after 9 in New York but as early as 8 in the Central zone, since the restrictions applying to family-oriented programs won’t apply.

Mr. Dudley said there were other advantages to be had from a delay in network feeds. The local news would gain audience and revenue if set back an hour, he pointed out. Early network news would also stand to pick up audience.

Other NBC-TV affiliates in the Central zone disagreed, however. Jack Harris, KPRC-TV Houston, took issue with Mr. Dudley during the closed meeting. He said that the habits of earlier viewing had been ingrained in that zone for 25 years, and he predicted that some affiliates would secede from the network if the feed were delayed to New York clock hours.

Others said that although the early evening news periods might profit by later scheduling, as Mr. Dudley pointed out, the local late news, which now plays at 10 p.m., would lose value by a later scheduling.

Mr. Dudley said he intended to pursue his proposals. "Sooner or later, we'll be on the same time," he said. ABC-TV officials told him that the delayed feed would cost about $1 million a year, Mr. Dudley said, although he thought the figure excessive.

MCA and Sandy Frank: new area of dispute

PTAR III effective date is point of contention between two firms; one wants extension to sell, other can go along with FCC plan

MCA Inc. has taken exception to the "gratuitous references" to it in a letter regarding Prime Time Access Rule III that counsel for Sandy Frank Program Sales Inc. wrote to FCC Chairman Richard E. Riley last month (BROADCASTING, April 28). MCA also wants it known that, regardless of the access-time programming it has produced, it wants the commission to adhere to the Sept. 8 effective date it has set for the rule.

Arthur Scheiner, counsel for MCA, wrote to Chairman Wiley after Sandy Frank's counsel, Kenneth A. Cox, had written the chairman to urge that the commission not act "precipitously" in deciding the question of an effective date. Mr. Cox wrote the chairman after the U.S. Court of Appeals in New York affirmed the constitutionality of PTAR III but sent it back for reconsideration of some matters, including a "new" effective date.

Mr. Cox also suggested that the September 1975 date would work hardship on MCA Inc., since it has produced an access-time program, Don Adams Screen Test. Sandy Frank wanted the date extended for one year; he feels he would have difficulty selling his new Bobbyinton Show this year if networks are free, as they are under PTAR III, to recapture portions of prime time, otherwise denied them, for children's programs, public affairs and documentaries. However, the commission subsequently affirmed its Sept. 8 effective date.

Mr. Scheiner made it clear that MCA, which has always opposed the prime time rule, has not changed its position. But since the commission and the court have reached a different conclusion regarding the rule, he said, MCA feels it should be implemented "on an expeditious basis."

He added that MCA does not share Mr. Cox's view that a September 1975 effective date "will make clearances difficult, if not unsurmountable, for new access shows." He said MCA believes that ample time slots are still available for access shows and that the quality of program and its acceptance in the marketplace, rather than artificial barriers, should be determinative.

Program Briefs

'Match' in 39. Jim Victory Television Inc.'s once-a-week prime-access version of hit CBS daytime series Match Game '75, produced by Goodson-Todman, has been sold to 39 markets, including five ABC-owned stations and WCAU-TV Philadelphia and KMOX-TV St. Louis, both CBS-owned.

Multi-voiced. Comedian Jonathan Winters has been signed to do off-screen voice of all animated characters in Children's Classics Classicar Corp.'s Fables of the Green Forest TV series, based on Thornton W. Burgess stories. Children's Classics has obtained world rights (outside Japan) for 52 half-hour films from Zuiyo Films, Tokyo (BROADCASTING, May 12).

They still like Archie. CBS-TV's All in the Family ranked first among television households, total women, women 18-49 and total men in Arbitron Supersweep report, allowed in on by NBC-TV's Sanford and Son and Chico and the Man in these four classifications. Arbitron Supersweep is based on 98,783 television households that participated in Arbitron Television's February 1975 survey of viewing in 207 markets.

Knuckles rapped. FCC has fined WANY (AM) Waynesboro, Va., $2,000 for violating its rules with respect to broadcast time for legally qualified political candidates. Commission found station had "censored" material broadcast by Louis J. Hausrath, candidate for Waynesboro city council, in restricting his comments to topics discussed in WANY editorial. Furthermore, commission said station had discriminated against Mr. Hausrath since his opponent was given transcript of Mr. Hausrath's reply to WANY editorial prior to its broadcast. Commission decision was unanimous. WANY has 30 days to pay or contest forfeiture.

It was like the old Hollywood. Almost 2,000 would-be performers showed up at the Universal lot to try out for Don Adams Screen Test, new half-hour prime-time access series to be shown first-run in syndication through MCA-TV beginning this fall. Shown is the check-in line where clerks matched applicants with the applications mailed in earlier.
Paid interview of Abbie Hoffman on WNET arouses ire of Ford Foundation

Friendly is afraid institution's money went to fugitive radical

Noncommercial WNET(TV) New York last week drew strong protests from the Ford Foundation for carrying an interview program featuring Abbie Hoffman, the fugitive former Yippie, during which it was revealed that he had been paid $3,000 for participating.

Fred W. Friendly, broadcast consultant to the Ford Foundation, said he had insisted that WNET give him written assurance that "not a nickel" of grants from the Ford Foundation had been involved in the payment. Station officials said he would get that assurance.

There was speculation, which Mr. Friendly did not discourage, that unless he was satisfied he would withdraw money used in paying Mr. Hoffman, the foundation would almost certainly reconsider its outstanding grants—totaling several million dollars—to the station. A station source indicated the grants total around $10 million.

Mr. Friendly said he felt that the foundation—a $2 billion, tax-free fund—had been compromised, and that complications stemming from the payment could be "horrendous." Ford, he said, certainly cannot allow its money to be spent to pay a fugitive from justice, which he called unethical if not illegal.

He said "Hoffman isn't even newsworthy," in his opinion, but that this did not figure in his anger over the payment. "I'm not saying they should not put him on," he said, "but I have grave doubts about making payments and enormous misgivings about paying a fugitive."

A station executive said WNET had paid $2,500 through TVT over the video-tape unit that did the interview, and that station officials were not aware the money was going to Mr. Hoffman until they screened the program, on which the payments were described. They stood behind the commitment, the executive said, because it was part of a WNET Television Laboratory project devoted to "experimental" programming, a classification that seemed to encompass the Hoffman program.

But they emphasized that the decision to pay Mr. Hoffman had been made by Michael Shamberg of WNET, who taped the interview, and that Mr. Shamberg had since indicated that perhaps it was a wrong decision—a conclusion with which they agreed.

On the program Mr. Shamberg said that Mr. Hoffman wanted $5,000 and a videocassette player but settled for the player and $3,000, consisting of $2,500 from TVT and $500 from Ron Rosenbaum, a freelance reporter who conducted the interview. Mr. Shamberg said subsequently he hadn't wanted to pay anything but yielded on the theory that this was comparable to paying a performer.

WNET authorities emphasized that they had used money from neither the Ford Foundation nor the Rockefeller Foundation—which also was given a donor's credit on the show—in the $2,500 paid to TVT. Nor would they agree that "public money" had been used. The $2,500, they said, came out of the station's "discretionary fund," which comes from "many sources" including corporate grants and public subscriptions.

Lewis loses appeal

A U.S. circuit court of appeals in San Francisco last week unanimously upheld the conviction of Will Lewis, general manager of the Pacifica Foundation station, KPFA(FM) Los Angeles. Mr. Lewis was convicted of contempt of court last year when he refused to deliver to a federal grand jury in Los Angeles the original of a communique his station received and broadcast from the New World Liberation Front assuming responsibility for the bombing of Sheraton hotels in Los Angeles and San Francisco.

Mr. Lewis claimed First Amendment and California shield law protection for what he called confidential communications with a newsmen. The court, however, dismissed these claims.

Earlier this year, the U.S. Supreme Court had upheld another contempt-of-court conviction of Mr. Lewis for refusing to turn over to another federal grand jury in Los Angeles the original tape recording from members of the Symbionese Liberation Army, including the voice of missing heiress Patricia Hearst. This too was broadcast over KPFA. In that case, Mr. Lewis actually spent 16 days in jail, before being released pending that appeal.

Following the Supreme Court ruling, Mr. Lewis turned over the tape to the grand jury. He said last week that he will do the same with the New World Liberation Front message, noting that his lawyers have ruled out another appeal to the Supreme Court in light of the unanimity of the three-judge decision.

Meanwhile, another Pacifica manager won a victory of sorts in a similar First Amendment fight. U.S. District Judge Oliver J. Carter, in a ruling last month, quashed a subpoena served on Larry Bensky, manager of KPFA(FM) San Francisco, calling on him to produce a seven-minute tape of poetry readings by three fugitive Weather Underground women, broadcast March 6 and March 8.

Judge Carter ruled that the federal government failed to make a showing that there was a substantial possibility that the tape would lead to information on criminal activities. The government has informed Pacifica lawyers that it does not intend to appeal this ruling, Mr. Bensky said last week.
broadcast advertising

ftc gets tough on endorsements
commission issues 'guides' on advertising featuring testimonials

if hank aaron doesn't really eat wheaties for breakfast, wheaties advertising cannot say he does, according to guidelines published may 21 by the federal trade commission. advertising that makes use of testimonials or product endorsements is the target of new ftc "guides," which are not as rigid as are its trade regulation rules, but "are intended to be instructive of the commission's view of the law," according to an ftc spokesman.

the adopted standards covering endorsements are as follows:

i. when the endorser is represented as being an expert, his qualifications must in fact make him an expert.

ii. expert's expertise in evaluating product features or characteristics must be exercised and actual evaluation must precede comparisons or claims of superiority in the advertisement. the example offered by the commission is the endorsement of a new model car by an engineer who had not actually driven and personally examined the car's performance before asserting its superiority.

iii. endorsements for a product by organizations must be reached "by a process that fairly reflects the collective judgment of the organization" because, the ftc maintains, these endorsements are viewed as representing objective, knowledgeable judgments of a group, whose collective experience exceeds the experience of any individual member.

spokesmen for the american association of advertising agencies, the association of national advertisers and various advertising agencies were reluctant to make formal comments without having read the ftc guidelines in full. their initial reaction was an objection to further disclosures in advertising that they felt would cut into time for the selling aspect of commercials.

"it looks as if we're getting more into the disclosure business than the advertising business," one agency official commented. "we think it's right that celebrities should use the products they endorse. but we don't see how disclosure of the kind required by the ftc adds to the consumers' knowledge."

the commission additionally issued three proposed endorsement guides and set a 60-day period for filing written comments. the proposed guides are more far-reaching and drew more immediate criticism from advertising executives. briefly, they would require that:

i. endorsements must reflect the honest views of the endorser and may not use statements that would be unsupportable if presented in the advertiser's words. the advertiser may not distort the endorser's opinion or experience by presenting the endorsement in different words or out of context, and may only run the ad as long as there is "good reason to believe" the endorser continues to subscribe to the views presented. claims that the endorser is a user of the product must be current and bona fide.

ii. when endorsements depict atypical product performance, the advertisement must disclose what would be typical for the individual consumer's experience. "actual consumers" must be actual consumers or else the ad must disclose that the persons appearing are paid actors. endorsements of effectiveness of drug products shall not be made by laymen.

iii. unless the advertiser indicates that the endorsement was given without pay, the prepayment or promise of payment to an endorser would not be considered a material connection; however, if the endorser is not a celebrity or expert, the compensation for endorsement must be disclosed.

some agency executives felt that the guidelines were partly unnecessary—that the general public knows professional actors are playing the part of consumers and that ordinary consumers are paid when they appear in endorsements. other problems raised involved defining what is "typical" restricting those appearing in commercials to "actual consumers" might be a potential union problem, and, with reference to the products, one advertising official noted he doesn't see "why you can't have an excedrin headache if you want one."

ana explores avenues for greater cost efficiency
reiner's camerkil cites trends in buying at arizona workshop; tannenbaum reminds that washington is responsible for growing expenses

recession-troubled advertisers heard some comforting words last week on coping with rising costs through media planning, controlling tv commercial expenditures and computerizing their media functions.

speakers at a three-day association of national advertisers workshop on advertising financial management in litchfield park, ariz., discussed a range of subjects calculated to reduce costs, improve efficiency and adapt to changing conditions. but there were also some warnings on worrisome issues that are here and will continue in the years ahead.

discussing trends in media buying, gene camerkil, president of the s.j. reiner co., carle place, l. i., pointed to the growing practices of buyers who deal directly with stations, bypassing the na-
tional representative, and of moves toward decentralized purchases by setting up media buying offices. Mr. Camerik tended to downgrade the value of regional buying, saying it is prohibitive to most agencies, but was bullish on the direct-contact-with-stations approach.

"It provides the opportunity to selectively establish reciprocal trade financing arrangements, which is a more sophisticated form of bartering for time," he claimed. "This is an extremely effective technique for generating additional buying efficiencies." (Reiner is active in both media planning and buying and in reciprocal trade.)

He envisioned continued growth in the use of barter as stations "seek to preserve their own cash flow by utilizing their inventory to pay for various operating costs." Mr. Camerik said that the trend toward direct contact with stations will grow "as the search for greater efficiencies continues.

Mr. Camerik raised a question: Who will be doing the buying tomorrow—the agency, the client's in-house media buying group, or the independent media buying service? He predicted that the in-house operation would increase as advertisers aim for greater control over their dollars—but not in the area of spot broadcasting. He said costs for a spot operation would be prohibitive and this activity "will be farmed out to media-buying services."

He cited these other trends that he thought will continue: Stations will hold the line on the 30-second spot as the primary unit because of the clutter problem; packaging of spots by stations to sell less desirable inventory by tying it to those with high demand, and the move toward gross rating points per market will accelerate though cost-per-thousand will continue as a criterion.

K.L. (Jim) Rice, president, Hoefer Dieterich & Brown, San Francisco, recommended at the outset that every product manager and account executive read "The TV Commercial Cost Control Handbook" by Arthur Bellaire. Mr. Rice said the book breaks down costs in terms of specific cost impact (preparation, sets and props, overtime, location, music etc.) and from these calculations, an advertiser should ask the agency to justify each of these impact items.

Among other tips mentioned by Mr. Rice: Production can be simple and relatively inexpensive for a product with a unique selling proposition; make sure all legal nuances obtained and working in copy is approved before shooting begins; don't let personal fetishes or preferences prevail over good judgment, and ask questions of the agencies.

Stanley F. Federman, president of Telmar Communications Corp., New York, presented a status report on computer technology and its relationship with the media function. He explained that today there are separate services for media buying, media research development and computer processing, post-analysis and bill-pay with affidavits, usually part of the post-analysis service.

Mr. Federman said there will not be "one big universal computerized advertising system that every advertiser, agency, representative, buying service and medium will hook into that automates the media function from planning to billing." He said there are "just too many strong, independent factions in our industry that wish to maintain more flexibility and control than a universal system will permit."

Alun H. Jones, executive vice president-finance, J. Walter Thompson Co., New York, said the five most pressing issues facing the agency business today are method of compensation, account conflicts, diversification, public-versusprivate ownership and consumer and government attitudes toward advertising. In the area of compensation, the major advance will be made in the definition of agency service, he said. He added this does not mean agencies will provide fewer services for their clients but that agencies will define more precisely what they will do within their normal compensation arrangements.

Stanley Tannenbaum, board chairman of Kenyon & Eckhardt, New York, traced the development in recent years of social trends that underlie the rise of govern-

"Hazards of Everyday Life"

A Public Service Series for Radio

Your station's listeners face many threats to their physical and financial well-being. The State Farm Insurance Companies have produced a series of 13 public-service programs—each 3½ minutes long—on some of the more universal hazards. The subjects include:

- The Drunk Driver.
- Boobytraps Along our Highways.
- The Arson Epidemic.
- Your Car's Deadly Fuel Tank.
- Protect Yourself Against Burglary.
- Auto Theft.
- Safe Pleasure Boating.
- Escaping from a Burning House.
- No-Fault Auto Insurance.
- What to Do After a Fire.
- Inflation and Your Homeowners Insurance.
- Young Drivers.
- The Right to Drive.

These programs are non-commercial. They are designed to inform your listeners—not advertise State Farm.

For free tapes and scripts, return the coupon below or call us collect at 309-662-2625.

Robert Sasser
Public Relations Department
State Farm Insurance Companies
One State Farm Plaza
Bloomington, Ill. 61701

Please send me your public service series Hazards of Everyday Life. I understand there is no charge.

