At 9:59, we finish our 10 o'clock news.

At KPRC TV, we report what is happening as well as what has just happened. Consequently, we put together a lot of news at the last minute.

Editing a hot piece of film, rewriting a lead line for the tenth time, or shooting an almost impossible scene, is the kind of news Houston expects from KPRC TV.

Our audiences expect outstanding news because we demand it of ourselves. In the past 25 years, we've created a tradition for outstanding journalism.

So it's no surprise that KPRC TV has won more news awards than all the other Houston stations combined.

Or that able, ambitious newspeople come to us.

As a result, we have one of the best news teams in the country.

And we back them up with the latest equipment and one of the finest news broadcasting facilities in America.

All of this adds up to one of the best 10 o'clock newscasts you'll see anywhere.

Even if we do put it together at the last minute.
George Barrie
President & Chief Executive Officer of Fabergé, Inc. ~ Brut Productions

are pleased
Worldvision's exclusive worldwide
for all Brut's past theatrical and television series

In Release

A TOUCH OF CLASS
Starring George Segal & Glenda Jackson

SWEET HOSTAGE
Made-for-television feature for ABC-TV
Starring Linda Blair & Martin Sheen

NIGHT WATCH
Starring Elizabeth Taylor & Laurence Harvey

MIRACLES STILL HAPPEN
Starring Susan Penhaligon

WHIFFS
Starring Elliott Gould, Jennifer O'Neill, Eddie Albert & Godfrey Cambridge

WELCOME TO ARROW BEACH
Starring Laurence Harvey, Joanna Pettet, Stuart Whitman & John Ireland

FACE TO THE WIND
Starring Cliff Potts
to announce
appointment as
Television distr... the
current and fu... Vision feature
and specials

Broadcasting
Oct. 27, 1975

In Production

THIEVES
Starring Marlo Thor
Charles Grodin

HEDDA
Starring Glenda Jac

HUGO THE HIPPO
An animated feature
by Marie & Jimmy C
Burl Ives, Paul Lynde
& Robert Morley

I WILL, I WILL... FOR NOW
Starring Elliott Gould,
Diane Keaton, Paul Sorvino &
Victoria Principal

WORLDVISION ENTERPRISES INC.
The World's Leading Distributor for Independent Television Producers
New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo, Sydney, Toronto, Rio, Janeiro, Munich, Rome
Yes most inventions and original ideas are patented, when it comes to spoken or written words they are copyrighted, if it's a piece of artwork or a logo then it becomes a registered trademark. K·101 fits into all of these categories. In 1969 K·101 was the first station to use digital call letters that accurately described its position on the dial, giving the kind of identity that most broadcasters had been trying to achieve for years. As with all good ideas, inventions and logos, others soon made their copies, and now the radio world is full of K·200's and W999's.

Now you know where they came from.

Once we were "First and Only"
now we are only First!

K·101
fm & am
Mattel □ Toy maker begins one of heaviest promotions ever in mid-February of next year, with emphasis on television. Four products will be on network TV and one will be advertised in spot-television campaign in 24 markets. Agency is Ogilvy & Mather, Los Angeles.

Speidel Co. □ In pre-Christmas effort to reach teen-agers and women, 18 to 49, Speidel is running spot-television campaign for four weeks starting Nov. 24 for its Idents and Hang-ups bracelets. Effort will be concentrated in 49 major markets. Creamer Colarossi, Baford Inc., New York, created copy and is handling purchase of time.

Joseph Schlitz Brewing Co. □ Schlitz is introducing its Schlitz light beer on Nov. 3 in 19 test markets with variety of media, including spot television. Cunningham & Walsh, New York, is agency. Target for campaign will be adult men and women.

Dunkin’ Donuts of America Inc. □ Media mix for four-week campaign in November for Dunkin’ Donut shops is spot television and radio in 75 leading markets. Commercials attempt to attract new customers by emphasizing freshness of product, cooperative spirit of store personnel and price discounts. Humphrey Browning MacDougall Inc., Boston, created campaign and is directing messages to total adults.

Exxon Corp. □ Six-week spot-television splurge is being mounted by Exxon for its gasoline products in major markets in South and Southwest. Campaign will begin in early November. McCann-Erickson, Houston, is agency; target audience is men and women, 18 to 49.

Creomulsion Co. □ Heavy spot-television effort for company’s cough syrup will be launched in late November in about 55 markets and will continue for 13 weeks. This is in addition to radio campaign previously reported (Broadcasting, Oct. 20). Tucker, Wayne & Co., Atlanta, is agency. Target audience is women, 18 to 49.

Woodhill Chemical Co. □ Spot-radio campaign in 125 markets will start in early January 1976 for Woodhill’s Super glue. Flights will run for 12 weeks in top-25 markets, six weeks in next 45 and four weeks in remaining markets. Marcus Advertising Co., Cleveland, is agency. It’s seeking audience of total adults.

Star-Kist Foods Inc. □ Star-Kist tuna will be advertised heavily with spot television during November in long list of markets. Leo Burnett, Chicago, is agency. Target audience is women, 18 to 49.

Cumberland Packing □ Stieffel-Raymond Advertising, New York, is handling mixed-media campaign for Cumberland’s Sweet ’n Low sugar substitute. Nine-week TV campaign is set to start in February 1976 in 30-40 mostly major markets with radio support in 25-30 minor markets. Day-, fringe- and prime-time 30’s and 60’s are being placed by Mediators, New York.

McGraw Edison □ Time is being purchased by Atwood Richards, New York, for 31-market spot-television campaign for McGraw Edison’s Toastmaster products. Four-week effort will begin Nov. 24 and will use prime-time, fringe and weekend 30’s. Budget is estimated at $400,000-$500,000. Clinton E. Frank, Chicago, is handling creative side.

Keebler Co. □ Bakery has spot-television campaign scheduled for its cookies for month of November in more than 25 Midwest markets. Leo Burnett, Chicago, agency, is seeking time periods appealing to women and young children.

Nabisco Inc. □ Starting first of November, Nabisco will advertise its Milk Bone dog biscuits on spot-television in 13 major markets for three weeks. Agency, William Esty Co., New York, is seeking daytime, prime-time and fringe-time positions appealing to women, 25 to 54, and total women.

Allen Products Co. □ Company will spotlight its Alamo dry dog food with 11-week spot-television campaign in leading markets, starting in late November (with hiatus during last two weeks of year). Weightman Advertising, Philadelphia, is seeking time periods appealing to women, 25 to 49.

Career Club □ Clothing manufacturer kicks off 20-market spot-television campaign today (Oct. 27) for its shirts. Thirty-second commercial will run in such markets as Baltimore, Minneapolis, Buffalo, N.Y., and Birmingham, Ala. Ad is aimed at adult men and features send-up of gunfight, which is interrupted when antagonists begin admiring each other’s shirts. Marstellar Advertising, New York, is agency.

Ball Corp. □ Prime-time television 30’s will begin running in test markets on Nov. 17 for Ball’s Sound Guard phonograph-record preservation kit. N.W. Ayer is handling campaign, aiming it at adults.

New American Library □ Publisher begins spot-radio effort for paperback novel by Ruth Harris, “Decades,” this week in 10 markets including Detroit, Houston, Denver and Miami. March Advertising, New York, is placing spots on stations specializing in beautiful music, MOR and foreground music. Target is women, 18 and over.