Name________________________

Station_______________________

Address_______________________

City___________________________ State________ Zip________

Broadcasting May 26, 1975

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mental regulations affecting advertising. He pointed to "the sharp bend upward" in the number and frequency of new laws affecting advertising, and to changing values, including mistrust of advertising.

"What does all this mean to you financial people?" he asked. "The cost of doing business is going up. We are going to need more lawyers. We'll have to keep closer track of what is happening in Washington. We are going to have to spend more on research to identify consumer needs and move on copy testing. The cost of product development will be higher. You have to be prepared to foot bigger bills."

Engman admonishes, praises radio-TV

Naming transportation and energy as more obvious industries where the "presumption of the 'open market place' is applicable," Federal Trade Commission Chairman Lewis Engman said at a press gathering in Washington last week, the "same basic questions" on anticompetitive practices apply to broadcasting. He listed broadcast license restrictions and cable television as fair game for his agency's concern as the FTC gears up on antitrust enforcement.

Mr. Engman would not speculate on what word he will give to the American Advertising Federation convention next week in Washington, but he had some praise for the "fair amount" of voluntary progress made in the past year on children's television advertising, citing the National Association of Broadcasters code revisions as a substantial industry effort. "Unfinished business" at the FTC includes a response to the petition by Robert Choate's Council on Children, Media and Merchandising that claimed eight of the 10 programs most watched by children are not included in the children's viewing definition and, therefore, are not subject to controls (BROADCASTING, March 17 et seq).

Action may be expected in the near future he said, in regard to anticompetitive state economic regulations. And an internal procedural clean-up is underway, he noted, to expedite the flow of information and relieve inventory problems at the FTC.

Mr. Engman said he still has questions on the "basic assumptions" underlying the commission's premium advertising guides, which have been challenged as discriminatory (in their focus on TV advertising), anticompetitive and unwarrented.

In response to reports of his possible departure from the commission, the chairman categorically denied the suggestion, saying: "I have a job and I have no intention of leaving that job at the moment."

Evolution of advertising

Everybody knows that advertising is under a lot of pressures. To show how some of them might affect the output of a commercial TV copywriter, Stanley I. Tannenbaum, chairman of Kenyon & Eckhardt, offered these hypothetical ads in a speech at an Association of National Advertisers workshop at Litchfield Park, Ariz., last week (story page 36). The captions paraphrase his explanation of that evolution.

Adam and Eve loved apples. You will too.

Adam and Eve loved apples. You will too.

Adam and Eve liked apples. We think you might too.

Then again, you might not.

1. Since "the objective is to sell apples," this might seem a satisfactory start.

2. But that "lacked appeal to an important consumer segment" and a black Adam and Eve were substituted.

3. That wasn't entirely satisfactory, either. And lawyers thought "love" would be "too difficult to substantiate." This compromise resulted.

The apple growsers association of America is working on ways to prevent bad apples from spoiling the barrel.

This apple contains Vitamin A, B, B2, It is about 100 calories or 18 grams of carbohydrates.

One of these a day will not necessarily keep the doctor away.

If you don't buy our apples, we'll shoot this dog.


5. Another cautious approach, with cigarette label warnings in mind.

6. For those who prefer the corporate approach, still another version.

7. An attempt to meet the Federal Trade Commission's proposed new trade regulation rule for food advertising.

8. At the end, "taking into account the lawyers, the government and all the consumer pressure groups, this final desperate approach."
A brightening outlook in collections and the potential benefits of improved computer technology were the principal topics of discussion May 14-16 at a generally optimistic gathering of financial managers from television stations and advertising agencies. The meeting was sponsored by Peters, Griffin, Woodward Inc., TV station representative.

Delegates from 34 PGW-represented stations met with representatives of six agencies and with PGW personnel at Harrison House, Glen Cove, N.Y. The session, like its twin 1972 predecessor in Los Angeles and Tampa-Town, N.Y., was organized and hosted by Lawrence P. Loiello, PGW vice-president-finance and treasurer.

Robert Kennedy, vice president-controller of Dancer-Fitzgerald-Sample, pointed out that only a small percentage of client credit losses have been passed on to stations, and that most have been absorbed by agencies. D-F-S was the reluctant victim of one such bad debt, he said, in the amount of $4 million.

John E. Mitchell Jr., vice president-secretary/treasurer of Clinton E. Frank, agreed that media deserve quick payment, but offered that agencies organize and standardize their communication with agencies, including use of the standard broadcast month and invoice, and prompt contact with the agency in the event of discrepancies.

Alan Sheldon, vice president of Young & Rubicam, said that client cooperation had played a large part in improving receivables, and that stations and reps should now "selectively attack slow pay," focusing on "specific poor payers" instead of on agencies in general.

All three asserted that the most optimistic sign in slow pay has been the overall decrease in payment time from the 90-day level that was common some years ago to the present 45-60 day norm.

The agency session, which prompted the most discussion of any among the stations gathered, drew criticism from some (with collections problems of their own) who felt that the agencies represented were exemplary in correcting slow pay, and that complaining to them, rather than to more tardy firms, was, as one broadcaster put it, "like preaching to the choir."

The question of liability for spots not paid for was tackled in another session by Thornton Wierum, senior vice president of J. Walter Thompson. Central to Mr. Wierum's talk were the lessons stations should learn from a court ruling in a case involving CBS, Stokely Van Camp, and a bankrupt agency, Lennen & Newell. In that case, CBS was unable to collect from the advertiser because the network had failed to notify the advertiser of nonpayment by the agency.

Mr. Wierum urged stations to avoid such problems by notifying advertisers, in a standard letter, of nonpayment 45 days after the month in which spots are aired, shifting responsibility for payment to the advertiser behind the spots after receipt of that notice.

Glen Banks, vice president-controller of KTRK-TV Phoenix, claimed that the cause of slow payment lies "not in collection, but in credit approval," and urged broadcasters to prevent problems from developing by subscribing to a revised standard contract that would better define agency liability for payment and provide for the 45-day advertiser notification Mr. Wierum advocated.

The most effective means of speeding up the billing and collection process, according to another panel of speakers, is computerization. The seminar heard high praise of two systems, BCS and BIAS, from Jack Hansen, general sales manager of WCCO-TV Minneapolis, and from Cecil Walker, vice president/controller of KBTV (TV) Denver.

"BCS enables me as a sales manager to have daily reports on projected sales for the next six months," said Mr. Hansen. Mr. Walker credited his BIAS link-up with improving his logs and spot rotation, and with making invoices easier to check and to read.

Mr. Walker had some cautionary words for potential computer users as well: First, "be aware of computer experts who aren't broadcast experts. It's easier to teach the computer language than to teach broadcasting to a newcomer." And second, to set up careful crosschecks to avoid simple mistakes that can be quickly compounded by a high-speed computer.

At the agency end of the process, computers have also greatly speeded collections, as Joseph Campion, vice president-associate media director of Ogilvy & Mather, said. Mr. Campion called for increased standardization among all agencies and stations to make computer billings easier. Under his proposal, each TV network would have a common number, with stations in each market standardizing day-parts and classifying program inventory by content—whether sports, children's programming, family or adult entertainment, for example. Collection of such information on a computer input form would then vastly speed both purchase and payment of spots, he said.

PGW's Mr. Loiello, on the basis of positive station response to this and the previous seminars, affirmed PGW's intent to hold more, and possibly more frequent, meetings in the future.
Kyle Moore’s rebellion

President of CATA tells FCC in newsletter and legal petitions to ‘come and get’ his unauthorized cable system; commission stays cool

What began as a chip-on-the-shoulder challenge by Kyle Moore, president of Community Antenna Television Association, to FCC Chairman Richard Wiley to “come and get me” and a system Mr. Moore is operating without a certificate of compliance, is now formalized in a legal motion for declaratory ruling by the FCC.

The initial exchange came in the April issue of the CATA Newsletter, which brazenly spelled out road directions to Mr. Moore’s cable system in Gridley, Kan., which serves 113 subscribers. The open letter went on to say that while the Gridley system may not be an “ideal test case . . . it is a start,” and suggested that before too long other operators will extend the challenge to the FCC as to whether it has jurisdiction in cable licensing.

Cable Bureau Chief David Kinley responded to the open letter by asking for details of the system’s operations and the reasons for noncompliance.

But last Monday, Mr. Moore’s legal counsel, Richard Brown, filed a reply to the FCC’s inquiries in the form of a motion for declaratory ruling. The legal filing noted that Mr. Moore’s Coffey County Community TV Co. has been operating the system in Gridley since early September 1974 under a grant of authority by the city of Gridley but without a certificate of compliance from the FCC. The Gridley facility, the petition says, does not employ microwave or originate programing and merely functions as a master-antenna type reception service.

According to Coffey County, the FCC’s jurisdiction over cable television is “reasonably ancillary” to the commission’s responsibilities for the regulation of telecommunication broadcasting, as pointed out by the Supreme Court in U.S. v. Southwestern Cable Co., where the basic FCC involvement with cable was outlined.

Coffey County argued that such authority is “constrained” and does not mean unqualified jurisdiction that would include any licensing procedure. “Licensing is the touchstone of plenary jurisdiction,” continued Coffey County, and “it is not plenary power to regulate CATV that the Supreme Court has recognized.” Therefore, Coffey County requested that the commission declare it does not need a certificate of compliance.

Mr. Moore’s allegation that there are other systems now operating and not in compliance with the FCC’s rules has been under active consideration by the commission since last fall. Roger Seltzer, chief of special relief and enforcement at the Cable Bureau, said the commission has tracked down some 20 to 30 such systems. All of those systems, he said, have since complied with FCC regulations at least to the extent they have now filed applications for certificates of compliance or have been officially recorded by the FCC.

However, Mr. Seltzer frankly admitted that there is a good probability that “other Kyle Moores” will be down the road and will offer resistance.

For the most part those systems now being located which are out of compliance are small systems—between 400 and 1,000 subscribers—and older systems in operation before the 1972 cable rules were adopted.

Rex Bradley calls for unity in cable

Poor communication within the cable industry, said Rex Bradley, National Cable Television Association chairman, is “more often than not” the reason for many of the industry’s internal disagreements.

Mr. Bradley’s remarks, delivered to the Denver Cable Club last week, specifically noted the current division within the industry over the copyright issue and expressed concern over arguments of some that the NCTA board no longer is responsive to the industry’s needs. “Some operators have taken an adamant position against copyright because they were unaware that NCTA’s November position (BROADCASTING, Nov. 25, 1974) addressed many of the issues about which they were concerned,” said Mr. Bradley.

He suggested that the difference in views between board members and other operators arises because board members are forced to view issues, such as copyright, in light of their legal, political and regulatory ramifications, “not just visceral reactions.”

Mr. Bradley hoped to improve industry communications by extending an invitation to all NCTA members to attend board meetings and developing closer links between NCTA and the state and regional associations by increased NCTA board member presence on local meeting agendas.

Mr. Bradley did not limit his remarks to copyright as he outlined priorities the industry faces this year. First, he noted, was the search for a new NCTA president, a matter on which he said the search committee was “proceeding diligently.”

Two lean to HBO

“Very serious consideration” is being given by Erie County Cable Television, Erie, Pa., and GRC Cablevision, Clarksville, Ind., to joining the proposed by-satellite pay cable network of Home Box Office Inc. Chris Conley, GRC vice president, said his company is presently making a market survey to determine how present and potential subscribers feel about the HBO package. A GRC board meeting is scheduled for June 6, when a final decision will be made. Vince Ridilas, vice president of Erie County Cable, said his firm currently is negotiating with HBO. Both systems anticipate using an earth station at their headends to receive the satellite transmissions.
president, said his company is presently making a market survey to determine how present and potential subscribers feel about the HBO package. A GRC board meeting is scheduled for June 6, when a final decision will be made. Vince Ridikas, vice president of Erie County Cable, said his firm is currently negotiating with HBO.

CRC heads for the country

Cable resource outfit turns attention away from urban CATV to possibilities of rural cable; task force of government and private agencies is set up

Cablecommunications Resource Center, Washington, long active in developing urban cable television on behalf of minority groups, is now turning its focus towards the development of CATV in rural communities. According to Bill Polk, CRC market analyst, the economic downturn has made smaller systems a more viable proposition since they require less capital than that needed to wire urban areas.

CRC is the “organizing focus,” according to Mr. Polk, behind a national task force which has been organized to develop rural cable systems. The task force has 10 participating organizations including CRC, the Southeast Alabama Self-Help Association, the Small Business Administration, the Tennessee Valley Authority, the National Economic Development Association, the Federation of Southern Cooperatives, Interstate Research Associates, Opportunity Funding Corp., the Office of Minority Business Enterprise and Farmers Home Administration. The role of these groups in developing rural cable will be a “passive” one for the most part, said Mr. Polk, until it comes to the funding stage.

Meanwhile, CRC is going out to various communities and verifying if they are “cable ready,” said Mr. Polk, which includes generating interest among citizens and local community and business groups. Data compiled by CRC indicates 105 cities in 18 states are cable-feasible.

TNT looks to the sky

Target Network Television, an advertiser-supported cable TV network and subsidiary of KBMA-TV Kansas City, Mo., is looking into a satellite distribution system that would permit expansion of its present 60-odd CATV system network serving Missouri, Kansas and Nebraska, into a nationwide set-up using between 40 and 50 earth stations for distribution. Robert W ormington, KBMA-TV president, emphasized the satellite investigation is “exploratory,” although there is “serious interest” and there have been talks with hardware manufacturers such as Scientific-Atlanta, Collins Radio and General Electric. Also, discussion with named multiple-systems operators throughout the country are going on and, according to Mr. Wormington, more “definative” plans should take shape within 30 days.

FCC on brink of issuing new EEO guides

Whether they will be in form of policy statement or rulemaking is not clear yet; what is clear is that they will be tougher than any previous employment decisions

The FCC staff is preparing Equal Employment Opportunity guidelines that would provide for a tougher approach than the commission has yet taken to discrimination in employment in broadcasting and cable.

They detail an extensive affirmative action program that broadcasters and cable operators would be expected to follow, and would require “utilization analyses,” and at least in some cases, goals and timetables ("Closed Circuit," May 19).

Commission officials say that quotas are not involved; the imposition of quotas would be illegal, they say. They also deny that any specific percentage of minorities or women would be required under the guidelines. They also say the performance of broadcasters and cable systems would be judged on the basis of facts in each case.

The commission is expected to consider the guidelines on June 4. But it was not certain last week whether it will issue them for comment in the form of a notice of proposed rulemaking or inquiry, or adopt them as a policy statement. The commission’s EEO unit is pressing for the policy statement approach, while General Counsel Ashton Hardy is said to favor obtaining comments in a rulemaking.

The affirmative action program as drafted, would, among other things, require stations or systems to appoint an official to supervise an affirmative action plan and its implementation, set up a procedure for making sure minority and women’s groups are informed when jobs open up, and, if they advertise for employees, to place their ads in media known to circulate among minority groups and women.

They will also be required to maintain a roster of minorities and women interviewed for jobs, along with a notation as to whether the person was hired—and if not, why not. As new jobs open up, the station or system would be expected to refer to the special roster for applicants.

The guidelines also call for utilization analyses. These would be to determine how the station or system is employing women and minorities in terms of numbers and in terms of whether they are working in jobs that match their qualifications. An upward mobility plan, one designed to assure that minorities and women can advance, is also said to be part of the guidelines.

The question of goals and timetables—

Media

Big Markets

Colorado Springs, Fort Myers, Sarasota, Tallahassee, Columbus, Elgin, Springfield, Belleville, Elkhart, Peru, Owensboro, Golden Meadow, Shreveport, Lewiston, Beacon, Jamestown, Utica, Asheville, Greensboro, Bismarck, Medford, Salem, Lebanon, Scranton, Wilkes-Barre, Austin, Everett, Fond du Lac . . .

Small Markets


BAT Systems Are Working!

They do all the Billing, Accounting, Traffic and Payroll work for AM's, FM's, AM/FM's, TV's, Radio/TV's, and Groups. And they do it faster, more accurately, and at less cost.

Get more information on these in-house, complete mini-computer systems. Write or call . . .
of setting up a target for hiring a prescribed number of women and minorities and then of setting the timetables for meeting them is the subject of debate within the staff. The industry EEO unit feels that, in the interest of efficiency, only those broadcasters and systems that could demonstrate they are employing women and minorities at optimum levels should be excused from the goals-and timetables requirement; others, that only stations and systems whose utilization analyses and employment records indicate their affirmative action programs are not working properly should set them. In any event, the goals and timetables would be subject to commission review—and presumably a kind of negotiation between the regulated and the commission. But those who fail to meet their goals and timetables could face a commission hearing on nonrenewal or revocation.