Dannon Corp. □ Company’s yogurt products are being promoted in five-week, 20-market spot-television campaign. Key areas include New York, Philadelphia, Boston and Detroit. Theme of 30-second spot is slogan, “If you don’t always eat right, the right thing to eat is Dannon.” Marstellar Advertising, New York, is agency, and it’s aiming campaign at adults.

Economic Laboratory Inc. □ Four-week spot TV campaign beginning in...
BAR reports television-network sales as of Oct. 5

ABC $510,431,100 (29.8) CBS $518,048,300 (36.1) NBC $584,638,300 (34.1)

<table>
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<tr>
<th>Day parts</th>
<th>Total minutes week ended Oct 5</th>
<th>Total dollars week ended Oct 5</th>
<th>1975 total minutes</th>
<th>1975 total dollars year to date</th>
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<td>$734,600</td>
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<td>82,466</td>
<td>$1,713,117,700</td>
<td>$1,593,331,500</td>
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Source: Broadcast Advertisers Reports

November in lengthy list of markets is scheduled for Economic Labs' Jet Dry and Finish dishwasher detergents. N.W. Ayer, New York, is agency it's targeting women, 25 to 49, and total women.

Continental Hair Products Inc.

- Brooklyn, N.Y.-based firm is putting together spot-TV effort to run four weeks in approximately 30 markets. Della Femina, Travisano & Partner, New York, is buying time periods geared to adults, 18 to 49.

Association of Spanish Olive Growers

- Umbrella group for olive producers is pushing green Spanish olives in special October-November TV test-marketing in St. Louis, Minneapolis and Florida cities of Tampa, St. Petersburg and Jacksonville. Agency and buyer is Marsteller. Two 30-second spots, which are aimed at adults, will feature night-club performer Charo.

Scotts Liquid Gold

- Denver-based firm is advertising its wood preservative product via spot-TV campaign in more than 20 markets in Western region for two months, starting this month. Advertising Promotion Inc., Denver, is aiming for total women and adults.

Borden

- Needham, Harper & Steers, New York, is creating and placing TV spots for Borden's Drake Bakersies, Wayne, N.J. Theme is "fun eating Drake's cakes," and target audience is youngsters, 6-17. Three-week flight is to begin Nov. 10 and two-week flight is tentatively set for Dec. 1. Buys will be fringe and prime-time 30's in 16 markets.

Borden Inc.

- Company's food division is putting together six-week spot-TV effort on behalf of its Eagle brand condensed milk. Campaign will start Nov. 3 in substantial list of markets. Campbell-Ewald, Detroit, is agency. Target audience is women, 18 to 49.

Kimberly-Clark Corp.

- Consumer advertising for K-C's Kimbies disposable diapers, with billings of about S 7.5 million, has been assigned to Kelly, Nason Inc., New York. Previous agency was Foba, Cone & Beling, Chicago. Broadcast spending for Kimbies is expected to be close to S 7 million this year. Kelly, Nason also handles K-C's Kotex, which bills about $8 million annually, much of it in TV.

Grey Advertising

- Grey Advertising, New York, has contracted with Group W Productions for rights to The Coral Jungle, eight one-hour adventure specials, in at least 25 markets. Grey Advertising is serving as agent for number of its clients and also may elect to build up time bank on stations in return for offering program free. Series is in production and starting date on air is projected for December. Stations already cleared include WABC-TV New York, KABC- TV Los Angeles, WLS-TV Chicago, WXYZ-TV Detroit and WOR-TV Washington. Grey is seeking time periods with family appeal.

Rep appointments

NOW INDY HAS A NEW WINNING TEAM!

Blair Television
Represents 13 WLWI

The Videolndiana Station serving the nation's 19th ADI/DMA Market! ABC for Central Indiana.

Get all the information about the exciting new things happening on WLWI. Call your Blair Man today.
Radio: a quick-change artist for Getty Oil

The radio-television mix we have used for Getty Oil products has varied since 1969, when we introduced our name, but the results have been uniform: success.

Until 1969, Getty Oil had been selling gasoline through its subsidiary, Tidewater Oil Co., and its Flying A gasoline. We changed the name to Getty and we changed our strategy from selling two grades of gasoline to one, premium. For the introduction of our new name, we used TV in tandem with radio in order to obtain the broadest and most immediate reach we could afford.

The combination worked well. As a result of our initial advertising effort, we increased our brand and advertising awareness significantly: Brand awareness was up fourfold, and we became number one in advertising awareness.

All of this was accomplished with good, solid budgets, but they could not in any way be compared with those of our competitors, which were outspending us by five times as much.

We used a variety of media in the first three years of our new name. But the primary medium was broadcast—spot television and spot radio. Spot radio played an important part in the media mix and usually received about 40% of our ad dollars.

Because radio allowed us to produce commercials at a relatively low cost, we produced a large number of radio spots. Radio gave us the production flexibility that enabled us to react almost immediately to changing needs (and if you're selling in today's market, you know how often your needs change).

We simply didn't have the money to outshoot the big boys on the oil-company block. But we wanted effective use of what we did have to spend. Other media just didn't give us the frequency of message and the effective spot coverage that radio could and did give us for our money.

But the great success of our first three years of advertising Getty premium gasoline—selling more gas per station per month on an average monthly basis—ended abruptly in the spring of 1973. Literally, we had oversold ourselves; we didn't have the capacity to produce enough gasoline to supply the increasing demand. A year before the "energy crisis" we were allocating gasoline to our dealers.

Now, we found ourselves politely refusing new business. That was bad. It's tough to slow down sales and dampen the enthusiasm of your marketing people.

They had learned to win and this was a bitter pill to swallow. Little did they realize that the worst was yet to come.

Pressure from well-meaning environmental groups and political expediency ran the automotive industry into trying to develop engines that would meet federally mandated emission control requirements. Result: the catalytic converter, for which gasoline marketers were required to provide an unleaded gas.

Remember, Getty had been selling only one grade, a leaded premium. We had built a whole marketing plan around it. Now with the introduction of no-lead gas, we would have to revert to selling two grades of gas (for less than 5% of the cars on the road). Our unique sales approach was in trouble, to say the least.

We decided to make our no-lead gas a quality item a little better than almost all other competitive brands. We would sell it at the same price as our premium. We would try to sell both on the same basis and at the same time maintain a quality image with consumers.

To add to these problems, we then had the energy crisis. Brand and product loyalty were fractured. The consumer did not really understand what had happened and, in the vernacular, got damn mad.

It happened and for the consumer, it happened the worst. But it happened to oil producers, too. We had to recognize that we were no longer operating in the same environment. We've found ourselves restricted in what we could do as marketers and, consequently, what we can say as advertisers. The amount of money we would spend in advertising became a very real problem.

To us, advertising has always been a serious investment made to generate a profitable return.

Now, the worst of the energy crisis has passed. Prices have gone up and sales have leveled off for everyone. The consumer is unhappy and negative towards oil companies in general. We in particular had a unique image as a single-product marketer that, in effect, we would have to modify.

Compounding all of our problems was the fact that previous attempts by other oil companies to sell an unleaded product had met with little success. Too often the consumer bought a tank of low-lead or no-lead gas, got poor results and swore off the stuff.

Obviously, we had to figure out a way to introduce Getty no-lead, stay within the new boundaries and do it in a reasonable economic framework. After a lot of analysis, searching of souls and wringing of hands, we decided this time to go all radio.

Among the main reasons: the opportunity to continue communicating our creative message—that Getty gasoline saves the consumer money; the chance to create memorability by continuing the use of the same music we had been using; the ability to pinpoint key markets with local radio and to target our message to our prime prospects—males 18 to 49.

The results of our newest broadcast effort? An excerpt from one of our commercials provides the answer:

"Like most oil companies, we at Getty expected our no-lead to account for only 5-15% of our sales. But we had a surprise. We're selling twice as much Getty no-lead as we thought. Maybe it's because Getty no-lead is a little better than a no-lead has to be."

Broadcasting Oct 27 1975
Have we got radio stations for you.

BLAIR RADIO PROUDLY ANNOUNCES REPRESENTATION OF

WWDC AM AND FM

Washington, D.C.
Where Things Stand

Status report on major issues in electronic communications

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* Indicates new or revised listing.

Antitrust/networks. Justice Department antitrust suit charging networks with illegally monopolizing prime time was filed in U.S. Court in Los Angeles in April 1972. Suits which dismissed on ground that networks were denied access to White House tapes and documents they said they needed to support their charge that Nixon administration was politically motivated in bringing suits. However, Judge Robert J. Kelleher permitted Justice to file suits after President Ford moved into White House, and it did (Cases 74-3599 et al.). Network appeals contesting Judge Kelleher should not have permitted refiled of suits were dismissed by Supreme Court (Broadcasting, May 5).

Broadcasting in Congress. Chances appear good that floor proceedings in House will be carried live for first time some time in 1976. B.F. Sisk, (D-Calif.), chairman of special subcommittee of House Rules Committee that was set up to study matter, hopes to introduce resolution and hold hearings by third week in November. Subcommittee's staff has completed study, concludes that, technically, "it can be done." Subcommittee is scheduled to meet Nov. 6 (see story, this issue). There already is resolution (H. Res. 269) by Jack Brooks (D-Tex.) that sparked activity. There is also S. Res. 39 by Lee Metcalf (D-Mont.) pending in Senate Rules Committee, but there has been no action on it.

Cable rebuild deadline. FCC has canceled 1977 deadline for cable systems to comply with 1972 rules (Broadcasting, July 14). National Black Media Coalition and Philadelphia Community Cable Coalition have appealed that action in U.S. Court of Appeals in Washing- ton. Commission also has outstanding rulemaking (Docket 20508) that is considering possible alternatives to 1977 deadline. Comments on 20508 have been filed (Broadcasting, Oct. 13); replies are due Nov. 16.

Children's TV. FCC's policy statement on children's television programming, adopted last year (Broadcasting, Oct. 28, 1974), has been appealed to U.S. Court of Appeals in Washing- ton by Action for Children's Television (Case 74-2006). House Communications Subcommittee has held four days of hearings on broadcast advertising and children, and one member of that subcommittee, Timothy Wirth (D-Colo.), has introduced bill (H.R. 8613) to es- tablish national council to study effects of ad- vertising on children and recommend regulatory reforms if needed (Broadcasting, July 21).

Citizen agreements. FCC policy statement and notice of proposed rulemaking (Docket 20495) on citizen group-broadcaster agree- ments has been issued. Comments have been filed (Broadcasting, Aug. 4). Subject was scheduled for commission discussion last week. Commission has declared improper first of such agreements, between KTTV/KV Los Angeles and National Association for Better Broadcasting. Commission said licensee dealt away too much programing responsibility (Broadcasting, Sept. 22).

Community ascertainment. FCC has in- stituted rulemaking (Docket 19715) designed to modify procedures commercial stations follow in determining community problems (Broadcasting, May 12). Comments have been filed in proceeding (Broadcasting, July 7). Similar rulemaking (Docket 19816) for non- commercial stations has also been issued (Broadcasting, Aug. 4); comments have been filed (Broadcasting, Oct. 20). Commercial station ascertainment is due for commission con- sideration on Nov. 4.

Comparative renewals. FCC discussion on proposed policy on comparative proceedings involving renewal applicant and applicant seeking to displace him is scheduled for Nov. 13.

Consumer agency. Senate passed bill to es- tablish Agency for Consumer Advocacy after amending it to insure agency cannot 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. In House, Government Operations Committee passed bill similar to that passed by Senate, but with one significant difference for broad- cast industry: Bill, H.R. 7575, does not exempt proposed agency from involving itself in license renewal proceedings, although com- mittee's report said agency's "active participa- tion should be discouraged" in license renewal proceedings (Broadcasting, Aug. 4).

Copyright legislation. Omnibus copyright revision bills are pending in both houses of Congress, both establishing copyright liability for cable operators and public broadcasters. Senate Judiciary Committee has completed markup on its bill (S. 22), which is substantially same as bill that passed full Senate last year. House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice, meantime, has been conducting hear- ings on House copyright bill, H.R. 2223. They are scheduled to be completed with wrap-up crossownership (newspaper-broadcast). FCC order banning newspaper-broadcasting crossownership was filed with commission for reconsideration (Cases 75-1064 et al.). However, court has yet to designate circuit in which they will be argued. Number of parties had petitioned commission to reconsider its order, but the commission denied them.

Crossownership (television-cable tele- vision). FCC has amended its rules so that divestiture is required for CATV system co- owned with TV station that is only commercial station to place city-grade contour over cable community (Broadcasting, Sept. 29). Affected are eight crossownships in small markets, which have two years to divest. Acquisitions of cable systems by TV stations are still banned within grade B contour of station. National Citizens Committee for Broadcasting is seek- ing appeals court review.

EEO guidelines. FCC has issued notice of inquiry and proposed rulemaking on equal em- ployment opportunity guidelines (Broadcast- ing, July 21). Comments have been filed (see story, this issue); replies are due Oct. 31. Com- mission is also considering EEO policy for ca- ble ("Closed Circuit," Oct. 6).

Fairness doctrine bills. Senate Communica- tions Subcommittee conducted five days of hearings on two bills intended to eliminate fair- ness doctrine. S. 2 by Senator William Proxmire (D-Wisc.) would delete Section 315 from Com- munications Act, and in fact would prohibit FCC from influencing broadcast programming or scheduling in any way. S. 1178 by Senator Roman Hruska (R-Nebr.) would do that and ad- dress other practices which "discriminate" against broadcasters (lowest unit rate, cigarette ad ban, postal service and armed forces advertising). There will be more hear- ings, as yet unscheduled, on two measures. Proxmire bill has twin in House, H.R.2189 by Robert Dinkin (D-Mass.), and Mr. Hruska's bill is duplicated in H.R. 4928 by Charles Thome (R-Nebr.). There is no sign of movement on two House bills.

FCC and fairness doctrine. FCC Chairman Richard Wiley has proposed experiment in which radio stations in larger markets would be exempt from doctrine (Broadcasting, Sept. 22). Office of Telecommunications Policy is preparing draft legislation that would permit commission to do that in top-10 radio markets (Broadcasting, Oct. 13). Also, commission's fairness statement exempting product com- mercials from application of fairness doctrine, rejecting concept of reasonable access to broadcast media and otherwise modifying fair- ness doctrine (Broadcasting, July 1, 1974), is subject of petitions for reconsideration filed with commission as well as appeal filed with U.S. Court of Appeals in Washington by Na- tional Citizens Committee for Broadcasting and Friends of the Earth.