One reason the commission postponed consideration of the matter last week was the absence of Commissioner Abbott Washburn. But another reason is that the staff decided to cut back on the estimate of the number of additional personnel that would be required to implement the program. The Broadcast Bureau at one point felt it would require 20 staffers to administer a program in which only the worst cases among stations and systems would be required to file goals and timetables; 12, if most stations and systems automatically filed them. Cable Bureau suggested it would need six. However, the staff felt the commission would not approve that many manpower. So those aspects of the document were rewritten.

Avco sells off another TV

Financially strapped conglomerate will deal WLWC Columbus for $16 million to Outlet; it's third television station sold by firm in recent months

The Outlet Co., Rhode Island-based retail and broadcasting company, has agreed to purchase WLWC(TV) Columbus, Ohio, from Avco Broadcasting Co. for an estimated $16 million in cash. The sale has been approved by Outlet's board of directors and formal approval from Avco's board is expected tomorrow (May 27).

The acquisition would be Outlet's fifth VHF television station, the maximum permitted by law. Outlet currently owns WDBQ-AM-FM-TV Orlando, Fla.; KSAT-TV San Antonio, Tex.; WJAR-AM-TV Providence, R.I., and 80% of WNYX-TV Syracuse, N.Y. In addition, Outlet owns 38 department stores and women's specialty stores and has announced plans to acquire the outstanding stock of Philipborn, Inc., a Washington-based chain of 44 women's specialty stores.

Joseph S. (Dody) Sinclair, board chairman, owns about 25% of Outlet stock. Outlet's 1974 revenues were $100,360,-

327 and its earnings were $4,077,827, or $2.70 a share, the highest in the company's history and 21.0% above the previous year.

The WLWC transaction marks the latest in a series of stations sold by Avco. The company has sold KMOL-TV formerly WOAI-TV San Antonio to 20th Century-Fox Film Corp. for $9.3 million (BROADCASTING, Dec. 2, 1974 et seq.); WWDC-AM-FM Washington to Capitol Broadcasting Co.—a new firm formed by construction firm owner Morton Bender—for $3.6 million (BROADCASTING, Oct. 14, 1974), and WLWT(TV) Indianapolis to Edgar T. Wolfe family's Dispatch Printing Co. for $17,650,000 (BROADCASTING, March 31). All sales are pending FCC approval. Last month the FCC approved Avco's sale of WOAI(AM) San Antonio to Clear Channel Communications, owned by L. Lowy Mays and B.J. McCombs, for $1.5 million (BROADCASTING, May 5).

Avco's remaining broadcast properties are WLW(AM)-WLWT(TV) Cincinnati and WLWDT(V) Dayton, both Ohio, and KYA-AM-FM San Francisco and WRTI(AM) Wood River, Ill. One broker suggested last March that Avco is expected to sell as many stations as are needed to aid the financial status of its parent. Avco Corp. suffered a $20,687,000 consolidated loss last year. Avco also manufactures electronic equipment and heavy machinery, is engaged in electronic and chemical research and insurance and financial firms. It owns Carte Blanche, Avco Embassy Pictures and is involved in film distribution and production through Avco Film Productions Co.

WLWC is an NBC affiliate operating on channel 4 with 100 kw visual and 20 kw aural and antenna 440 feet above average terrain. Howard E. Stark of New York is the broker negotiating the transaction.

Changing Hands

Announced

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

WLWC(TV) Columbus, Ohio: Sold by Avco Broadcasting Co. to The Outlet Co. for approximately $16 million in cash (story this page).

KLFM(AM) Ames, Iowa: Sold by Lunde Broadcasting Corp. for $310,000. Paul D. Lunde (60%) and wife, Barbara K. Lunde, (40%) own seller and have no other broadcast interests. Robert D. Lunde owns 70% of buyer and has 50% interest in KBBC(AM) Des Moines, Iowa, which is being sold to Minnesota Iowa Broadcasting Co. for $650,000, subject to FCC approval (BROADCASTING, March 31). KLFM operates on 104.1 mhz with 100 kw and antenna 450 feet above average terrain. Lunde also holds construction permit to change to 100 kw horizontal and 100 kw vertical and antenna 460 feet.
mandated code subscription. And after four of its state association members formally dissented to the rule, the Rocky Mountain Broadcasters Association announced its opposition. Others on record as opposing the rule include Metromedia Inc. and Westinghouse Broadcasting.

NAB is urging any broadcaster, member or nonmember, that wishes to present a viewpoint at the hearing in June to write Dr. Harold Niven, NAB vice president for planning and development, by June 12.

The hearing will begin at 9 a.m. at NAB headquarters. It will be closed to the public. The information gathered will then be discussed at the TV board meeting June 19.

**FCC attaches string to KPLR-TV renewal**

**Commission wants more details on hiring practices and plans**

KPLR-TV St. Louis, Mo., has been put on notice by the FCC that its equal employment opportunity program does not appear to be working satisfactorily. The station was directed to submit details of its efforts to recruit and hire minority employees and a statement setting forth the steps it plans to take to recruit them in the future.

The commission last week overrode the informal objection of the St. Louis Broadcast Coalition, and renewed the station's license. But it said that its own review of the station's employment reports had raised questions about KPLR-TV's adherence to commission rules barring discrimination in employment and requiring the maintenance of an affirmative action employment program.

Accordingly, the commission conditioned renewal of the station's license on its receipt within 30 days of information on KPLR-TV's effort to recruit minority-group members and women. The commission requested a list of local minority organizations, agencies, community leaders, schools and colleges with which the station will maintain systematic communication each time it seeks to fill a job opening.

In addition, the commission directed the station to file by Oct. 1, 1976, as part of its next renewal application, a statement detailing the affirmative action it has taken to encourage minority applicants for each job opening that developed since the coalition filed its objection to the station's renewal. The station was also asked to indicate the success of those efforts in attracting minority-group members.

The coalition originally had objected to the renewal on the ground that the station had submitted inaccurate information in its renewal application in describing a public affairs program. It was not until it responded to the station's reply that the coalition raised a question about discrimination in employment.

**Mandatory code stance theme of NAB session**

Session June 18 offers chance for more opinions on ruling

The television board of the National Association of Broadcasters will hold a hearing on its ruling that all NAB TV members must belong to the TV code on June 18, the day before its annual June meeting in Washington.

The mandatory code subscription rule, voted by the TV board in January 1974 and to go into effect April 1, 1976, has caused considerable consternation among some NAB TV members, particularly those in the Rocky Mountain states.

Western Broadcasting Co., Missoula, Mont., pulled all six of its radio and TV stations out of the NAB after the TV board last January reaffirmed its stance for
It takes 
a cool head 
and a 
warm heart 
to be a Delta 
professional.

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

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

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

*Delta* The avenue run by professionals.

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**Technical briefs**

**Sold.** Harris Corp., broadcast products division, Quincy, Ill., has sold two MW-50, 50 kw medium wave transmitters—one to Capitol Broadcasting Co. (WCAU/AM) Charleston, W. Va.) and one to Security Agency of Iran. Iranian order is follow-up to $10-million purchase last summer when country’s government bought numerous antenna and transmitter configurations as part of national communications project.

**Inconspicuous.** Shure Brothers Inc., Evanston, Ill., has introduced broadcast microphone that is less than five inches long. Designed model SM62, mike is unidirectional, features uniform cardioid pickup pattern and minimized feedback. Unit also has pop filter to suppress extraneous noise.

**EBS set-up.** Time & Frequency Technology Inc., Santa Clara, Calif., has developed EBS broadcast system to comply with new FCC regulations. Model 760 system consists of independent modules: two-tone generator, two-tone decoder and receiver that can be either AM frequency synthesized or FM fixed-tune. Generator produces required 853 and 960 hz tones simultaneously with plus or minus .25 hz accuracy. 3000 Olcott Street, Santa Clara, Calif. 95051.
Tracking the ‘Playlists’

Television exposure and good production are two major factors behind the success of Tony Orlando & Dawn’s ‘He Don’t Love You (Like I Love You),’ which moves to the first position on this week’s pop ‘Playlist’ and establishes itself as the group’s biggest hit since ‘Tie A Yellow Ribbon Round the Old Oak Tree’ two years ago. Highlighting chart action within the top 10 is the jump made by Earth, Wind & Fire’s ‘Shining Star,’ at six. This group is now top-charted on national singles and album sales lists. America’s ‘Sister Golden Hair’ makes a similarly large gain, to seven, and is the fastest climber among that group’s most recent string of hits, surpassing even last year’s ‘Tim Man.’ Grand Funk’s ‘Bad Time,’ now added at most major market top-40 outlets, looks like group’s most potent effort since ‘Locomotion,’ and despite its untypically restrained, melodic nature, is charted at 15. The latest wave of progressive country artists makes its appearance in the top 20 in the form of Michael Murphey’s ‘Wildfire,’ at 20. Linda Ronstadt’s ‘Blues’ ‘When Will I Be Loved’ continues in her recent pop success (reflected on the country list as well), and moves to 21. A Broadway musical (‘The Wiz’) and a dance craze continue to boost two New York-based hits, Consumer Rapport’s cover of ‘Wiz’s’ ‘Ease On Down the Road’ and Van McCoy’s ‘dance tune, Hustle,’ at 24 and 27 respectively. Warner Brothers is billing the Doobie Brothers’ Motown-tinged ‘Take Me In Your Arms (Rock Me)’ as the fastest-breaking single in the label’s history—it is now at 27 in its fourth week. The chart’s strongest debut in weeks is made by the Captain & Tennille with ‘Love Will Keep Us Together.’ The first single in some time to break out of Los Angeles, where it is now a number-one item on several playlists. Major Harris’ ‘Love Won’t Let Me Wait’ is now making strong gains at 31 after a relatively slow start. Two disc-powered singles, Joe Simon’s ‘Get Down Get Down’ and edited version of Frankie Valli’s ‘Swearing to God,’ make their first top-40 appearances, at 35 and 36. And Jessi Colter’s crossover ‘I’m Not Lisa’ moves to 39.

John Denver’s hoe-down hit ‘Thank God I’m A Country Boy’ remains at number one for a second week on the country ‘Playlist’ after failing to match some of his recent efforts in the pop ranks. Gary Stewart’s ‘She’s Acting Single (I’m Drinking Doubles),’ a recent top seller, continues to add stations at four. Linda Ronstadt’s ‘When Will I Be Loved’ is gaining even more quickly at country stations than at pop outlets, and is bolted at eight. After a more or less lengthy absence and a label change, Tanya Tucker seems headed for one of her larger hits with ‘Lizzie & the Rainman,’ breaking into the chart at nine. Jessi Colter’s ‘I’m Not Lisa’ continues to parallel its pop progress in country ranks, and is at 12. Three other newer releases make strong top 25 debuts: Brenda Lee’s ‘He’s My Rock,’ at 13; Connie Cato’s ‘Hurt,’ at 14, bringing this much heralded newcomer her greatest chart success; and Sonny James’ ‘Little Band of Gold,’ at 15. Reba Smith’s ‘There I Said It’ (19), Billy Walker’s ‘Word Games’ (22), and Mickey Gilley’s ‘Window Up Above’ (25) also make first chart appearances.

The following new releases, listed alphabetically by title are making a mark in Broadcasting’s contemporary ‘Playlist’ reporting below the first 40:

- ANYTIME I’LL BE THERE, Frank Sinatra (Reprise).
- ATTITUDE DANCING, Carly Simon (Elektra).
- BLACK FRIDAY, Steely Dan (ABC).
- BLOODY WELL RIGHT, Supertramp (A&M).
- CUT THE CAKE, A.W.B. (Atlantic).
- DYNAMITE, Tony Camillo’s Bazuka (A&M).
- HEY YOU, Bachman-Turner Overdrive (Mercury).
- (JUST LIKE) ROMEO & JULIET, Shana (Kama Sutra).
- I DREAMED LAST NIGHT, Justin Hayward & John Lodge (London).
- I’LL PLAY FOR YOU, Seals & Crofts (Warner Bros.).
- I’M ON FIRE, Dwight Twilby Band (Shelter).
- IT HURTS A LITTLE NOW, John Reid (Arista).
- JUDY MAE, Boomer Castlemen (Mums).
- LIZZIE & THE RAINMAN, Tanya Tucker (MCA).
- MISTY, Ray Stevens (Barnaby).
- PLEASE MR. PLEASE, Olivia Newton John (MCA).
- RHINESTONE COWBOY, Glen Campbell (Capitol).
- ROCKFORD FILES, Mike Post (MGM).
- T-R-O-U-B-L-E, Elvis Presley (RCA).
- TRAMPLED UNDERFOOT, Led Zeppelin (Swan Song).

The following new releases, listed alphabetically by title are making a mark in Broadcasting’s country ‘Playlist’ reporting below the first 25:

- BARROOMS TO BEDROOMS, David Wills (Epic).
- BARROOM PALS, GOODTIME GALS, Jim Ed Brown (RCA).
- CLASSIFIED, C. W. McCall (MGM).
- COLINDA, Frenchie Burke (20th Century).
- DEVIL IN MRS. JONES, Billy Larkin (Bryan).
- FIREBALL ROLLED A SEVEN, Dave Dudley (United Artists).
- FORGIVE & FORGET, Eddie Rabbit (Elektra).
- FREDA COMES FREDA GOES, Bobby G. Rice (GRT).
- GODS GONNA GET ‘CHA, George Jones & Tammy Wynette (Epic).

Phone 309-826-1381

The makers of premium quality tape cartridge equipment in the real-to-reel market! It had to happen! The result is what you, Mr. broadcaster, have been looking for. All the features you demand plus a few innovative innovations of our own. And all with the rugged reliability inherent in the International Tapetronics’ name. Check out these plusses in your own studies. We offer a 30 day guarantee of satisfaction plus a one year warranty. Just call collect and say you want to try the “850” series. We’ll do the rest.
These are the top songs in air-play popularity in two categories of U.S. radio, as reported to The Broadcast Industry by a nationwide sample of stations. Each song has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played and for the part of the station day in which it appears. ( ) indicates an upward movement of 10 or more chart positions over the previous Playlist week.