FCC fees. Sixteen parties have appealed FCC's order modifying its fee schedule (Broadcast- ing, Jan. 20) (Cases 75-1053 et al.): more than 70 appeals have been filed by broad- casters and others from commission's refusal to refund fees paid under previous schedule which was held by Supreme Court to be illegal (Cases 75-1087 et al.). Briefs have been filed in that case (Broadcasting, Sept. 15). Several parties seeking refunds have filed in U.S. Court of Claims (Cases 82-74 et al.). Briefs also have been filed in that case (Broadcasting, Aug. 25). FCC has suspended collection of 1973, 1974.
PROFESSIONAL SALESMAINSHP MAKES THE DIFFERENCE

WNIC AM/FM DETROIT

NOW REPRESENTED NATIONALLY by

Buckley Radio Sales, Inc.

New York • Atlanta • Boston • Chicago • Dallas • Detroit • Los Angeles • San Francisco • St. Louis
IN 1940 BMI WAS THE MUSIC LICENSING ORGANIZATION THAT WAS PROUD TO LICENSE COUNTRY MUSIC.

Thirty-six years ago there were no Country charts, no award-winning Country songs, no royalties for Country writers and publishers, no Music City U.S.A., and no BMI building on Music Row.
Congratulations to the 109 writers of the top BMI Country songs most performed from April 1, 1974 to March 31, 1975. 80% of the Country songs on the trade paper charts in that period were licensed by BMI.

Peter Allen
Bill Anderson
Renee Armand
Hoyt Axton 2 Awards
Jeff Barry 2 Awards
Carl Belew
Chuck Berry
Rory Bourke
Don Bowman
Bobby Braddock 2 Awards
L. Russell Brown
Ed Bruce
Felice Bryant
Mickey Buckins
Jimmy Buffett
Larry Butler
Wayne Carson 2 Awards
Tommy Cash
Jerry Chesnut
Johnny Christopher
David Allan Coe
Jerry Crutchfield
Mac Davis
Harold Dorman
Don Earl
Donna Fargo 2 Awards
John Clifford Farrar (PRS)
Dick Feller
Jerry Foster
Wiley Gann
Larry Gatlin
Don Gibson 2 Awards
Gerry Goffin
Peter Gosling (PRS)
Earl Green
Merle Haggard 2 Awards
Tom T. Hall 2 Awards
Tim Hardin
Don Harris
George Harrison (PRS)
Freddie Hart
John Hartford
Alan Hawkshaw (PRS)
Ronald Hellard
Jerry House
Harlan Howard 2 Awards
Bob Jennings
Waylon Jennings
Vivian Keith
Carole King
Pee Wee King
Kris Kristofferson 4 Awards
Dickey Lee
Jerry Leiber
Irwin Levine
Sammy Lyons
Barry Mann
Layng Martine Jr. 2 Awards
Ronald E. McCown
Warner McPherson 2 Awards
Aileen Mnich
Chips Moman
Kenny O'Dell 2 Awards
Buck Owens
Dolly Parton 4 Awards
Gary S. Paxton
Ray Pennington
Jimmy Peppers
Ben Peters
Anita Pointer
Bonnie Pointer
Curly Putman 2 Awards
Eddie Rabbitt
Jerry Reed
Allen Reynolds
Bill Rice
Denzil Rice
George Richey 2 Awards
Betty Jean Robinson
John Rostill (PRS) 2 Awards
Troy Seals
James B. Shaw
Billy Sherrill 5 Awards
Shel Silverstein 3 Awards
Joe South
Joe Stampley
Ray Stevens
W.S. Stevenson
Redd Stewart
Mike Stoller
Glenn Sutton 2 Awards
Billy Swan
Baxter Taylor III
Carmol Taylor 2 Awards
Chip Taylor
Dewey Terry
Mel Tillis
Conway Twitty 2 Awards
Porter Wagoner
Daniel T. Walls
Don Wayne
Jim Webb
Cynthia Weil
Bobby (Red) West
Kent Westberry
Jerry Wexler
Marijohn Wilkin
Hank Williams
Norro Wilson 6 Awards

BROADCAST MUSIC INCORPORATED
The world's largest performing rights organization.
and 1975 cable fees pending final court decision on legality of commission order requiring payment of those fees (BROADCASTING, Aug. 4).

Indecency. FCC's declaratory ruling on indecent broadcasts (BROADCASTING, Feb. 17) is being appealed to U.S. Court of Appeals in Washington (Case 75-1391) by object of ruling, Pacifica Foundation's WBAI FM New York. Ruling involves airing of George Carlin album cut. Commission is considering proposed legislation to include television and cable in federal statute banning obscenity on radio (BROADCASTING, Sept. 15).

KRLA (Am). U.S. Court of Appeals in Washington has remanded 11-year-old fight for Pasadena, Calif., frequency to FCC for "clarification" of decision awarding outlet to Western Broadcasting Corp. (Bob Hope and others). Court says commission resolved contest among seven applicants without explicit consideration of comparative factors listed in commission's policy statement on comparative hearings.

Leapfrogging. FCC has initiated rulemaking (Docket 20487) aimed at modifying or repealing rules that require cable systems to select closest stations in importing distant signals. Comments have been filed (BROADCASTING, Aug. 4).

License renewal legislation. About 150 representatives and 20 senators have sponsored or co-sponsored license renewal bills so far in 94th Congress. Nearly all provide for lengthening renewal period from three to four or five years and give renewal applicant preference over challenger for substantially living up to his license commitments. None, however, is yet on the agenda of communications subcommittee in either house, and Torbert Macdonald (D-Mass.), chairman of House Communications Subcommittee, sees no chance of hearing before end of year. Meanwhile, National Radio Broadcasters Association (formerly National Association of FM Broadcasters) has as first priority drafting of radio-only renewal legislation (BROADCASTING, Sept. 22).

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, NBC and ABC television affiliates associations. Commission has denied petitions for reconsideration of order.

Pay cable; pay TV. FCC's modification of its pay cable and pay television rules (BROADCASTING, March 24) is being opposed by broadcasters and cable operators in U.S. Court of Appeals in Washington. Meanwhile Senator Philip Hart (D-Mich) and his Senate Antitrust Subcommittee are looking into charges that broadcasters are "throttling" pay cable. Two days of hearings were held in May (BROADCASTING, May 26); more were held in July (BROADCASTING, July 14, 21).

Payola. Grand juries in three cities have indicted 16 individuals and six firms on charges relating to payola, and another grand jury indicted Clive Davis, former CBS Records head, for income-tax evasion (BROADCASTING, June 30). Trial of record promoter Fred Rector for alleged failure to file income tax returns has been set to start Dec. 2 before U.S. District Judge Malcolm Lucas in Los Angeles. Group of Brunswick Record officials have been scheduled for trial Jan. 16, 1976, before District Judge Frederick D. Lacey in Newark, N.J. Trial dates for other defendants remain to be set.

Pensions' case. FCC decision holding that NBC-TV program, Pensions: the Broken Promise, violated fairness doctrine was ordered vacated by three-judge panel of U.S. Court of Appeals which—aeting at request of full nine-judge circuit—vacated its own earlier decision (BROADCASTING, July 14). Petitioner, Accuracy in Media, had requested full-court rehearing of panel's order, but was turned down. AIM says it will go to Supreme Court (BROADCASTING, Oct. 13).