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<th>Over-all rank</th>
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<th>Title (length)</th>
<th>Artist (label)</th>
<th>Rank by dur (pts)</th>
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<td>1</td>
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<td>Thank God I'm a Country Boy (2:47)</td>
<td>John Denver—RCA</td>
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<td>Hey Won't You Play Another Somebody Done Somebody Wrong (3:23)</td>
<td>B. J. Thomas—ABC</td>
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<td>3</td>
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<td>I'm Not Lisa (3:19)</td>
<td>Jessi Colter—Capitol</td>
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<td>Emma (3:30)</td>
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**Contemporary**

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<td>He Don't Love You (Like I Love You) (3:26)</td>
<td>Tony Orlando &amp; Dawn—Elektra</td>
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<td>1</td>
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<td>I Don't Like to Sleep Alone (3:14)</td>
<td>Paul Anka—United Artists</td>
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<td>It's a Miracle (3:16)</td>
<td>Barry Manilow—Arista</td>
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<td>Walking in Rhythm (2:54)</td>
<td>Barry White—Fantasy</td>
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<td>Only Yesterday (3:45)</td>
<td>Carpenters—A&amp;M</td>
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<td>Killer Queen (3:00)</td>
<td>Queen—Elektra</td>
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<td>Standing in the Shadows (2:52)</td>
<td>The Hollies—RCA</td>
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<td>Old Days (3:30)</td>
<td>Chicago—Columbia</td>
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<td>The Boys of Summer (2:47)</td>
<td>John Denver—RCA</td>
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<td>12</td>
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<td>Bad Luck (3:10)</td>
<td>Harold Melvin &amp; the Blue Notes—Philadelphia Int</td>
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<td>Wildfire (4:47)</td>
<td>Crosby, Stills, Nash &amp; Young</td>
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<td>When Will I Be Loved (2:52)</td>
<td>Linda Ronstadt—Capitol</td>
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<td>The No-No Song (2:30)</td>
<td>Ringo Starr—Apple</td>
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<td>You've Seen Her (3:52)</td>
<td>Herb Alpert—A &amp; M</td>
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<td>Ease on Down the Road (3:02)</td>
<td>Consumer Reports—Ring &amp; a Prayer</td>
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<td>Hush (3:27)</td>
<td>Van McCoy—Avco</td>
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<td>Dobie Gray—Warner Bros.</td>
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<td>Love Will Keep Us Together (3:15)</td>
<td>Captain &amp; Tennille—A&amp;M</td>
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<td>Where the Snow Lives (3:31)</td>
<td>Allee Willis—Atlantic</td>
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<td>Roger Williams—RCA</td>
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<td>Love Won't Let Me Wait (3:18)</td>
<td>Major Harris—Atlantic</td>
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<td>Lovin' You (3:20)</td>
<td>Minnie Riperton—Epic</td>
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<td>Get Down Get Down (Get Down on the Floor) (3:47)</td>
<td>Joe Simon—Spring</td>
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<td>28</td>
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<td>Swearing to God (3:58)</td>
<td>Frankie Valli—Private Stock</td>
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<td>29</td>
<td></td>
<td>Rainy Day People (4:23)</td>
<td>Gordon Lightfoot—Reprise</td>
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**Country**

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<td>Labelle—Epic</td>
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<tr>
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<td>I'm Not Lisa (3:19)</td>
<td>Jessi Colter—Capitol</td>
<td>31 32 33 34 35</td>
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<tr>
<td>32</td>
<td></td>
<td>Emma (3:30)</td>
<td>Hot Chocolate—Big Tree</td>
<td>32 33 34 35 36</td>
</tr>
</tbody>
</table>

Alphabetical list (with this week's over-all rank): Bad Luck (19), Bad Time (15), Before the Next Teardrop Falls (16), Chevy Van (25), Ease on Down the Road (24), Emma (40), Get Down Get Down (Get Down on the Floor) (35), Have You Never Been Mellow (22), He Don't Love You (Like I Love You) (11), Hey Won't You Play Another Somebody Done Somebody Wrong Song (3), Hijack (23). How Long (4), Hustle (26), I Don't Like to Sleep Alone (11), I'm Not Lisa (39), It's a Miracle (12), Jackie Blue (3), Killer Queen (6), Lady Marmalade (38), Last Farewell (30), Long Tall Glasses (14), Love Will Keep Us Together (26), Love Won't Let Me Wait (31), Lovin' You (34), Magic (32), Old Days (17), Only Women (29), Only Yesterday (8), Philadelphia Freedom (2), Pinball Wizard (10), Rainy Day People (37), Shining Star (6), Sister Golden Hair (7), Swearing to God (36), Take Me in Your Arms (Rock Me) (27), Thank God I'm a Country Boy (18), The No-No Song (22), Walking in Rhythm (13), When Will I Be Loved (21), Wildfire (20).

Broadcasting May 26 1975

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**Finance**

**ABC chiefs are confident it will ride high in the recession**

Goldenson and Rule are optimistic about company's fiscal outlook at stockholders meeting, hopeful of ratings gains in new TV season

Broadcasting's strength in bad times was underscored by ABC Inc. Chairman H. Goldenson and President Elton H. Rule at the annual meeting of the company's stockholders last Tuesday (May 20) in New York.

Looking ahead, they saw 1975, in Mr. Goldenson's words, "primarily as a year of building for the many strong years to follow" because of the audience and the profit picture that ABC is engaged in.

"The broadcasting industry will grow in 1975, but its growth will be considerably greater in 1976," Mr. Goldenson said. He noted that in addition to an expected economic recovery, the 1976 election, Olympic coverage and Biennial events will reduce ABC's inventory of advertising time and "should lend further firmness to an already healthy marketplace."

Mr. Goldenson also forecast faster growth for broadcasting than for the general economy. He made a prediction that "measured in current dollars, we expect total advertiser spending for prime-time television to increase almost 50% by 1980," with even larger gains in other day-parts (BROADCASTING, May 5).

"If the growth potential for broadcasting is strong," Mr. Goldenson continued, "the opportunity for ABC is exceptional. As the newest of the television networks, we have the potential to expand our coverage, both throughout the nation and throughout the day. Because our costs are relatively fixed, even times we won't stay with it." In his formal report he said "we are reviewing all our operating units to ensure their short-term and long-term ability to meet our standards, and we have made it clear to our operating managers that those standards must be met if their units are to be part of the ABC family."

Mr. Goldenson said upgrading broadcast facilities and equipment "will account for more than half our capital spending in 1975." Thus far, he said, ABC has used $30 million of the $75 million available under a revolving credit agreement entered in January. For the long haul, he added, "our objective is to generate our future growth from internally generated sources."

Developments in the question-and-answer session included:

- Mr. Goldenson said ABC does not regard NBC Radio's new all-news service as competition for ABC Radio. "We think back too far even when business is slow. They need to maintain their visibility and their market positions, through the exposure television uniquely provides."

Mr. Rule said ABC-TV was already snapping back from the ratings slump last fall that contributed to a 29% drop in first-quarter profits and voiced confidence in further ratings gains next fall. Aside from the values of ABC-TV's own new schedule, he said, "our competitors have made so many changes of their own, there will be very few established audience time-period franchises."

The new "family viewing" concept will also play a part, he said: "The industry's commitment to show programs suitable for the whole family [at 8-9 p.m. NYT] means that the programs we're buying at 9 o'clock Eastern time will be a critical bridge between the early and later parts of the evening; our roster of established shows at that hour should be very attractive. We will bring a strong line-up into a wide-open ball game. We think we can make substantial gains in this kind of environment."

Mr. Rule said ABC-TV's daytime audience leadership has slipped, making daytime "a three-way horse race" again, but that "we have been working on some changes we believe can push us back in front," to be announced "very soon."

Mr. Rule said ABC's five owned-and-operated TV stations are "still, as a group, the strongest and most successful in the industry," said that "at ABC Radio All the signs point upward." Of radio he added: "The economy has prompted quite a few major advertisers to turn to radio. It is a unique and effective sales medium; many of them, we think, will stay in radio even when times get better."

Chairman Goldenson emphasized in his report that "we have definite standards as to the kind of operating performance and return on investment we demand of each ABC operating unit, and under questioning later he disclosed what those standards are: No less than a 20% return on investment. If an operating unit doesn't return at least 20% on investment after being given a fair chance to reach that rate, "we will close it." In his annual report he said "we are reviewing all our operating units to ensure their short-term and long-term ability to meet our standards, and we have made it clear to our operating managers that those standards must be met if their units are to be part of the ABC family."

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Developments in the question-and-answer session included:

- Mr. Goldenson said ABC does not regard NBC Radio's new all-news service as competition for ABC Radio. "We think
it will help the industry," he asserted.

He indicated that less than 1% of ABC's accounts receivable are more than 90 days old. When they reach that age, he said, ABC goes after them "hammer and tongs."

He said ABC's advertising budget this year would be "about the same as last year, but wouldn't say how much that was. ABC's promotion of the Olympics, he said in reply to another question, will be done "principally on the air."

He said "We have not paid for any [news] interviews," and "to my knowledge" ABC has not been the subject of any complaints brought under the fairness doctrine.

He promised a thorough investigation of charges by a young black woman, an ABC employee, who told the meeting that the company's policies toward minorities were generally good but were being thwarted by "middle management," whom she said sometimes resorted to "brazen treatment" in efforts to rid itself of these employees, especially at the clerical and secretarial levels. She said she had filed two complaints with the New York State Human Rights Commission and also had taken her case to members of top management. She felt they treated her fairly but said some minority group members were "too afraid of losing [their] jobs in these hard times" to speak out when mistreated.

Fair Financial Briefs

Preferential treatment. Capital Cities Communications Inc., New York, will call all 203,372 outstanding shares of its convertible preferred stock for redemption on June 20 at about $60 per share. Holders of preferred stock may, through June 16, convert those shares into Capital cities common stock at rate of two common shares (which were trading at about $41.75 per share on New York Stock Exchange last week) for one preferred. Capacities said if all preferred shares were surrendered for redemption it would have to pay maximum of $12,221,986 and that if all were converted, it would issue additional 406,684 shares of common. Surrendered shares will be retired, not retained by company as treasury stock.

Taft dividend increase. Taft Broadcasting has raised quarterly dividend from 15 cents to 20 cents.

Good '75 start. Maclean-Hunter Cable TV Ltd., Toronto, which announced its first U.S. cable acquisition (BROADCASTING, May 5), reports gains for first three months of 1975. Revenues were $3,847,000, an 18.2% increase from $3,254,000 year earlier. Net income was $475,000, up 28.4% from $370,000 year earlier, or 25 cents per common share, up from 20 cents in 1974.

Big contributor. Rust Craft annual report shows that broadcasting (six TV and 11 radio stations) contributed 21% of revenues and 81% of pre-tax profits in 1974-75 fiscal year. Total sales: $81,590,000; net income: $2,329,000.

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**Broadcasting’s index of 133 stocks allied with electronic media**

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<th>Stock symbol</th>
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<th>Closing Wed May 14</th>
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<th>% change in week</th>
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<th>Low</th>
<th>P/E ratio</th>
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**Broadcasting with other major interests**

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**Wall Street reacts.** ABC's stock climbed sharply with the news last Monday (May 19) that Fred Silverman had been hired away from CBS-TV to head ABC Entertainment (page 22). From a Friday (May 16) closing at 21 3/8 on the New York Stock Exchange it climbed to a high of 24 1/4 before closing Monday at 23 1/8, a gain of 1 3/4 for the day. Tuesday it advanced seven-eighths, closing at 24, and on Wednesday it closed at 23 3/4. CBS shares meanwhile held steady at 48 on Monday, dropped half a point to a 47 1/4 closing on Tuesday and 46 7/8 on Wednesday.
Robert A. Innes, station manager, KGWN-TV Denver, elected VP-general manager, WGN of Colorado Inc., licensee. John J. Brennan, director of operations, KGWN-TV, elected VP and director. John P. Fendley, national sales manager, wgn-TV Chicago, and Joseph G. Antelo, eastern division sales manager—television, New York, elected VP's of WGN Continental Sales Co. Mr. Innes is also elected to board, WGN Continental Sales. Both WGN of Colorado Inc. and WGN Continental Sales are subsidiaries of WGN Continental Broadcasting Co., Chicago.

John W. Kliermaier, CBS Inc. VP-corporate responsibility, named VP-human resources, retaining supervision of former area and adding over-all responsibility for CBS's manpower management. In other promotions to CBS top management: John J. Manion Jr., VP and treasurer, named VP and controller; Haskell P. MacCowatt, VP, investor relations, named VP and treasurer, and J. Garrett Bowers, director of investor relations, named VP, investor relations department.

Ken Elkins, general sales manager, KETV(TV) Omaha, elected VP-general manager and director of licensee Channel Seven Corp.

Ernest D. Madden, general sales manager, WFTV(TV) Evansville, Ind., named general manager.


Al Crouch, news director and anchorman, WBBT(TV) Baton Rouge, La., named station manager.

John P. Hayes, local sales manager, WGRQ(FM) Buffalo, N.Y., named station manager.

Gary L. Portmess, general manager, WHAG(AM)-WQCM(FM) Hagerstown, Md., named sales manager, WJTL-AM-FM Hagerstown.


Godfrey W. Herweg, VP and director of radio, Avery-Knodel, New York, named midwestern division of GCI Sales Inc. in Chicago.

William T. Byram, assistant VP-local and regional sales manager, WFLA-AM-FM Nashville, named VP-sales.

Dave L. Cline, with KRXU(AM) Glendale, Ariz., named commercial manager.


James T. Rice Jr., media buyer, Lewis & Gilman, Philadelphia, named media supervisor, Richardson, Myers & Donofrio, Baltimore ad agency.

Frank Williams, with WTVI(TV) Columbus, Ga., named local commercial production coordinator, liaison between station and client.

A.J. Fletcher, chief executive officer of Capitol Broadcasting Co., Raleigh, N.C., received Silver Medal Award from Triangle Advertising Federation of Raleigh, Durham, Chapel Hill, N.C., "for his contributions to advertising and community service."

**Programming**

W. S. Morgan, with PAMS Productions, radio program producers, Dallas, named sales manager.

Raul Gaivan, news director, WBBF-TV Rock Island, Ill., named producer-director, noncommercial WMVS(TV) Milwaukee.

Jay Douglas, program director, KKXI-FM Waterloo, Iowa, named operations manager/music director, WILLAM Tupelo, Miss. Warren Garling, news director, WONA(FM) Albany, N.Y., named production director, WLLI.

Milt Kahn, sportscaster, KPIX(TV) San Francisco, named to same post, WLTV New Orleans.

David W. Rintels, stage, screen and TV writer, was elected president of the Writers Guild of America, West, succeeding John J. Furia Jr. Mr. Rintels takes office June 1. He wrote "Clarence Darrow" stage play starring Henry Fonda that was adapted as a TV special, and the upcoming "Fear on Trial!" with George Scott, two-hour movie for CBS next season.

Others elected at WGAW membership meeting May 15: Alan Manings, VP; William Ludwik, secretary-treasurer (re-elected). New members of board: Edward Anhalt, Margaret Arment, Norman Corwin, Larry Geibart, Howard Rodman, Melville Shavelson, Stirling Silliphant, Richard Alan Simmons and Phyllis White. Messrs. Corwin, and Shavelson and Ms. White were re-elected. Board members remaining: Douglas Arnold, Oliver Crawford, Sam Denoff, David Harmon, Joseph Landon, and Leonard Spiegelgass.

Judy Fremont, sports commentator, WVXU-AM-FM New Rochelle, N.Y., named VP-creative director.

**Broadcast Journalism**

Jerry L. Blocker, anchorman, WTVI-TV Detroit, named news director, WQBF-TV Detroit, which is to go on air in July.

Ted Feurer, director of editorials and community action programs, WCBS(AM) New York, named assistant director of news operations and programs for WCBS.


Ken Trumble, news director, WQXK(FM) Elizabethtown, Ky., named to same position, WHTG(AM) Minneapolis.

Terry Best, on staff, WILLIAM Tupelo, Miss., named news director.


Ron Sall, with news staff, KIRO-TV Seattle, named news coverage coordinator. Kim Mariner, (KIRO-TV co-anchorman, named to additional post as news producer. Jan Shorton, KIRO-TV, was named associate producer.

Jan Legnolto, intern on CBS News broadcast research desk, was appointed assistant producer of CBS News' Spectrum series, replacing Bruce Levine, who has resigned to go into nonbroadcast field.

**Cable**

Newly elected officers of Michigan Cable Television Association: Kenneth E. Lahey, Muskegon Cable TV, Muskegon, president; Jim Anderson, GE Cablevision Corp., Wyoming, vice president; Ted Progitzer, National Cable Co., East Lansing, secretary treasurer.

**Equipment & Engineering**

James E. Boyd, chief engineer, WWSF(AM) Cleveland, elected VP-engineering of parent Scripps-Howard Broadcasting Co. Mr. Boyd succeeds Joseph B. Epperson who retires after 40 years with company.

**General Manager Arthur Tauder, senior VP of Marschalk Co., New York, named executive VP and general manager of agency's New York office, assuming position vacant for six months since Robert James became president and chief executive officer of Marschalk.**

James Day Associates as service to corporations seeking to underwrite programs for commercial or public TV, 1 Lincoln Plaza, New York 10003. (212) 936-2585.


Emily Galloway, congressional liaison in office of FCC Chairman Richard E. Wiley, named administrative assistant/congressional affairs, Copper and Brass Fabricators Council Inc., Washington.

Gilbert O. Herman, production control manager, CBS Television Network, New York, and mobilization assistant to director, secretary of AF Force Office of Information, promoted to major general in AF reserve.

Deaths
Francis Whiting Hatch, 78, retired VP and director of BBDO, died May 14 at Massachusetts General hospital in Boston. Mr. Hatch spent his entire working career in Boston office of BBDO, joining it in 1921. He was elected VP in 1933 and retired in 1959 as manager of Boston office.

James Hayes, 60, television director and producer, died of cancer in Norwalk (Conn.) hospital on May 17. In early 1940's he directed radio series for NBC including City Hospital and Big Story. After World War II, he was television and radio producers for Grey Advertising and Benton & Bowles and president of P.D.I. Films, all New York. Survivors include his wife, Nelle, and four children.

Al Heffer, 63, baseball announcer for Brooklyn Dodgers, New York Giants and Oakland Athletics and onetime sports voice of Mutual Broadcasting System, died May 17 of cancer in Sacramento, Calif. In 1970, he joined KSKA(SAC) Sacramento as VP and chief of news department. His wife, Margaret, survives.