Performers' royalty. Copyright subcommittees in both houses have held hearings on measures to create performers' royalty to be paid by broadcasters and other users of recorded works (BROADCASTING, July 28). Bill on Senate side is S. 1111 by Senator Hugh Scott (R-Pa), who has been trying for some 30 years to push measure through S. 1111 is being considered separately from pending copyright bill, S. 22. Subcommittee on House side is scrutinizing duplicate of Scott bill, H.R. 5345 by Representative George Danielson (D-Calif.), for possible insertion in copyright revision bill pending there (H.R. 2223).

Personal attack rules. FCC order asserting that WCAAM New York violated personal attack rules has been appealed by licensee, Straus Communications Inc., which claims rules are unconstitutional (Cases 75-1083 and 75-1084). Briefs have been filed (BROADCASTING, Sept. 29).

Public broadcasting funding. Public broadcasters have lost their fight for five-year funding for Corporation for Public Broadcasting. Bill sought (H.R. 6461) had provision for five-year appropriation as well as five-year authorization. House Appropriations Committee has rejected concept of five-year appropriation and plans to strike that provision from bill. Authorization part of bill passes House and Senate, committee said it would vote three-year appropriation in separate measure (BROADCASTING, July 28). Senate Communications Subcommittee has reported bill that matches House's in key respects. Committee leaders are inclined toward three-year appropriation, but with annual review before Appropriations Committees in both houses.


Section 315. FCC has voted to change its administration of equal-time law. Political debates and press conferences by presidential and other candidates will be treated as "on-the-spot coverage of bona fide news events" exempt from equal-time requirements (BROADCASTING, Sept. 29). Commission and U.S. Court of Appeals in Washington rejected petitions for stay of new interpretation of 315 (BROADCASTING, Oct. 6). House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) has requested all FCC documents in-

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That's right, WCCO Radio is bigger than TV in the ADI as well as the TSA. Fact is, we beat the leading TV station on seven out of eight points of AQH comparison. And all the other stations on all eight. WCCO Radio also wins all 16 points of comparison with television in ARB Total Survey Area data.

Which certainly makes WCCO Radio the biggest thing in Twin Cities television-land.

For those who still think seeing is believing, take a peek at the chart. And then call your WCCO Radio or CBS Radio Spot Sales representative. He'll be able to tell you more about our story. Why there's more to broadcast advertising than meets the eye. At least in the Minneapolis-St. Paul ADI.

Sources: Based on ARB estimators, Radio: April-May, 1975, ADI survey area. TV: May 1975 ADI survey area.

All data subject to qualifications which WCCO Radio will supply on request.
volved with commission's order; hearings may result (Broadcasting, Oct. 13). Also, Senator John Pastore's bill (S. 608) to exempt presidential and vice-presidential candidates from equal-time requirements has been considered in hearings on fairness-doctrine bills (Broadcasting, May 5). Mr. Macdonald has introduced bill (H.R. 5600) that echoes Mr. Pastore's but it would also provide that programs like Meet the Press be exempted from Section 315 and that spokesman from opposing party be given opportunity to respond in any partisan broadcast address by President.

Sports blackout. House Communications Subcommittee has begun hearings on bill to make sports blackout law permanent (Broadcasting, Sept. 29). Current law, which provides that baseball, football, basketball and hockey games sold out 72 hours in advance cannot be blacked out on home TV, expires Dec. 31. New bill, H.R. 9566, introduced by Subcommittee Chairman Torbert Macdonald (D-Mass), would also reduce the 72-hour cutoff to 24 hours for postseason playoff games in hockey, basketball and baseball. Last week, Senate Communications Subcommittee Chairman John Pastore (D-R.I) introduced bill to extend current law three years, but amend it to include 24-hour provision in Macdonald measure (see story, this issue).

Star stations. FCC order stripping Star Broadcasting of KSHAM (Vancouver, Wash., KOL-AM-FM Omaha, and WFE-AM-FM Indianapolis) has been appealed to U.S. Court of Appeals in Washington (Case 75-1203).

VHF drop-ins. In April, FCC adopted inquiry (Docket 20418) into feasibility of dropping as many as 83 VHF channels into top 100 markets (Broadcasting, April 7). Inquiry resulted from United Church of Christ petition which substantially embodied study by Office of Telecommunications Policy suggesting channels could be added if mileage-separation standards are reduced. Comments are due Oct. 16.

Washington Star transfer. Texas banker Joe L. Allbritton and owners of Washington Star Communications Inc. have reached agreement under which Mr. Allbritton would take control of company. Under tender offer, Mr. Allbritton would acquire up to 17,848 shares he does not now own for total of $28.5 million. Agreement commits Mr. Allbritton to comply with FCC's cross-ownership rules within minimum of three years, if commission requires that as condition for approving sale. Stations involved are WMAL-AM-FM-TV Washington, WJLA-TV Lynchburg, Va., and WVITV Charleston, S.C. Latest proposal for sale of Star and broadcast properties was filed as amendment to petition for waiver of cross-ownership rules Mr. Allbritton filed under old plan for deal. Hearings on waiver have been suspended pending action on amendment (Broadcasting, Sept. 29).

WPIX (TV). FCC Administrative Law Judge James Tierney has issued initial decision recommending renewal of New York station and denying competing application of Forum Communications Inc., a decision contested by commission's Broadcast Bureau (Broadcasting, Sept. 22). Commission in August refused to approve agreement under which Forum would withdraw its application.
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television executives' seminar, Monteleone hotel, New Orleans.

Nov. 10-11—Virginia Cable Television Association fall convention, Robert Schmidt, chairman, National Cable Television Association, and Fred Ford, past NCTA president, will be featured speakers. Sheraton Inn, Louisville.


Nov. 16-20—Television Bureau of Advertising annual convention, Americana hotel, New York. 1976 convention will be Nov. 8-9, Sheraton Americana, Washington, D.C.


April 4-7, 1976—National Cable Television Association annual convention. Century Convention Center, Denver will be April 17-20, McCormick Place, Chicago.

May 9-12, 1976—American Women in Radio and Television 25th annual national convention. Marriott, Philadelphia. 1977 convention will be April 26-May 1, Radisson Down-town hotel, Minneapolis.


Major meetings


Nov. 16-19—National Association of Educational Broadcasters 51st annual convention. Century Plaza hotel, Los Angeles.


April 4-7, 1976—National Cable Television Association annual convention. Century Convention Center, Denver will be April 17-20, McCormick Place, Chicago.

May 9-12, 1976—American Women in Radio and Television 25th annual national convention. Marriott, Philadelphia. 1977 convention will be April 26-May 1, Radisson Downtown hotel, Minneapolis.


December

Dec. 1—FCC's new deadline for reply comment on "warehousing" of movies by networks with regard to pay cable distribution (Docket 20402). Previous deadline was Oct. 30, FCC, Washington.

Dec. 4—American Broadcasters Association 24th annual winter convention. FCC Commissioner James H. Quello will be luncheon speaker. Sunburst hotel, Scottsdale.

Dec. 8-9—Institute of Electrical and Electronics Engineers Chicago fall conference on consumer electronics (formerly on broadcast and television receivers). O'Haire Inn, Des Plaines, Ill.

Dec. 15—FCC's new deadline for comment on inquiring into dropping new VHF channels into top-100 markets (Docket 20418). Deadline previously had been extended from July 11 to Oct. 15. Deadline for replies was further extended from Nov. 18 to Jan. 30, FCC, Washington.