Leroy Anderson, 66, composer of popular songs "Sleigh Ride," "Blue Tango," and "Synchronized Clock"—which became the theme song for CBS TV's "The Late Show"—died May 18 in Woodbury, Conn. Survivors include his wife, Eleanor, one daughter and three sons.

For the Record.

As compiled by BROADCASTING, May 12 through May 16 and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate, ann.—announced, ant.—antenna. aur.—aerial aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. HAAT—height of antenna above average terrain. kW—kilowatts. kw aur.—kw auxiliary. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N.—night. PSA—preservice authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. —noncommercial.

New stations

TV actions

- Alabama—FCC has extended from April 1 to August 1 deadline for filing applications for new non-commercial educational stations mutually exclusive with applications of Alabama Educational Television Commission for nine facilities previously licensed to it. Action was in response to request by Alabama Citizens for Responsive Public Television, nonprofit association organized to establish and operate non-commercial television stations in state, for additional time to file for some or all of nine channels involved. Action May 14.


- Fort Worth, Texas—Broadcast Bureau granted ch 10 (504.975-505.6 mhz), ERP 10 kw vis., 1 kw aur., HAAT 361 feet, height above ground 459 feet. P.O. address: 1145 W. Washington Blvd., Chicago, Illinois 60607. Estimated construction cost $29,000, initial first-year operating cost $10,000. Action May 12.


- Glendive, Mont.—Broadcast Bureau granted ch 10 (504.975-505.6 mhz), ERP 10 kw vis., 1 kw aur., HAAT 361 feet, height above ground 459 feet. P.O. address: 1145 W. Washington Blvd., Chicago, Illinois 60607. Estimated construction cost $29,000, initial first-year operating cost $10,000. Action May 12.


seeks 97.9 mhz, 252 w, HAAT 907 ft. P.O. address: Box 507, Monte Rio, Calif. 95462. Estimated construction cost $6,340; first-year operating cost $7,000; revenue $32,000. Format: talk, variety. Principals: Michael E. Erickson (40%) and Robert L. Isom (50%) who operate Audio Video Reports, commercial spot producers. Ann. May 14.


**Kinston**—FM-1 of Lenoir sees 97.7 mhz, 3 kw., HAAT 300 ft. P.O. address: Box 862, Fayetteville, N.C. 28302. Estimated construction cost $58,600; first-year operating cost $48,000; revenue $70,000. Format: gospel. Principals: Norman J. Sutliff (32%), et al. Some stockholders of Smiles of Lenoir also have interest in WFSB(AM) Spring Lake. WISP(AM) is owned by WNL(AM) Graham and WRNC(AM) Raleigh, all North Carolina. Ann. May 14.


**FM actions**

**Broadcast**—Broadcast group following CP modifications to extend completion time to date shown. WSME(AM) Springfield, Mass.—to Dec. 31, 1975 (BMPH-14467); WCVT Tewson, Md.—to Nov. 1, 1975 (BMPD-1245); KA9Z Oklahoma City—to Nov. 1, 1975 (BMPH-14468).

**Modesto**, Calif.—Klibboro Broadcasting Corp.—Broadcast group granted 102.3 mhz, 3 kw, HAAT 300 ft. P.O. Address 2437 East Orangeburg Avenue, Modesto 95350. Estimated construction cost $24,000; first-year operating cost $30,000; revenue $60,000. Klibboro Broadcasting Corp. owns KFIV(AM) Modesto. Principals: F. Robert Fenlon, president, et al. Mr. Fenlon is general manager of KFIV. Action May 6.

**FM starts**

**WBQM** Decatur, Ala.—Authorized program operation on 91.7 mhz, ERP 3 kw, HAAT 300 ft. Action May 6.

**KFRA-AM** Franklin, La.—Authorized program operation at 95.3 mhz, ERP 3 kw, HAAT 155 ft. Action April 30.

**WHSS** Hamilton, Ohio—Authorized program operation at 89.5 mhz, TPO 10 w. Action May 6.

**KSAU** Nacogdoches, Tex.—Authorized program operation at 90.1 mhz, ERP 1 kw, HAAT 115 ft. Action May 2.

**WMFT** Stowe, Vt.—Authorized program operation at 91.5 mhz, TPO 10w. Action April 29.

**Ownership changes**

**WMOB(AM)** Mobile, Ala. (840 khz, 1kw-D)—Seeks assignments of licenses from Bell Telephone Co. and Gulf Bay Broadcasting Inc. for $288,000. Seller: John C. Vath, Sr., president. Buyers: Walter Starr (27%), Roger Cavender (22%), James L. Waddell (21%), J. Murrell III (19%), Mr. Starr, Mr. Cavender and Mr. Broussard are sold in department at WNOE-AM-FM New Orleans. Mr. Murrell is attorney. Ann. May 13.

**KLAZ(AM)** Little Rock, Ark. (98.5 mhz, 100 kw-D)—Seeks assignment of license from Southern Communications Co. in Great Down East Wireless Talking Machine Co. for $305,000. Seller: F. Parker Hoy, president, who sells WYF(E)-FM Biddleford and is applicant for FM in Auburn, both Maine. Buyers: Ronald R. Fillp (43%), Arnold S. Lerner, Jr. (43%) and Myer Feldman (13%). Mr. Feldman and Mr. Lerner own WYKL(AM) Newport, R.I. and WLLH(AM)-WSBH(AM) Lowell, Mass. Mr. Feldman also has interest in several Florida stations. Mr. Fillp is announcer for WOHL(AM)-WSH(AM) Daytona Beach. Ann. May 15.

**WRAL-AM** Raleigh, N.C. (ch.5)—Seeks relinquishment of positive control of Capitol Broadcasting Co. by A. J. Fletcher (87% before; 24% after) to son, Frank; and to children of his son, 6.6% each and grandchildren, James Goodmon (35.8% after) and Ray H. Goodmon III (22.7% after). No consideration. Frank Fletcher is legal counsel to himself and James Goodmon; Mr. Fletcher is vice president in charge of operations. Ann. April 13.

**WLYC(AM)-WILQ(FM)** Williamsport, Pa. (AM: 1050khz, 1kw-D, FM: 105.1 mhz, 3kw)—Seeks assignment of license from Alpha Broadcasting Co. to Pennsylvania Radio for $617,500. Seller: George Va- jda, president, has no other broadcast interests. Buyers: Erwin E. Confer (50%) and Paul H. Rothen (50%) are employees of WYRE(AM) Annapolis, Md. Mr. Confer is stockholder, vice-president and general manager. Mr. Rothen is national sales manager. Ann. May 13.


**WTID(AM)** Newport News and WQQK(FM) Norfolk, Va. (AM: 1270 khz, 1kw-D: 104.5 mhz, 50 kw)—Seeks assignment of license from Musigroo Broadcasting Corp. to NBC Communications Corp. for $700,000. Sellers: Norman Berger is general practitioner and Hymen Tash is CPA and tax attorney. There is no other broadcast interests. Buyers: Aubrey Eugene Loving Jr. (50%) has interest in theater and concert production company and advertising and promotion firm. Martha J. Davis (50%) owns investment company and has interest in land development. Ann. May 13.


**WCBR-AM-FM** Richmond, Ky. (AM: 1110 kHz, 250-w, FM: 101.7 mhz, 3kw)—Broadcast Bureau granted assignment of license from J.T. Parker Broadcasting to WCBR. Radio for $100,000. Seller: J.T. Parker owns WCOG(AM) Kingsport, Tenn. and has majority interest in WLVR(AM) Lebanon, Va. Buyers: George W. Robbins is Madison county attorney; Al Weaver is local insurance agent and Philip Herd is present station manager (BAL-8355, BALH-2104). Action May 13.

**WNBE(AM)** Worcester, Mass. (1230 kHz, 1kw-D, 250-w-N)—Broadcast Bureau granted transfer of control of WNBE Inc. from Joan Railroad, executor of estate of George Steffy (75% before; none after) to Harold D. Gildeed (25% before; 100% after). Consideration: $71,700 (BTC-7667). Action May 8.


The best rock sound in Philadelphia is put out by an AEL FM-12 KD Stereo Transmitter. Just ask WIOO.
Facilities changes

TV actions
- KAAL Austin, Minn. — Broadcast Bureau granted authority to operate trans. by remote control from 1701 N.E. Tenth Place, Austin (BRCTV-250). Action May 8.

AM applications
- KPRT Kansas City, Mo. — Seeks CP to change trans. location to Linwood Blvd. between Norton and Myrtle, Kansas City, Mo. Action May 14.

AM actions
- KTW Radio Grand Forks, N.D. — Broadcast Bureau granted mod. of CP for instructional station to change type trans., power and ant. system; and extend completion date to Nov. 9 (BMP11-114-5). Action May 9.
- WCOR Urbana, Ill. — Broadcast Bureau granted CP to change type trans., location to 2410 Skyline Drive, Champaign, Ill., make changes in ant. system; conditions (BP-19919). Action May 13.
- WUNA Aguadilla, P.R. — Broadcast Bureau dismissed application for CP to increase daytime power without prejudice to future application for power increase where prohibited overlap would not be involved (BP-18878). Action May 16.

FM actions
- *WRSF Miamisburg, Ohio — Seeks CP to change frequency to 89.1 mhz. Action May 14.
- WSTN Florence, S.C. — Data filed in accordance with commission’s first order and to change frequency to 106.3 mhz; change ant.; change ERP: 1.5 kw and HAAT: 289 ft. (Doc. 19,771). Action May 14.

FM actions
- *KUAU(FM) Tucson, Ariz. — Broadcast Bureau granted mod. of CP to change trans. location to High Hope Rd., 6 miles ne of Sulphur, La.; specify studio location as 320 Parish Rd., Sulphur; operate by remote control from proposed studio site; change trans. and ant.; make change in ant. system; ERP: 19 kw (H&V); ant. height: 350 ft. (H&V); remote control permitted (BMPED-1250). Action May 9.
- *KBPJ Buena Park, Calif. — Broadcast Bureau granted CP to install new trans. and ant.; change in ant. system; ERP: 19 kw (H&V); ant. height: 39 ft. (H&V); remote control permitted (BPF-1947). Action May 11.
- *KJKS-FM Lake Charles, La. — Broadcast Bureau granted mod. of CP to change trans. location to High Hope Rd., 6 miles ne of Sulphur, La.; specify studio location as 320 Parish Rd., Sulphur; operate by remote control from proposed studio site; change trans. and ant.; make change in ant. system; ERP: 19 kw (H&V); ant. height: 350 ft. (H&V); remote control permitted (BMPED-1250). Action May 9.

In contest

Designated for hearing

Joint agreement
- Tallahassee, Fla. — FM proceeding: Capital City FM, Phillips Radio and Amcor Corp., competing for 103.1 mhz (Docs. 20373-9) — ALJ Thomas B. Fitzpatrick granted joint request for approval of agreement filed by Amcor and Capital City, authorized payment by Amcor to Capital City in an amount not to exceed $28,000 conditioned on payment of $100 per year. Action May 8.

Review board decision
- Chattanooga, AM proceeding: Rock City Broadcasting Co., competing for 107.1 mhz (Doc. 20353) — Review board denied request of Rock City Broadcasting for extension of time in which to construct WGCA and cancelled permittee’s CP and call letters. Board did not believe public interest would be served by grant of extension application. Action May 6.

Fines
- KIMN(AM) Denver — Broadcast Bureau notified Jefferson-Pilot Broadcasting Co. that it incurred parent liability for forfeiture of $500 for willful or repeated violation of rules by those first class radiotelephone license had expired to make entry in maintenance logs. Action May 15.
- WAYE(AM) Baltimore — Broadcast Bureau notified John H. Naumowicz, competing for 107.9 mhz, that it incurred parent liability for forfeiture of $500 for willful or repeated violation of rules by failing to have operators hold required broadcast license endorsement or to make entries in transmitting apparatus and/or by failing to have properly licensed operator make entries in operating log. Action May 13.
- Welor(AM) Thomasville, Ga. — Broadcast Bureau notified Mills-Bellamy Enterprises that it incurred parent liability for forfeiture of $1,000 for willful or repeated violation of rules by failing to have record of equipment performance measurements made within past 14 months; by determining operating power using uncalibrated remote ant. By failing to operate with power outside normal operating range; by allowing holder of radiotelephone third class operator permit without required broadcast license endorsement to be in charge of transmitting apparatus and/or by failing to have properly licensed operator make entries in operating log. Action May 13.
- WDX(AM) Orangeburg, S.C. — FCC denied request of WDX Inc., licensee of WDX, for remission or mitigation of $2,000 forfeiture. WDX had been assessed fine for its repeated failure to comply with logging requirements of rules. Action May 13.

Other actions
- FCC instituted inquiry to reevaluate need for UHF TV "intoters" and to determine whether receiver performance can be improved to make them unnecessary. Taboos are restrictions on assignment of UHF channels to certain frequencies within certain required geographical separations. FCC said in view of steadily increasing demand for spectrum
usage, it was concerned that all services apply best feasible techniques for efficient spectrum utilization. Comments due Aug. 22, reply comments Sept. 17.

- **WWEB-FM Wallingford, Conn.**-License fee-also added and call letters deleted. Ann. May 14.

- **KTIV-TV St. Louis**-FCC renewed license for period ending February 1, 1974, rejecting petition to deny application. Commission emphasized that action resolved 1971 renewal only and said 1974 renewal application of licensee, Newhouse Broadcasting Co. and petitions to that application were still pending. Nine St. Louis area community groups filed petition challenging Newhouse’s ascertainment efforts, station’s past and proposed programming and its employment practices. FCC said groups had raised no questions of fact to establish that granting application would be inconsistent with public interests. Action May 13.

- **WNCN-FM** New York-FCC denied application by WNCN Listener’s Guild for review of Broadcast Bureau ruling denying guild’s fairness doctrine complaint against WNCN-FM New York. Guild is group of citizens who oppose format change from classical to progressive rock music. FCC said guild failed to submit information to show how WNCN presented viewpoint on issue of format change or that WNCN was unreasonable in determining announcements simply took note of format change. Action May 8.

### FCC tabulations as of March 31, 1975

<table>
<thead>
<tr>
<th>CP's on air</th>
<th>CP's on air</th>
<th>Total CP's</th>
<th>Total CP's</th>
<th>Total accounts*</th>
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<td>Licensed</td>
<td>On air</td>
<td>Total</td>
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<td>197</td>
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<tr>
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<tr>
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<tr>
<td>Total TV</td>
<td>919</td>
<td>10</td>
<td>22</td>
<td>951</td>
</tr>
</tbody>
</table>

* Special temporary authorization ** Includes off-air licenses

### Translators

### Applications

- **K70BD Fillmore, K74AO Meadow and K80AN Kanosh, Utah**-Seeks CP’s to change frequencies from ch. 70 to ch. 61, ch. 74 to ch. 58 and ch. 80 to ch. 52, respectively (BPTT-2840-2). Ann. May 14.
- **Jeffery City Community TV Association, Saratoga and rural county, Jeffery City and rural area, and Rawlins and rural Carbon county, Wyo.**-Seeks ch. 7, ch. 3 and ch. 58, respectively, rebroadcasting KOA-TV Denver (BPTT-3001-2, BPTT-2845). Ann. May 15.
- **County of Koochiching, Minn.**-Seeks to change frequency of following translators: K70BV Virginia, from ch. 70 to ch. 68; K70BV Kabotegama, from ch. 70 to ch. 69; K70CA Kabotegama, from ch. 73 to ch. 65; K74CA Virginia, from ch. 73 to ch. 66; K74CA Kabetogama, from ch. 75 to ch. 67, K71CE International Falls, from ch. 77 to ch. 55; K74AH International Falls, from ch. 79 to ch. 59; K79AL Orr, from ch. 79 to ch. 61; K82A1 Orr, from ch. 82 to ch. 62; K82A1 International Falls, from ch. 82 to ch. 57 (BPTT-2801-16). Ann. May 16.
- **KBOK Terry, Mont.**-Broadcast Bureau granted CP for new translator on ch. 8, rebroadcasting KTVO Billings, Mont. (BPTT-5077). Action April 18.
- **K98JL Gallup, N.M.**-Broadcast Bureau granted CP for new translator on ch. 8, rebroadcasting KTVQ Albuquerque, N.M. (BPTT-5013). Action April 22.
- **W69AG Berkshire and Newark Valley, N.Y.**-Broadcast Bureau granted CP for new translator on ch. 69, rebroadcasting WSKG Binghamton, N.Y. (BPTT-2755). Action April 22.
- **W57AF Binghamton and Johnson City, N.Y.**-Broadcast Bureau granted CP for new translator on ch. 57, rebroadcasting WSKG Binghamton: condition (BPTT-2699). Action April 22.
- **W56AK Chambers, N.Y.**-Broadcast Bureau granted CP for new translator on ch. 56, rebroadcasting WSKG Binghamton, N.Y. (BPTT-2766). Action April 22.
- **W66AE Hawleyton, N.Y.**-Broadcast Bureau granted CP for new translator on ch. 66, rebroadcasting WSKG Binghamton (BPTT-2766). Action April 22.

### Cable

### Applications

- **American Video Corp., 6115 N. University Drive, Fort Lauderdale, Fla. 33313, for Broward County, Fla. (CAC-2543): WTVI, WTVK, WCTV, WPLG-TV, WLTV, WPIT, WSHS-TV, WLRTN-TV, WFCB-TV Miami; WKEV Ft. Lauderdale, WPTV, WPEC West Palm Beach, WTVG St. Petersburg, all Florida; WTCG Atlanta.
- **Oldsmar Cable T.V., Box 863, Oldsmar, Fla. 33557, for Oldsmar, Fla. (CAC-30052): WEDU WFLA-TV, WTV, WUFE-TV, WVLV-TV, WLTV-TV, WTV-TP, WPIT, WSHS-TV, WLRTN-TV, WFCB-TV Miami; WKEV Ft. Lauderdale, WPTV, WPEC West Palm Beach, WTVG St. Petersburg, all Florida; WTCG Atlanta.
- **Hamilton County CATV, 1253 Diamond Ave., Evansville, Ind. 47727, for Carmel, Ind. (CAC-30049 and Hamilton county, Ind. (CAC-30033), both Indiana; Delete WXIC-TV Newport, Ky, contingent upon authority to add WSN-S TV-Chicago.
- **Cenral All-Channel Cablevision, 1253 Diamond Ave., Evansville, Ind. 47727, for Elwood (CAC-30036), and Alexandria (CAC-30037), both Indiana: Add WSN-S TV-Chicago.
- **Johnson All Channels, 1253 Diamond Ave., Evansville, Ind. 47727, for Lawrence (CAC-30017): Delete WXIC-TV Newport, Ky, contingent upon authority to add WSN-S TV-Chicago.
- **Metropolitan Cablevision Corp., 1253 Diamond Ave., Evansville, Ind. 47727, for Franklin, Ind. (CAC-30031): Delete WXIC-TV Newport, Ky, contingent upon authority to add WSN-S TV-Chicago.
- **Morgan County Tele-Cable, 1253 Diamond Ave., Evansville, Ind. 47727, for Lawrence (CAC-30018): Delete WXIC-TV Newport, Ky, contingent upon authority to add WSN-S TV-Chicago.
- **Maine Cable Television, 61 Coffee St., Bangor, Me. 04401, for Hampden, Me. (CAC-30032): Delete WXIC-TV Newport, Ky, contingent upon authority to add WSN-S TV-Chicago.
- **Sacramento Valleysong, 1253 Diamond Ave., Evansville, Ind. 47727, for Lawrence (CAC-30031): Delete WXIC-TV Newport, Ky, contingent upon authority to add WSN-S TV-Chicago.
The newswriting of broadcasting and allied arts

**Home**

- **SUBSCRIBER SERVICE**
  - 3 years $60
  - 2 years $45
  - 1 year $25

**Consortium Add & 4 Per Year** $40 Per Year

- 1975 Cable Sourcebook $10.00 (if payment with subscription)
- 1975 Yearbook $20.00 (if payment with order: $17.50)

**ZIP**

- City
- State
- Zip

**BROADCASTING** 1735 DeSales Street, N.W., Washington, D.C. 20036

**ADDRESS CHANGE:** Print new address above and attach label from a recent issue, or print old address including zip code. Please allow two weeks for processing.

Broadcasting May 26 1975
## Professional Cards

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone Numbers</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATLANTIC RESEARCH CORP.</td>
<td>Jansky &amp; Bailey Telecommunications Consulting</td>
<td>(703) 354-3400</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>SILLIMAN, MOFFET &amp; KOWALSKI</td>
<td>711 14th St., N.W.</td>
<td>(617) 354-3707</td>
<td>Washington, D.C. 20005</td>
</tr>
<tr>
<td>JULES COHEN &amp; ASSOCIATES</td>
<td>1730 M St., N.W.</td>
<td>(212) 344-3967</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>A. D. Ring &amp; Associates</td>
<td>1771 N St., N.W.</td>
<td>(202) 785-6121</td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td>STEEL, ANDRUS &amp; ADAIR</td>
<td>2029 K Street, N.W.</td>
<td>(202) 787-6725</td>
<td>Consulting Engineer</td>
</tr>
<tr>
<td>ROSENBURG TELEVISION SYSTEMS</td>
<td>230 West 57th Street</td>
<td>(212) 344-3967</td>
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</tr>
<tr>
<td>HATFIELD &amp; DAWSON</td>
<td>Broadcast and Communications</td>
<td>(212) 344-3967</td>
<td>Consulting Engineer</td>
</tr>
<tr>
<td>EDWARD F. LORENTZ &amp; ASSOCIATES</td>
<td>Box 798, Upper Montclair, N.J. 07043</td>
<td>(201) 746-3000</td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td>GAUTNEY &amp; JONES</td>
<td>2922 Telestar Ct. (703) 540-0800</td>
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## Service Directory

**COMMERCIAL RADIO MONITORING CO.**
- **COMMERICAL TELECOMMUNICATIONS MEASUREMENTS, AM-FM-TV**
- **MONITORS REPAIRED & CERTIFIED**
- **152 S. Market St.**
- **Lee's Summit, Mo. 64063**
- **Phone (816) 324-3777**

**CAMBRIDGE CRYSTALS**
- **PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV**
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**CABLEDATA**
- **ACCOUNTS PAYABLE**
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- **P.O. Box 13040 / Sacramento, Ca. 95813**
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**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 engineering and technical facility positions.
- "1970 Readership Survey showing 3.2 per cent readers per copy."
Help Wanted Management
Asst. MGR. For KY small market, experienced street fighter to lead sales team. First step to management and ownership with the happy people. Resume to Lee Buck Broadcasting, Box 494, Greencastle, IN.

Sales Manager, Top 50 market Local salespeople with limited regional/national experience considered. $28,000 plus incentive. Opening created by internal promotion due to new station acquisition. Send resume to Mike Walker, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631.


Help Wanted Sales
Florida-Salesperson, Must have had at least 2 years fulltime selling Radio Advertising. My deal is so attractive from a financial standpoint that you'll find it very hard to resist. You and your family will be living in Florida's beautiful spot on the South Florida Coast in a medium size metro area. Best facility in the market, long established. All replies in strict confidence. Resume please to Box E-32, BROADCASTING.

Full or part time reps for quality Jingle production company. Send resume and territory desired. Box E-139, BROADCASTING.

Sales Person, Some experience preferred. Self-starter. Drive, determination. Combo sales, air, production, etc. Successful, single, northeas. Box E-188, BROADCASTING.

Additional salesperson needed at AM/FM operation at internationally famous southwest resort area. Ideal, exciting place to live, plus tremendous opportunity in dynamic growth area. Our salespeople make over $51,000, but they work for it. We need an experienced self-starter, pavement-pounder. Define management possibilities. Box E-204, BROADCASTING.

Top Rated Radio Station wants experienced salesperson. We want the SS if you have the desire. Resume only, no calls. KTOK, Box 1000, Oklahoma City, OK 73102.

Do you know sales? Stymied? Last person on sales staff? Be our number 2 person, great future. Billing & accounts list, 5 figure salary with commission. WCSS AM/FM, Celina, OH 45822.

Career opportunity for account executive at market leader WLKW AM/FM, Providence, RI. Must want to work, learn and make it. Contact Stu Cohen, WLKW AM/FM, 228 West Street, Providence, RI 02903, 401-381-7810.

Salespeople: Immediate opening for Top people. Good draw, fast growth 5000 W., Call 404-381-5884 or write WSSA, P.O. Box 752, Atlanta, GA 30305.

WSTU-Stuart, Fla. MOR top rated with 50% share of audience. Looking for experienced broadcaster with proven proven sales record. Send resume, past income and billing performance, references to HLG Pres., WSTU, 1001 Alice Ave, Stuart 34994.

Midwest-based advertising agency seeks experienced radio salesperson for exciting new syndicated advertising package. Salary plus commission, expenses paid. Willing to travel. Midwesterner need not relocate. Send resume, letter and recent photo to Speedway Inc., 250 Duck Creek Plaza Office Bldg., Bettendorf, IA 52722.

Help Wanted Sales Continued
Group owned Chicago radio station has immediate opening for ambitious, account executive ready to move to a larger market. Income range 30 to 35K depending on performance. Send resume to Mike Walker, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631.

Midwest consultant seeks creative, thinking air people with production skills for present and future openings. Full particulars first letter to Box E-99, BROADCASTING.

Florida Multi-Station Group wants seasoned pro first ticket to help produce beautiful MOR sound for discriminating adults, and/or sales leading to management. Median size metro area, little resort facility. Box E-210, BROADCASTING.

Need immediately entire staff for new FM affiliated with AM. MOR/Top 40. Resume, tape, photo to KADO, Box 123, Rexburg, ID 83440.

Radio as a career? Willing to learn all facets of radio? Morris personnel preferred. First ticket required. If interested contact program director, Dan DeVore, KBOX, Moline, IL 61265.


Experienced Pro who wants to be part of a winning team. Must be willing to learn progressive format. Super station, Bob Sherman, WCLG, Box 685, Morgantown, W.Va. 26505.

Top Georgia M-O station looking for experienced, versatile station announcer, Good pay and benefits. Contact WSGA, Box 131B, Gainesville, GA 30501.

Warm, pleasant morning air personality wanted for North Jersey AM station. Send non returnable tape to Ed Marks, KRDC, Box 1457, Colorado Springs, 80901. EOE. No calls please.

Wanted Staff Announcer, MOR music and news, AM-FM station. Good community mixer, Mr. Burns, KASN, Los Alamos, NM.

Central Florida fulltime needs a contemporary MOR jock who can move an afternoon show and do production. Must have experience. 94.0-298-0058 with tape and resume.

Air Personalities needed for 24 hour AM Midwest. First ticket may be necessary depending on shift. Production ability a must. Send tape, returnable tape and salary requirements to Bob Driven, Box 97, Moorhead, MN 56560.


Help Wanted Technical
Virginia AM-FM offers permanent position to qualified engineer. New equipment, excellent working conditions with full company benefits, insurance and retirement plan. Duties may or may not include some announcing. Send resume and salary requirements to Box E-167, BROADCASTING.

Chief Engineer, Troubleshooter and person who likes exciting audio sounds wanted to caress cassettes, activate automation, and make our small Midwestern daytimer sound better than anyone else. Good salary and good challenge with extra money for extra skills. Send tape and resume to Box E-182, BROADCASTING.

Massachusetts AM station wants chief who is strong on maintenance. Personal interview required. Excellent opportunity money and benefits. Contact Mr. Vaughan or Mr. Roberts at WARE in Ware, MA.

WJPS, Evansville, Indiana seeks qualified chief engineer. Must be up on rules, have directional experience. Good pay, benefits. Call 812-425-2221 OEO.

Suburban Washington station needs Chief with knowledge of phone system. Higher salary with new production ability. Call Eric Stephens, 301-953-2332

Help Wanted News
News Director, 50,000 watt station, top 10 market. Must be able to build solid news dept. and air. An Equal Opportunity Employer. MIF. Send resume and letter to Box E-134, BROADCASTING.

New Jersey, newspaper/announcer, $150 WHTG 1129 Hope Road, Asbury Park, NJ 07712.

Expanding News Department in medium market is looking for FM newspaper, with experience and in Atlanta. Send resume and tape to: WDFI, 153 South Prospect Street, Marietta, OH 43052.
Help Wanted Programing, Production, Others

Midwest consultant seeks creative programmers for present and future openings. Must be heavily produc-

50,000 Watt Stereo FM has an opening for an ex-

5 KW small market. Available Oklahoma -112, BROADCASTING.

Commercial copy writer and production assist. Sales

Midwest Public Radio station needs person with ex-

Programing and Operations Coordinator (for public

Faculty advisor to university FM. Teach broadcast

Producer-Announcer, third phone, endorsed. Pro-

Situations Wanted Management

San Diego County FM station executive looking for change. Long-standing personal billing, excess of an-

Presently employed General Manager mid-thirtys-

Sales, Announcing, News & first with maintenance

Miracle Worker for sale? No, not really, but if you

I manage, sell, promote, collect, create, PR, and I'm worth calling! 503-292-9715.

Situations Wanted Sales

Experienced Salesman/Announcer. Desires position in Southwest or Western third of country. Small or

Situation Wanted Sales Continued

Young, progressive veteran record retailer, moving to Miami area. Over a 4 year period, increased retail

Innovative programmer/salesman seeking GM deal.

Situations Wanted Annunciators

First Phone Announcer seeks contemporary MOR format. Prefer tape, resume & at Box E-79, BROADCASTING.

Announcer, first ticket, 28 years experience. Desires Florida, West Palm to Miami, Reside there presently, available now. Box E-214, BROADCASTING.

AM Drive: crazy communicator moving up to medium, large-medium market. Experienced. 3rd. employed. Box E-217, BROADCASTING.

D.J., 3rd phone, tight board, good news and commer-

Experienced Announcer/Salesman, MOR or Country. Desires position in Southwest or western third of country. Small or medium market preferred. Dick Holi-

First Phone. Two years experience. Married. Looking to settle, west coast or east of Mississippi only. Dedi-


First, second phone with experience looking for announc-

Miracle Worker for sale? No, not really, but if you

Ambitious radio man with 3 years experience looking for a station to grow with. Will do some sales, Bili Smith, 516-731-6168.

Female DJ, 3rd phone endorsed willing to learn news.

Attention! Air Personality desires to join top 40 or

No Broadcast School experience. Have 3rd, will relo-

Dependable four year rocker seeks position in East. Excellent production and news. Contact James Jones, 521 Lower Lane, Berli, CA 90307, 213-828-9442.

Prefer Progressive Rock, 23, 1st phone, BS in Broad-

ประเทศไทย and with college. Regulate your own. Can

3 years MD, all formats. Potential PD with college, Regulate rate. Offer, Box 174, East Lansing, MI 48823.

Sportscaster, all sports play-by-play, radio ex-

Situations Wanted Technical

Chief Engineer, 20 years experience including man-

Young, Sound-oriented engineer needs a change. 5

High power directional are my specialty. I know how to make them sizzle and hot, so they jump out at you and

Situation Wanted Annunciators

Situation Wanted Sales Continued

Attention! Air Personality desires to join top 40 or

Situation Wanted Annunciators Continued

No Broadcast School experience. Have 3rd, will relo-

Dependable four year rocker seeks position in East. Excellent production and news. Contact James Jones, 521 Lower Lane, Berli, CA 90307, 213-828-9442.

Prefer Progressive Rock, 23, 1st phone, BS in Broad-

ประเทศไทย and with college. Regulate your own. Can

3 years MD, all formats. Potential PD with college, Regulate rate. Offer, Box 174, East Lansing, MI 48823.

Sportscaster, all sports play-by-play, radio ex-

Situations Wanted Technical

Chief Engineer, 20 years experience including man-

Young, Sound-oriented engineer needs a change. 5

High power directional are my specialty. I know how to make them sizzle and hot, so they jump out at you and
Situations Wanted News

Anchorwoman, reporter, skilled newsgatherer and feature writer. Major market experience. Box E-68, BROADCASTING.

Strong Anchor Reporter. Going crazy in Detroit because of limited airwork. 4 years solid experience. Available now. Box E-104, BROADCASTING.

Sports Director. Currently employed in medium market. Air-play all sports. Looking for opportunity to move up. News and jock too. Box E-150, BROADCASTING.

Skilled Newsman desires to be news director of medium market station. Am presently college instructor in Radio-TV. Desire return to commercial broadcast with excellent voice, community minded. Box A E-165, BROADCASTING.