January 1976


Jan. 14—New England Cable Television Association winter meeting, Sheraton-Wayfarer Motor Inn, Manchester-Bedford, N.H.


Jan. 27-29—Georgia Association of Broadcasters annual Radio-TV Institute. Speakers include FCC Commissioner Benjamin Hooks and Fred Silverman, ABC, Center for Continuing Education, University of Georgia, Athens.

February 1976

Feb. 5-6—Institute of Electrical and Electronics Engineers and Society of Cable Television Engineers seminar on CATV reliability. Holiday Inn, Philadelphia. Contact: James Herman, (215)674-4800.

Feb. 8-12—Public Broadcasting Service annual membership meeting. Century Plaza hotel, Los Angeles.

Feb. 11—Ohio Association of Broadcasters sales workshop, Bowling Green State University Union, Bowling Green.


Good show
EDITOR: It’s not often that we have the opportunity to see the chairman of the FCC, a commissioner and key commission staff at work outside of Washington, so I looked forward to seeing Chairman Wiley, Commissioner Hooks and a group of staff members when they visited Boston for a NAB regional meeting and FCC “public forum.”

If Chairman Wiley’s performance here was representative of how he operates the commission, his reputation as a hard-working and dedicated chairman is well earned.

Chairman Wiley and Commissioner Hooks should especially be congratulated for their handling of the commission’s meeting with the public. Although the forum created some difficult moments for the chairman and his staff, their presentation was always thoughtful and effective.—Lloyd Simon, Media Resources Bureau, Boston.

Holdout
EDITOR: Regarding the conflict between broadcast licensees and the FCC on the subject of annual fees, we thought your readers might be interested in our stance on the subject.

After we received our “bill” from the commission, we replied that if the commission could cite an independent legal opinion judging that the Supreme Court decision did not apply to broadcast fees we would pay our fee—and not until.

Thus far, we have not paid.—Dick Palmquist, president, KDNO(FM) Delano, Calif.

No handouts
EDITOR: Your Oct. 6 news story dealing with the recent decision of the National News Council in dismissing the complaint of the Indochina Resource Center against CBS News was inaccurate, incomplete and misleading.

Your account stated that the complaint “...took issue with CBS News reports on massacres in Vietnam and Cambodia, which were based on press handouts.” The fact is we did two reports, one by Ike Pappas, our Pentagon correspondent, which indeed was based on Pentagon sources, the other by Peter Collins who interviewed refugees on the spot in South Vietnam.

Mr. Pappas clearly stated his source was the Pentagon, stated and reiterated that the reports were unverified and stated we would try to check them on the scene. Mr.

Peggy Stone
EDITOR: All of us who knew, worked with and loved Peggy Stone are deeply saddened by her death (Broadcasting, Oct. 20).

Peggy was totally active right to the end both in her work and her activities on behalf of the International Radio and Television Society and other industry organizations. When others her age (69) would be content to sit in a rocking chair, Peggy worked to make broadcasting ever better and more professional.

As a station owner, station representative and tireless worker for the industry, she was the best. God bless.—Peter M. Bardach, vice president, broadcasting, Foote, Cone & Belding, New York.

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* U.S. Patent Office.
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Futures

Though presidential election is year off, there's already speculation about chairmanship of FCC under next administration. It's presumed Richard E. Wiley would stay on at least for while if Gerald Ford retains Presidency. Mr. Wiley, however, has hinted lack of interest in remaining beyond expiration of his term, June 30, 1977, six months after next presidential inaugural. Both Illinois politics and law are in Wiley future, though he probably wouldn't reject higher call in new Republican administration.

If Democrat were elected President, notion is that Ben Hooks, ranking Democrat on FCC, would stand good chance of getting chairmanship. Mr. Hooks' term runs to June 30, 1979, though he, too, has talked about departure for business or perhaps elective office.

Longer sweeps

Long-pending report of Advertising Research Foundation committee on controversial question of lengthening local TV rating sweeps to eight weeks is due out almost any day now. Though polling had not been completed late last week, general expectation was that committee would endorse longer sweep periods—but not unanimously. Two station-rep members, Steve Rafter of Harrington, Righter & Parsons and Martin Goldberg of Petry Television, submitted alternate proposal that methodology study should be conducted first. If it's not adopted, this would become minority report.

Crack in the door

First steps toward eventual admission of broadcasters to AP board of directors were taken by board last week. Though it deferred definitive action, board explored long-controversial issue—repeatedly urged by many broadcasters, opposed by many publishers—and mechanics by which breakthrough might be achieved. Action is expected to come at board's Jan. 7 meeting in Palm Beach, Fla., subject to ratification by AP membership at annual meeting May 3 in New York.

Space age

ABC is picking up support for its proposal that FCC initiate rulemaking aimed at setting up basic over-all design for development of domestic communications-satellite services (Broadcasting, Oct. 20). National Association of Broadcasters, CBS and network affiliates concerned with such matters—operating as Combined Satellite Transmission Committees of ABC, CBS and NBC—are expected to urge commission to grant ABC's request.

Meanwhile, plans are going forward for meeting on related subject to be held Friday (Oct. 31) under sponsorship of Office of Telecommunications Policy and CCIR, technical arm of International Telecommunication Union.

Representatives of industry and government will discuss requirements for small earth-station terminals, usable for direct-to-home broadcasting, among other things, and proposals for their sharing satellite and spectrum space with larger earth terminals.

De-regulation

If FCC staff gets its way, commission will remove all restrictions on pay-cable systems' use of series-type programs. Not entirely satisfied with present rule, which prohibits pay cable from using series that have appeared on conventional TV, FCC asked for comments on another version. Staff says no convincing argument was made to reject any rule. FCC is scheduled to face issue this week.

Washington presence

There's more than new face in CBS's Washington future. Vice President Bill Leonard (see "Top of the Week") will move operation into new offices at 1800 M Street, N.W., next April. Legal and lobbying staffs once were co-located with Washington news bureau at 2020 M Street, moved to present 1990 M Street address (across from FCC) three years ago.

There will be two corner offices in new space, one for Mr. Leonard, second for CBS President Arthur Taylor's use on his increasingly frequent Washington stopovers. Quarters will include private dining room and personal accommodations. It's recalled that late RCA-NBC chief, David Sarnoff, had Washington base in Shoreham hotel.

Recruits

National Association of Broadcasters will announce this week that all six Metromedia TV stations—five independents and one ABC affiliate—are joining NAB TV code Nov. 1. Association will also confirm that it has recruited RKO's two independent TV's into code. Never before members of code, Metromedia and RKO independents dropped resistance when NAB TV board amended TV code to apply Association of Independent TV Stations' more relaxed commercial time standards to NAB independent-station members (Broadcasting, June 23). Code amendment was intended to make more palatable board's ruling that all NAB TV members must also be code members. In wake of reaffirmation of mandatory code subscription ruling, NAB lost all of Westinghouse's TV stations, gained all of Taft's (Broadcasting, July 7 and 14).

Six Metromedia stations are KTTV(Los Angeles); WTTG(TV) Washington; WXIX-TV Newport, Ky.; WTCN-TV Minneapolis; KMBC-TV Kansas City, Mo. (affiliated with ABC); and WNEW-TV New York. RKO's two independents are WOR-TV New York and KJTV-Los Angeles. RKO's two network affiliates, WNBC-TV Boston (CBS) and WHIO-TV Memphis (ABC), are already code subscribers.