Experienced reporter; now medium market ND, wants all-news, or operation where dedication is appreciated. Box E-172, BROADCASTING.

Radio News. Desire strong medium or major market. Excellent reporting and interviewing. 36, with 17 years experience. Degree and family. Box E-185, BROADCASTING.

Great Teams deserve great coverage. Veteran sports director with college basketball, pro football PBP, second to none, plus commentary, seeks medium-major market with heavy sports. I produce listeners + sales. Radio + TV. Box E-186, BROADCASTING.

Newscaster, Sportscaster, play-by-play, major college football, basketball, baseball! Interviews, talk shows, color man too! Box E-196, BROADCASTING.

Take Charge News Director/Operations Manager. Highly experienced professional, seeking major-medium market challenge. First Phone. Can produce results. Box E-199, BROADCASTING.

Experienced Newsmen, first-phone, desires major market news position. Box E-205, BROADCASTING.

Suburban New York radio newsmen seeks career opportunity. 34 years old, 13 years experience. Strong administrative and public affairs skills. All areas considered. Box E-219, BROADCASTING.


Dedicated female ND. 3 years experience, 3rd phone, BA, seeks stable position. Carol 219-838-1625.

Atlanta area news-sport director looking for change. Strong play-by-play, Steve Turner, 10694 Ladue Road, Creve Coeur, MO. 314-432-2742.

Sportscaster: Positive attitude, persevering, enthusiastic, dedicated, hard worker desires career start. 3 years college PBP: football, basketball, hockey, baseball. Also talk shows, news, DJ, sales. 3rd endorsed. College grad, B.S. Sociology, 24 yrs. old, single. Presently fetching and coaching. Will relocate. Available now. Peter Cooney, Manager Road, Attleboro, MA 817-222-2476.

Situations Wanted Programming, Production, Others

Mature family man, 27, with six years experience, including MOR PD, seeks employment at MOR station on West coast. Possess talk show experience, network quality news delivery with specialties in commercial and documentary production and automated programming. Box E-60, BROADCASTING.

Stable programmer seeks new challenge. 11 years jock/PD/MD, 1st, super references, track record. Box E-138, BROADCASTING.

Situations Wanted Programming, Production, Others Continued

Program Director-Announcer-South-Southwest. 4 years experience, 2 as P.D. with current station. Sound programmer, creative, hard working. Leads by example. Station number one, air shift number one. Married and stable. Box E-178, BROADCASTING.

C&W Program Director for 4 years. 12 years experience in radio. Top board work, production, ad. Southwest only. 506-624-8748.

5 years experience in Ali, Production, Sales, Traffic, Billing, Music and more. I seek an MOR, Contemporary programming position. No screamers, Call Pete, 530-484-5500.

KKDJ/KLIF, WMWO, KSXW, KBOX, Franke Jolle seeking a Program Director job. 213-462-7301, P.O. Box 3087, Hollywood, CA 90028.

TELEVISION

Help Wanted Management

Operations Manager: Experienced in all phases of TV Production and working with other department heads. Strong in human relations management, self-motivation, and ability to get things done. Excellent opportunity for advancement. Medium Southeast market. Send resume, photo and references to Box E-159, BROADCASTING.

Sales Manager. Rare opportunity for bright, young account executive ready for management. Advance opportunity with expanding major market television group. Rush resume to Mike Walker, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631.

Associate Director, Telecommunications Center, Ohio State University, Academic credentials (learned doctorate desired) and experience in a field related to broadcasting. College level teaching experience, administrative skills and understanding of research. Salary negotiable. Send resume to Dr. Robert W. McCormick, Search Committee, 2400 Ottenberg River Road, Columbus, OH 43210, before June 30, 1975. Equal Opportunity/Affirmative Action Employer.

Help Wanted Sales

Account Executive. Large midwest market. List earned $30,000 in 1974. Submit resume to Mike Walker, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631.

Help Wanted Announcers

Experienced, professional commercial announcer wanted for southern NBC-TV VHF station. To handle some weather, interview programs, and commercials. Send resume and videotape to Director of Broadcast Operations, WSFA-TV, Post Office Box 2586, Montgomery, AL 36105. An Equal Opportunity Employer.

Help Wanted Technical

Wanted immediately, Engineer Supervisor. VHF top ten northeast market. Must be strong technically and a strong administrator. An Equal Opportunity Employer. M/F. Box E-128, BROADCASTING.

Applicants for studio supervisor of Idaho's newest station must be strong on technical maintenance. C.E. KIVI, 6th, Nampa, ID 83681, 208-336-0500.

KUAM-AM/FM/TV Guam needs Chief Engineer and Assistant Chief Engineer. Send resume to W.B. Nielsen, P.O. Box 17892, Tucson, AZ 85731.

Help Wanted News

Help Wanted Technical Continued

Assistant Chief Engineer for small market public television and radio affiliate in northwest. Requires high school diploma or GHD, 5 years experience of increasing responsibility, and 1st phone FCC license. Job involves maintenance or radio and TV broadcast equipment. Some operation, supervision, ordering, design, and production work. Must be familiar with both radio and television engineering. Send resume and names and phone numbers of three professional references. Salary $12,1300 plus university benefits. Starting date June 13th. An AA/EEO, Reply to Manager, KUID-TV/AM, Univ. of Idaho, Moscow, ID 83843.

Help Wanted News

Assistant Chief Engineer for small market public television and radio affiliate in northwest. Requires high school diploma or GHD, 5 years experience of increasing responsibility, and 1st phone FCC license. Job involves maintenance or radio and TV broadcast equipment. Some operation, supervision, ordering, design, and production work. Must be familiar with both radio and television engineering. Send resume and names and phone numbers of three professional references. Salary $12,1300 plus university benefits. Starting date June 13th. An AA/EEO, Reply to Manager, KUID-TV/AM, Univ. of Idaho, Moscow, ID 83843.

One year vacancy teaching Broadcast Journalism, documentery/film. Three to five years experience, MA required. Send resume, transcripts and references to Director, School of Journalism, Bowling Green State University, Bowling Green, OH 43403. Equal Opportunity/Affirmative Employer.

Help Wanted Programing, Production, Others

Producer-Director, take charge individual, experienced in news, children's and public affairs programming. Top 30 midwest network affiliate. Degree, experienced. E.O.E. Box E-94, BROADCASTING.

Continuity Director to produce, write, direct commercials midwest. Top 30 network affiliate. Directing experience desirable, but not mandatory. Applicant must know NAB Code. Experienced degrees. E.O.E. Box E-95, BROADCASTING.

Promotion Director needed for challenging job. Medium Midwest market. Radio and TV. Experience and drive important. Send resume and salary requirements. An Equal Opportunity Employer. Contact Box E-142, BROADCASTING.

Traffic personnel familiar with BIAS for top 25 Midwest market. Reply Box E-160, BROADCASTING.

Director of Art Department, university television station, includes TV art, magazine design and layout, scenic design. Prefer major market experience. Box E-166, BROADCASTING.

Need Operations Director with five to ten years practical experience. The task requires leadership, decision-making, deal with news, sales, engineering, accounting and also create local public service programs. This is small TV station which requires wide range of interest. Will be on executive committee. Equal Opportunity Employer. Write Box E-176, BROADCASTING.

Needed, an experienced television continuity writer that knows retail advertising and can work under the conditions demanded by retail television. Must also be a good idea person that knows both film and tape. Salary open. A south Florida station located in a nice area to live. An Equal Opportunity Employer. Send your resume to Box E-179, BROADCASTING.

Co-Host for morning talk show with news, public affairs, entertainment format. Major market affiliate. Experience mandatory. E.O.E. Box E-187, BROADCASTING.

Cinemagraphe/Editor, Fast growing South East TV production center needs experienced photog/editor for commercial production. No beginners. Resume. Salary requirements. Box E-191, BROADCASTING.
Situations Wanted News

Skilled newcomer desires to be News Director of medium market station. Present college consultant in Radio-TV. Desire return to commercial broadcasting. B.A. Community minded. Box E-164, BROADCASTING.

Need a News Director that helped take a three to one in a major market, has news savvy, production skill, and very visual! Can talk to people. Box E-171, BROADCASTING.

White Male Award-Winning reporter, anchor, talk-show, weather, documentary producer. An equal opportunity employer. Box E-190, BROADCASTING.

Award winning TV news director. Wants out of paper shuffling, weather, producer, documentary producer. An equal opportunity employer. Box E-207, BROADCASTING.

WANTED TO BUY EQUIPMENT

500 FT tower, at least 36 to 41 inches face, on ground. Box C-975, WBX. Box 903-904, St. George, SC 29477.

Wanted: Quad Recorders Hall switch, special effects, chroma key, Norelco 70's. Call 212-369-2552. B. Gedrin.

Wanted: Used Equipment for a new class A FM station: transmitter, 360 foot tower, stereo board, program amplifier, limiter, coax, mod monitor production equipment. Call collect 502-211-2222.

We need used 250, 50, 1 KW, 10KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Turbide St., Laredo, TX 78040.

FOR SALE EQUIPMENT

Tower—Self supporting, 195; all lighting and hardware, on the ground in an A-1 condition. Best offer. Contact Ben Weiss, KCCV Radio, 816-353-8600.

Live Automation Schaffer 903 broadcast automation system, play any format. Includes: 1-903 Control unit, 5-5140 Racks, 500 RPM Consoles. 320, degree, 3 yrs experience. Box D-181, BROADCASTING.

Network O &O Cinematographer wants to leave daily news scene to shoot/produce imaginative documentary pieces anywhere. Young; degree; solid experience in all phases of TV film production, from writing/ directing to narrating. Excellent opportunity for small station wishing to produce prestigious documentary program on a low, one man budget, or for larger outfit needing writer/producer with heavy film background. If you're looking for a chance to keep looking. But if you want someone to creatively explore the minds and feelings of real people the way television film was meant to be used, then write me at P.O. Box 2693, Cleveland, OH 44107.

I'm one ambitious, aggressive young broadcaster with a B.A. in RITY, 3 years experience at network in financial and engineering areas who demands a greater challenge. Seeking an opportunity to develop my production ability. Experience plus excellent references. Will relocate. 213-864-3843 before 11am PDT.

East European college graduate 27, would appreciate an opportunity in his new country! 4 years TV experience. Able to direct/produce. Looking for associate director/announcer position, all offers considered, will relocate anywhere. H. Czuczor, 15 Miles Standish Dr., Mariboro, MA 01752. 617-481-3439 evenings.

Situations Wanted Management

Really rate this fall. Veteran TV station exec available now. Big in Mg1, Sates, Programming, News, Track record and top references on request. Box E-173, BROADCASTING.

12 yr. Professional broadcaster. Managed small mkt. net. Affiliate. Experienced all phases. Excellent assist. to over worked manager. Box E-215, BROADCASTING.

Production-Operations Manager. Degree, 15 years commercial. A 5 years industrial firm, some PBS. Recently completed staffing and equipping new network affiliate. A tough 16-hour-a-day pro for the kind of opportunity that sends most into group therapy. Box E-221, BROADCASTING.

Situations Wanted Technical

Situations Wanted Management

Really rate this fall. Veteran TV station exec available now. Big in MG1, States, Programming, News, Track record and top references on request. Box E-173, BROADCASTING.

12 yr. Professional broadcaster. Managed small mkt. net. Affiliate. Experienced all phases. Excellent assistant to overworked manager. Box E-215, BROADCASTING.

Production-Operations Manager. Degree, 15 years commercial; 5 years industrial firm, some PBS. Recently completed staffing and equipping new network affiliate. A tough 16-hour-a-day pro for the kind of opportunity that sends most into group therapy. Box E-221, BROADCASTING.

Situations Wanted Technical

Experienced Chief Engineer, over 15 years in TV, ETV, CATV, FCC 1st, SSEE. Box D-175, BROADCASTING.

Project Engineer, age 40, 16 years broadcasting, 10 years Supervisory and Chief Engineer, seeks challenging Chief Engineer position with a future. Box E-130, BROADCASTING.

Chief Engineer, experienced with TK44, TR70C. Knowledgeable in state-of-the-art. Box E-170, BROADCASTING.

Help Wanted Management

CATV Executive. Management opportunity available in large metropolitan area for proven, capable executive in financial and engineering areas who demands a greater challenge. Seeking an opportunity to develop my production ability. Experience plus excellent references. Will relocate. 213-864-3843 before 11am PDT.

East European college graduate 27, would appreciate an opportunity in his new country! 4 years TV experience. Able to direct/produce. Looking for associate director/announcer position, all offers considered, will relocate anywhere. H. Czuczor, 15 Miles Standish Dr., Mariboro, MA 01752. 617-481-3439 evenings.

Help Wanted Management

CATV Executive. Management opportunity available in large metropolitan area for proven, capable executive with all aspects of construction, engineering, financing and administration. Resume held in confidence. Salary commensurate with experience and ability. Apply Box B-74, BROADCASTING.

General Manager needed immediately for Cable system in Chicago area. Prefer candidates looking for their first management position. $15,000 salary plus percentage of profits. Mail resume to Fred Harms, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631.
For Sale Equipment Continued

RCA TP 56 16mm Projector loaded A1 shape, current price $1,000.00. FOB Atlanta, GA. S8950.00. Will take Eastman, RCA or 35mm Projectors as part trades. International Cinema Eq. Co., 2991 N. Fulton Dr., NE, Atlanta, GA 30305.

New 23" Goerzdeck TV Trailer complete 3 rooms: Engine, Audio, Production. Air conditioned, insulated, sound proof. 2.6-5.0 Kw Onan Generators, Wiring, technical & air. 75% complete for 4 camera set-up, rocks in, space for 2 VTRs, FAB asking 1850.00. Videotek Systems Inc., 611 N. Orchard St, Burbank, CA 91506. 213-843-6464.


Gates 10w educational transmitter; good condition; S850; write transmitters, box 6501, Tilburg, FL.

Comedy


Miscellaneous

TV stations interested in P.L. deal for Bicentennial related record album, VTR one minute commercial. Box E-620, BROADCASTING.

Prizes Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-844-3700.

"Free" Catalog... everything for the deejay! Custom I.D.'s, Promos, Airchecks, Walks, Tracks, Books, F.C.C tests, Comedy and more. Write: Command, Box 26348, San Francisco, CA 94129.


Auditions, air checks duplicated. Recorder, 862 East 51 Street, Brooklyn, NY 11203.

Instruction

Learn broadcasting in LA at KiiS Radio NBC, in the famous KiiS Broadcasting Workshop. Write or call for literature. 8560 Sunset, Los Angeles, CA 90069.

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

Job opportunities and announcer-dj-1st class F.C.C. license training at Announcer Training Academy, 152 W. 42nd St, 3rd floor, N,Y.C., Licensed and VA. Benefits.


Morning Man

MORNING MAN MATURE, STABLE AIR-PERSONALITY WITH S.T.N. TWENTY YEARS COVERING REAL CLEAR OPTICAL EXPERIENCE . . . FOUR YEARS MAJOR MARKET, BASE SALARY 180 TO 20,000... WILL CONSIDER DAYTIME SLOT OR PROGRAMMING, PREFER EASTERN LOCATION... PLEASE APPLY TO: Box E-218, BROADCASTING.

Help Wanted Announcers Continued

WANTED IMMEDIATELY TOP SALARY D.J./P.D.

Experience 1st Phone Send resume and tape. 10,000 WATTS KXRB 1000 on the dial 100 N. Phillips Ave. Sioux Falls, S.D. 57102 Phone, (606) 385-7333 Kay Douglas

23, married, BA degree. Current P.D. of medium market. Top personality in rock and talk shows. Baseball PBP for major college. 3 years. TV commercial talent. Would like to be near Dallas/Ft.Worth or St Louis. Salary and expenses negotiable. Will relocate. Call or write:你想了解的内容吗？请告诉我！
Situations Wanted Programing, Production, Others Continued

No. 1 IN A.R.B. 12-49
EXPERIENCED TOP 10 MARKET P.D. NOW CONSULTING. TURNED AROUND CURRENT STATION IN ONE BOOK WITH MINIMAL PRO-MOTION BUDGET. STATION IS NOW NO 1 (CUMES & FOURTH QUARTER HOURS) IN TEENS & 18-49 6 AM-MIDNIGHT MONDAY-SUNDAY. FOR INFO ON PROGRAMMING RESEARCHED AND RIGHT FOR YOUR MARKET, CONTACT:
BOX E-216, BROADCASTING

TELEVISION
Help Wanted Management

DIRECTOR OF MARKETING
Group broadcaster needs marketing oriented Radio/TV graduate to fill newly created position at our television station. Sales experience desirable. Candidate selected will be in charge of all marketing services at the station and be groomed for top level management positions. Send resume to Mike Walker, Ron Curtis & Company, C'Hare Plaza, 5725 East River Road, Chicago, Ill. 60631.

Help Wanted News

Hard-working TV Street Reporter.
Must be creative with film. Send picture with resume.
An Equal Opportunity Employer.
Apply: Box E-174, BROADCASTING.

Buy—Sell—Trade

FINALLY! A FIRST CLASS, 16-TRACK RECORDING STUDIO RIGHT ON MADISON AVENUE!
Twenty First Century Communications, Inc. and other magazines, and radio and recording producers, are now making their superb recording studio facilities available for hourly rental at reasonable rates. In the Twenty Fifth Century Building on Madison Avenue and 59th Street. This stick, clean, fully equipped, 16-track studio is now available for top notch recording sessions for albums, commercials, demo's, etc. From this studio came two Grammy nominations in the last two years and some of the best radio commercials heard in a generation.
Available 24 hours a day.
For rates and more details, call:
STUDIO “211”
635 Madison Avenue
New York, N.Y. 10022
Telephone: (212) 888-4070

Help Wanted Programing, Production, Others

POSITION OPEN
STATE COORDINATOR:
IDAHO PUBLIC TELEVISION
Salary: $21,500-$22,500
Responsibilities: State-level coordination of three public university non-commercial television operations, including financial management, inter-agency utilization, network development, and consultative assistance to individual stations.
Minimum Requirements: Master’s degree in a field related to public broadcasting; four years of broadcasting experience, including a combination of three years in broadcasting and two years in management; professional experience in education, public relations and public information; experience in non-commercial television is preferred.
Deadline for applications: June 15, 1975
Employment effective July 1, 1975
Submit applications and current resume to:
Milton Small, Executive Director
Office of the State Board of Education
614 West Idaho Street
Boise, Idaho 83720
An Equal Opportunity/Affirmative Action Employer

Situations Wanted Management


Situations Wanted Programing, Production, Others


Employment Service

JOBS! JOBS! JOBS! IF YOU HAVE THE TALENT—WE HAVE THE JOBS!!! Subscribe to:
Box 61, Lincolndale, N.Y. 10540
Number "One" in Weekly, Nationwide Employment Listings for Radio, TV, D.J.'s, P.O.D.'s, Announcers, News, Sales and Engineers
$12.00 3 months (12 issues)
$25.30 12 months (50 issues)
(Check appropriate box)

NAME: .........................................................
ADDRESS: ......................................................

If you need help, the right job ... or
For any needs related to Broadcasting:

For Sale Equipment

ONE PE-245 GATES COLOR FILM CAMERA WITH CBS IMAGE ENHANCER, ONE PE-12 MULTIPLEXER (4 IN, 2 OUT), ONE SARKES TARZIAN DSP-80 SLIDE MACHINE AND TWO B&H JANUS PROJECTORS COMPLETE ISLAND JUST TAKEN OUT OF SERVICE, IN LIKE NEW CONDITION. CALL 209-733-2600, KMPH TV, HARRY PAPPAS.

THE FINEST MODERN MOBILE COLOR TELEVISION STUDIO IN THE WORLD FOR SALE

Five stationary cameras with 15 to 1 zooms. One hand-held camera. Two VTR's. Complete B & H equipment. One character generator. Double re-entry switcher with Quad effects and double chroma key. Double re-entry switcher with Quad effects and double chroma key. Outstanding audio and communications system. Over 30 monitors plus vectorscopes, waveform monitors, and all associated equipment. In 40 foot van. Will deliver anywhere. Write:
Box E-175, BROADCASTING

FOR IMMEDIATE SALE IN NEW YORK BROADCAST TELEVISION EQUIPMENT IN GOOD OPERATING CONDITION FROM 2 TV STUDIOS

2 RCA TS-40 switches with special effects and chroma key
1 RCA BC-100 audio console with associated equipment
1 RCA custom audio-video routing switcher
2 Mole-Richardson m/c booms
35mm-16mm waterlock dubbing system
1 RCA TK-27 film chain with TP-86-16mm, 35-mm Simplex and TP-7 35-mm slide protector
1 Berkeley colorist portable lighting dimmer pack and control

Illegal raising and lowering system
Many Other Items
FOR INFORMATION:
Contact
ROSNER TELEVISION SYSTEMS
(212) 248-3967
All items subject to prior sale

BROADCASTING's Classified works for YOU!
For Sale Equipment Continued

FOR SALE

Two
AMPEX VPR-7950 1" video tape record playback machines, including:
- TBC-795-05 color time corrector with video processing dropout compensator
- 705-50IA-01 tension memory
- Velocity error compensator
- 701-7988-01 transport remote control
- Tektronix model 650-09 monitor with RGB output.
Tektronix 602 vector display module installed over head bridge.
Both units have recently been serviced and fully adjusted by factory representative and are fully functional. Both have few actual operating hours.
535,000 each, F.O.B. Quincy, Ill.
Harris Corporation
Broadcast Equipment Division
123 Hampshire St.
Quincy, Ill. 62301
217-222-6200

Business Opportunity

SYSTEMSANTED TO MANAGE
Medium-sized MSO looking for cable systems to manage. If you are a tax-shelter investor without cable operating expertise, an owner-operator wanting to retire but not wanting to sell unit until prices improve, or an owner seeking to professionalize the management of your system or group, contact us. Fees negotiable. Options to purchase not required. Will consider purchase of minority position if desired.
Write or call Jim Hoak, President, Heritage Communications, Inc. 8211 Hickman Road, Des Moines, Iowa 50325, 515-578-5281.

Program Services

THE Z FORMAT WINS AGAIN!
Spring 75 ARB
63% total audience share!
46% men 18-49!
80% women 18-49!
85% teens!
Professional programming for automation.
Free demo:
CENTURY 21 Productions Inc.
8383 Stemmons Suite 233
Dallas, Texas 75247
(214) 638-3222

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 2/5 million. Excellent facilities; superb properties. Replies should contain information sufficient to establish financial and personal qualifications.
Box A-231, BROADCASTING

Highly Profitable 10 Kw AM-full time in sunny Western City of 750,000 growing over 700,000 with no 1 rating most of the day. Asking only 1,200,000 with 550,000 down. Qualified buyer only. Box E-512, BROADCASTING.

Class A FM including all real estate, $110,000.00. Only station in community less than three hours from New York. Modern building, equipment, and full automation system.
Arthur H. Holt
The Holt Corporation
Box 111
Bethlehem, Pa. 18018
215-888-3775

Larson/Walker & Company
Brokers, Consultants and Appraisers
Los Angeles, Washington
Contact: William L. Walker
Suite 700, 1725 20th St., N.W.
Washington, D.C. 20036
202-522-1533

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Cash
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Metro Package 400K
Cash
30%
NE
Metro Daytime
175K
Terms
C
Metro Daytime 200K
Cash

BROADCASTING'S CLASSIFIED RATES
Rates, classified listings ads:
- Slanted, 50¢ per word—$10.00 weekly minimum.
- Billings to and from stations and firms: $1.00.
- Signs Wanted, 40¢ per word—$5.00 weekly minimum.
- All other classifications, 50¢ per word—$10.00 weekly minimum.
- $2.00 for Box Number per issue.

Rates, classified display ads:
- Situations Wanted (Personal ads) $25.00 per inch.
- All other ads: 45¢ per inch.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunities advertising requires display space.

You belong in
Broadcasting
The meeting place of broadcasting and allied arts

Atlantia—Boston—Chicago—Detroit
San Francisco
Please write: 5 Dunwood Park
Atlanta, Georgia 30361
WABC's Rick Sklar and his giant radio station

On Tuesday mornings, the programming staff of WABC(AM) New York meets to decide which singles will be added to its playlist and which will be dropped from it. The meetings are relaxed, casual affairs. Nowhere is there the sense that these decisions will indirectly affect radio stations nationwide and, in turn, the success of recording artists and record companies.

For top-40 radio, living with clear-channel WABC, the top-rated contemporary station in the nation's largest market, is somewhat like living in the shadow of the mountain. But Rick Sklar—college professor, author of "Tom Swift and His Giant Robot," WABC's programming chief and perhaps America's most successful and influential programmer—will downplay his status as man on top of the mountain and turn any such talk to a conversation on the values of research, a stable air staff and good promotion.

Every contemporary radio station with any hope of success conducts research; Mr. Sklar's weekly survey reaches a random 75 record stores, with continuous crosstabs designed to detect sales hypnosis and local fads. Most radio stations recognize the value of clever, timely promotions; Mr. Sklar's creations, from a contest challenging listeners to duplicate DaVinci's Mona Lisa to the current, copyrighted "$25,000 Button," are models for stations across the country.

The trademark of any station calling itself top 40 is a record rotation that reflects what the program director believes his audience will want to hear most often; the WABC studio is equipped with special clocks that inform the announcer when it is time to play a hit from a certain category.

He and his station are emulated. He is often credited with trends in top-40 radio—particularly tight playlists and tight-lipped announcers. But Mr. Sklar sees these phenomena as self-generated, arising out of intensive research into what people want to hear. (Actually, despite his air personalities' reduced role on the air, Mr. Sklar values his staff highly. He says that "good people" on the air and elsewhere in the organization have made WABC.)

Rick Sklar's career has grown apace with both rock 'n' roll music and the radio formats it spawned. Finding, after his graduation from New York University, that a childhood dream of writing comedy for radio has been thwarted by the changes the medium had undergone, he went into copywriting at WPAC(AM) Patchogue, N.Y. He moved in 1955 to WINS(AM) New York, participating in that top-40 pioneer's success with Alan Freed's Rock 'n' Roll Party, and learning from the payola scandals that soon followed.

His arrival at WABC accompanied the station's switch to top 40. Further responsibilities came last year with his assumption of over-all programming development for all six ABC-owned AM stations. He is quick to emphasize that he does not program these stations, but that he has brought his research techniques and his ear for radio to minister to the needs of each station.

Mr. Sklar's fascination with science and technology touches all aspects of his work, which he describes as "a lot more like flying an airplane or a spaceship than you'd think." Beyond the futurism of the WABC studio, Mr. Sklar's office is equipped with a variety of tape and monitor devices, including a special phone that enables him to listen to the air sound of any ABC-owned station or to its principal competition.

It seems that there are few people in radio who don't have some opinion of Mr. Sklar and his results. Most rival programmers echo the superlatives of his ABC colleague, Howard Cosell, who calls Mr. Sklar "the best there is at what he does in this whole country. No one has the sense of contemporary music that he does." One competing programmer defines Mr. Sklar's programming ability as "an amazing talent for knowing what New York needs." Those closer to him are more apt to talk about his humility than his achievements. As Richard Roslow of The Pulse Inc. puts it, "He's the biggest success in his business, but you can reach him on the phone."

The scientist-programmer is also a writer with a flair for science fiction. Mr. Sklar's best-known work, he notes wryly, is "Tom Swift and His Giant Robot," published as part of the Tom Swift series by Grosset & Dunlap. Written early in his radio career, the book borrows some of its characters' names from Mr. Sklar's co-workers at WPAC.

Writing has been supplanted in recent years by yet another interest. Mr. Sklar has just completed his fourth semester as a professor of communications arts at New York's St. John's University, teaching the business of broadcasting in a course that draws heavily on guest lectures by leading industry figures. A favorite class project involves analysis of the format at a given station to determine how creatively and efficiently management is trying to achieve its goals. Mr. Sklar berates himself for giving too many A's.

Juggling work and avocations, Mr. Sklar sees little meaning in the concept of "free time," and argues convincingly that he enjoys all he does. With school out for summer, he is anxious to return to writing—but this time, to writing a textbook for broadcasting that he believes is long overdue.

He has, however, little time to consider what he will do next. The demands of WABC (which, having hosted a host of AM competitors, is now facing a potentially greater threat from FM) are not likely to diminish. He will serve as music consultant to Mr. Cosell's contemporary-oriented TV variety series. Most significant of all, though, may be the animation that comes into his voice when he discusses his teaching.

At the moment, his weekly music meeting is reaching its end. Three singles have been dropped and three added. On one of the adds, he has allowed the views of six of his staff to override his negative opinion. Two of those dropped are efforts by artists following up major successes. The tremors created by those decisions will be felt for weeks to come, but with the choosing behind him for now, Rick Sklar is quite willing to turn his attention to other things.
Musing

If the FCC needed a nickname it could be the Midwestern Communications Commission. Six of its seven members are from that area, and the seventh, from Tennessee, has one foot in Michigan.

The hyphenated commissioner—Benjamin L. Hooks—is as unique as he is ubiquitous. While Memphis is the birthplace of the black commissioner, he also has roots in Detroit where, as a Baptist minister, he still has church connections. And he is also an attorney and a former Tennessee judge.

Three of the FCC’s members—Chairman Richard E. Wiley, Madame Commissioner Charlotte T. Reid and the dean, Robert E. Lee, are natives of Illinois. Former broadcaster James H. Quello is a Michigander, and the newest members, Abbott Washburn and Glen O. Robinson, aboard only since last July, are both Minnesotans.

When the original Radio Act became law in 1927, it specified that there be five commissioners, each designated from one of the five radio zones into which the country was divided on the basis of population. That was to assure that the broadcast assignments (then AM-only) were to be equal among the five radio zones, and equitable among the states in each zone.

The Communications Act of 1934, which as amended is still the law of the land, jettisoned the zone and quota system, for better or for worse. Thus geography was removed as a requisite in the selection of commissioners. The unwritten law of patronage, of course, was and is still a dominant factor.

Certainly it wasn’t by design that neither coast is represented on the FCC. It couldn’t have been the intent to bypass California and New York, the most populous states, particularly when the preponderance of the programming and the talent are in Los Angeles and in New York City, not to mention leadership in numbers of radio, television and common carrier licensees.

It won’t happen quickly, of course, but as the FCC is the most important independent agency in government, giving its members unequaled exposure, the patronage dispensers are certain to catch up with this oversight in geographical distribution.

Our mentioning this phenomenon should not be confused with advocating its correction: Selections premised on patronage alone seldom yield optimum appointments. Moreover, if perchance the FCC were repopulated, the new crop—person for person—could be a lot worse than the incumbents. At the top, we doubt whether a hard-driving chairman, who moves mountains of backlogs, whatever the price, could ever be found.

Double jeopardy

Public broadcasting’s WNET (TV) New York put itself in a precarious position, to say the very least, when it broadcast last Monday night a program built around a taped interview with Abbie Hoffman, the former Yippie and current fugitive from justice.

Ironically, the program partially replaced one on Harlem that WNET elected to postpone under pressure from New York blacks in general and from one of its own staff members in particular (BROADCASTING, May 19).

The Harlem program’s postponement strikes us as strange, but the Hoffman program raises serious questions. Not only is he a fugitive, but he was paid for the interview, he was given certain editing rights over it and he obviously used it to his own purposes as best he could. Putting aside the question of whether public funds were or should be used for such a purpose, it is hard to imagine that WNET did not somehow and perhaps seriously aid a fugitive.

No charges have been brought against the station or the producer, TVTV, at this writing, so far as we know. Nor are we suggesting that any should be. We do suggest that WNET manage-
What's in a name?

Great names can also be great trademarks.

“Good name in man or woman...is the immediate jewel of their souls...”

And great trademarks can be as valuable to you as they are to the companies that own them. Because they help ensure that when you ask for something you get what you asked for.

“Speak the speech I pray you, as I pronounced it to you...”

So, in order to protect yourself, and us, please use Xerox as a proper adjective and not as a verb or noun. Thus, you can copy on the Xerox copier but you can't Xerox something. You can go to the Xerox copier but not to the Xerox.

“Zounds! I was never so bethump'd by words...”

We don't want to bethump you with words; please just use our name correctly.
Good News from Goodwill.

Many of Kalamazoo's handicapped have had their lives changed for the better through the work of Goodwill Industries. Goodwill trained them in their workshop and placed them in paying jobs.

To do this, the Goodwill organization needed public support. So the local Fetzer radio station publicized their needs and produced worthwhile results. A recent letter from Goodwill said, "Our programs have been expanded, our services increased and many more people have given of their time and talent to help the handicapped help themselves."

Helping a good neighbor is all part of the Fetzer tradition of total community involvement.