Repercussions

Broadcasters who were dismayed to find bias against their position on cable de-regulation among White House staffs in talks fortnight ago (see page 32) are convinced President himself is unaware of his juniors' antibroadcasting sentiment. There'll be effort made to acquaint him with situation, and prediction is that when full understanding of OTP's probicable bill penetrates higher levels, project will be put on ice—at least until after election year hence.

Trimming the bulge?

Huge ratings scored by NBC-TV in coverage of baseball playoffs and World Series are worrying affiliates of other networks who fear distortion in local ratings. At urging of stations and station reps, Nielsen is said to be making adjustments in October reports and Arbitron to be working on problem.

Remote on-off

New hardware to enable cable operators to disconnect and reconnect subscribers by flipping switch at one central location, such as headend office, without need to send out service crew, is coming on market. New devices (called addressable taps) will replace multitap units now in use. They'll sell in $80-$100 range. Most multitaps now in use cost under $10. Computer-type control units will range widely in price, according to sophistication.

Delta-Benco-Cascade, Rexdale, Ont., and Procom Electronics, Poughkeepsie, N.Y., plan to show prototypes at Western Cable TV Show Nov. 12-15 in Anaheim, Calif. Magnavox is also developing "smart tap."

Broadcasting Oct 27 1975 21
**VIEWING PARADOX** □ Nielsen rating books for current prime-time season indicate household viewing is down, but people viewing is up. PAGE 25.

**WHO'S ON FIRST?** □ It's NBC-TV, which captures first place in ratings during the sixth week, thanks to its coverage of a torrid World Series. PAGE 25.

**POINTS WITH WHITE HOUSE** □ Both broadcasters and cable representatives think they gained ground in talks with Ford aides on CATV de-regulation. PAGE 32.

**FCC'S TRAVELING TRouPE** □ Three stops in the West are next for the FCC contingent that is meeting with broadcasters and the public. Hectic, but fruitful, session in Boston sets the stage. PAGE 34.

**CHAfING** □ Representative Macdonald demands FCC give him documents on equal time without further delay. PAGE 35.

**FCC ON THE GRILL** □ Commission has a date next week at Senate oversight hearing. Pastore is expected to dig into Section 315, fairness doctrine, EEO and ascertainment exemptions. PAGE 35.

**EEO PROPOSALS** □ More comments filed at FCC on proposed rulemaking reflect dissatisfaction of broadcasters and citizen groups. PAGE 40.

**SPLIT IN JACKSON** □ One of the five applicants involved in WLBT(TV) channel 3 agreement withdraws, points a finger at the United Church of Christ. PAGE 42.

**IN STEP WITH HOUSE** □ Pastore drafts new Senate bill for funding of Corporation for Public Broadcasting. It's compatible with House's feelings against long-range budgeting. PAGE 42.

**MORE UNDERSTANDING** □ CBS's Taylor says business and press don't appreciate each other's problems. He urges a little give-and-take. PAGE 43.

**BAZELON BACKS FCC** □ Appeals court rejects Accuracy in Media appeal that sought to compel commission to act as monitor over two CPB-funded programs. PAGE 44.

**THREE MORE YEARS** □ Pastore bill seeks to have sports antiblackout law extended through 1978. PAGE 44.

**CABLE EXCLUSIVITY** □ Comments continue to flood FCC on proposed adjustment that would allow "significantly viewed" signals to be picked up in CATV communities. PAGE 45.

**NOW IT'S OFFICIAL** □ Alan Torbet and H. Peter Lasker put up a really big radio representation firm together with the merger of Alan Torbet Associates and Avco Radio Sales. PAGE 49.

**MORE PAY, DIFFERENT WAY** □ Talks about payments for performers in commercials get under way in New York. Unions want sharp increase and revision in methods for figuring fees. PAGE 50.

**CABLE CROOKS** □ Operators are taking action to combat illegal hook-ups to systems. PAGE 50.

**SMOKE RINGS** □ Justice Department is seeking court order requiring major cigarette firms to finance anticigarette advertising in broadcasting and other media. PAGE 50.

**DRAW PLAY** □ Buffalo-area cable system darts between two apparently conflicting FCC rules to pierce a blackout of the Monday night football telecast. PAGE 51.

**HBO'S BIG BUY** □ Newly acquired BBC series will be put on pay TV for a year before being offered to on-air television networks. PAGE 51.

**HI-LO SET TO GO** □ AT&T will start its new rates Nov. 19 and expects it to mean about $8 million more in revenues. PAGE 52.

**LIVE HOUSE COVERAGE** □ Hill staff study recommending one-year test goes to subcommittee meeting Nov. 6. PAGE 54.

**BIG VOICE FOR THE SMALL** □ Kyle Moore, president of the Community Antenna Television Association, got out of farming because he disliked federal controls over farmers. That attitude still prevails now that he is in cable TV. PAGE 73.
This is a group of North Carolina children with learning disabilities, reenacting a family life situation in an attempt to give themselves insight into their own problems.

It was part of an unusual WXII-TV Public Affairs documentary production entitled “High Risk--High Hope” which focused not only on the problems of these “exceptional” children, but on the extraordinary range of solutions being offered by North Carolina educators.

The documentary, produced in the public interest in cooperation with the four Kiwanis Clubs of Forsyth County and the Winston-Salem Junior League, is one of a continuing series of films, videotapes and special programs dealing with the problems and accomplishments of the people served by WXII-TV.
America's past has always had trouble competing for attention with its present. But Bicentennial celebration over-the-air enables more Americans to re-live and reflect on their history, on more occasions, than during any earlier commemoration.

A Bicentennial pageant, richly conceived and staged, has passed midpoint in its two-year progress on the CBS Television and Radio Networks. It's a pageant of great events, crucial issues, and extraordinary people—amid the everyday life of two centuries. It's framed in settings that suit both subject and audience—from 60-second episodes to a six-hour, four-part drama. They include: "The American Parade," prime-time television specials that take a long look back at women's rights, the Presidency, the growth of cities ..."Bicentennial Minutes," televised narrations of events that occurred two hundred years before, to the day..."Bicentennial Weekend Specials" on CBS Radio—thirty or more reports on each of twelve weekends, re-visiting America during the Revolution and recalling the nation's heritage and beliefs. The country's foremost philosopher-statesman is the subject of a full-length biography,"Benjamin Franklin,"on television, and a twenty-six-week presentation of "Poor Richard's Almanac" on radio.

All without flag-waving, chest-pounding, or self-righteous pointing of morals. All with the finest writing and performing talent and insistent concern for the authentic. And with clear awareness that along with founding fathers there were founding mothers.

CBS chronicles two centuries with a leadership record in reporting the daily present. For past good and future promise, it's a story that evokes a nation's memory and will. The telling of it for the birthday of the world's oldest republic is best assurance for many happy returns.
World Series routs ratings competition, puts NBC in first place for first time this season

CBS, in third place two weeks in row, sends its programing first team—including Chairman Bill Paley—on West Coast rescue mission; ABC thinks its hold on second place is secure for fall

NBC’s prime-time coverage of the World Series propelled it into first place for Week Six (Oct. 13-19) of the 1975-76 season— as expected. That network averaged a 23.6 Nielsen rating for the week, ABC came in second with 17.0 and CBS finished third with 16.7.

What was unexpected, however, was that the momentum of NBC’s sixth-week victory (in which it won six of the seven nights, falling down only on Monday, when CBS schedules the most potent comedy line-up on the air) carried it from third place to first in the six-week season-to-dates (Sept. 8 to Oct. 13, 1975), with an 18.6 rating (compared to CBS’s 18.2 and ABC’s 17.9).

Taking stock, NBC’s programing chief, Marvin Antonowsky, says NBC’s first-place position, season-to-date, is not
simply a fluke caused by the bloated World Series numbers. ABC's head of program-ning, Fred Silverman, says now that the Series is out of the way the prime-time rat-ing pattern will sort itself back into the mold of CBS first, ABC second and NBC third, at least until the end of the fourth quarter. But CBS programers, contemplat-ing a schedule that's down 11% from last year's lineup for the comparable period, and retreated to the West Coast last week, reportedly to hash out an extensive shakedown of the network's prime-time schedule.

"The big story of this season is CBS's decline," said Mr. Antonowsky. "When is the last time you can remember CBS finishing third two weeks in a row?" CBS's 11% ratings drop from last season compares to a 10% slump for NBC and a 7% increase for ABC.

CBS's concern was evident in the exodus to the West Coast last week of Chairman William S. Paley, Broadcast Group President John A. Schneider, CBS-TV President Robert D. Wood, programing vice president Lee Curtilin, and business affairs VP Robert Daly, along with New York vice president Oscar Katz, and rat-ings expert Jay Eliasberg, among other members of the hierarchy.

They were reportedly discussing a wholesale realignment of the CBS prime-time schedule involving either cancellation or time-slot shifting of eight shows: Three for the Road, Beacon Hill, Brack, Barnaby Jones, Joe and Sons, Switch, Doc and Cher. All of these series have been performing well below expectations. (CBS has already canceled Kate McShane and Big Eddie.) The first fruits—or prun-ings—of that Western venture emerged by week's end, with announcements that Three for the Road and Beacon Hill will join the ranks of the canceled.

NBC also has a contingent of New York-based heavy hitters on the Coast last week, including Mr. Antonowsky, NBC's executive vice president, Mike Weinblatt, and the vice president for research and corporate development, William Rubens. NBC has canceled its four biggest bombs—The Montefusco, Foy, The Family Holvak and The Invisible Man. But replacements still haven't been firm'd up for The Family Holvak and The Invisible Man and decisions will probably have to be made by early November on six NBC shows that have eeked out only marginal ratings so far: Ellery Queen, Medical Story, Movin' On, Doctors Hospital and two rotating elements of the Sunday Mystery Movie, McCoy and McMillan and Wife.

ABC, which hasn't canceled any of its series yet, will wait a week or two to see how viewers react to the time-slot shift of two of its turkeys, Mobile One (now Mon-day, 9-10 p.m.) and Barbary Coast (now Friday, 8-9 p.m.), according to net-works sources. Five other series that ABC will probably either scrap or shuttle to new time periods when the second season rolls around are: Matt Helm, Saturday Night Live With Howard Cosell, That's My Mama, S.W.A.T. and When Things Were Rotten.

No one's sure yet whether the networks will be granting more make-goods for this season or not

All admit that if big advertisers are not getting the audiences they thought they should, some arrangements will be worked out

The closeness of the network race this year could bring the networks' make-good practices into play more extensively than usual, particularly if the currently apparent decline in TV audiences proves real.

Agencies and advertisers speak freely of "guaranteed" cost-per-thousands, but network officials—in their public discuss-sions at least—avoid the word "guarantee" like the plague. They agree, however, that if a long-term major adver-tiser gets substantially less of its target audi-ence than he'd had reason to expect, it's only good business to make some adjust-ments in his behalf.

As Frank Smith, CBS-TV sales vice president, put it, "you don't just leave him sitting there all year getting his brains beaten out."

Mr. Smith emphasized that at CBS "we do not guarantee cost-per-thousands." But he said that with big up-front advertisers—those buying early and usually buying for 52 weeks—"if we are substantially off the mark [on target audience delivery] we try to make some adjustments" in terms of additional spots, move to a new show or some similar concession satisfactory to both sides.

Mike Weinblatt, NBC-TV executive vice president, said that "NBC does not want to see anybody get badly hurt," but that he thought the subject of so-called guarantees has been somewhat over-

Deadline. Broadcasters planning to cover the 1976 Democratic and Repub-lican national conventions should sub-mit their space requirements to the exec-utive committee of the congressional radio-TV correspondents' galleries no later than Nov. 14. As in years past the congressional radio-TV galleries will handle accreditation for broadcasters covering the conventions. The executive committee has requested that applica-tion, to be made on company stationary only, include the following information: (1) which conventions the station or net-work will be staffing, (2) the estimated number of personnel requiring creden-tials and (3) the estimated work space requirements (in square feet) for both the headquarters hotel and the conven-tion hall. Applications should be ad-dressed to William Greenwood, Chair-man, House Radio-Television Gallery, Room H-220, U.S. Capitol, Washington, D.C. 20515.

Schneider reinforces CBS determination on family viewing in open letter to editors

John A. Schneider, president of the CBS/Broadcast Group, sent a letter to editors last week reviewing the controversy over the family viewing hour and declaring that "it has begun to win over some people who originally expressed doubts about its feasibility."

With his letter Mr. Schneider sent copies of the telegram in which West Coast talent unions threatened to sue if the network family viewing hour was canceled; and CBS-TV President Robert D. Wood's assertion in reply—subsequently echoed by other networks—that the rule must be maintained (BROADCASTING, Oct. 20).

Mr. Schneider said the rule's critics fall into two groups: the Hollywood producers and performers and others who attack it as "censors" and the "self-appointed censors and critics who have declared family viewing to be meaningless" and who call for government probing of TV program content—"despite the fact that, as the FCC chairman has stated, there is no legal basis for government action."

"No one maintains that the family viewing concept is the 'right rule for parental guidance,'" Mr. Schneider continued. "But it represents a major and difficult advance in self-regulation by a mature and respon-sible industry. And for all their com plaints, none of the critics and negativists who attacked family viewing have advanced any workable alternative."

"Unfortunately, it is the nature of most people to speak up when dissatisfied and worked and exaggerated."

James Shaw, ABC-TV sales vice presi-dent, and officials of other networks said such adjustments usually are made for 52-week or other long-term advertisers, not merely because these buyers are spending a lot of money but because a lot of things can happen to affect ratings over the term of long contracts. Short-term scatter-plan buys, on the other hand, are made closer to start date and are less apt to fall signifi-cantly short of target-audience expecta-tions.

Messrs. Smith, Weinblatt and Shaw all said it's too early to judge whether they'll be called on to make more "adjustments" this year, or less or about the same as usual. Observers tended to agree that if current trends continue, CBS and NBC stand to need more make-goods than usual because, on average, they're run ning below their year-ago rating levels. ABC on the other hand is running ahead and thus should need fewer.

But adjustments or make-goods are based on the performance of the specific shows or packages involved, not the overall network averages. Even though the network may be delivering more than expected, make-good policies don't work both ways: the advertisers in those cases can enjoy their bonus.
AWRT should work with black groups and other minorities "so that there can be a unified effort for equal employment opportunity," he said. "We cannot have all of these groups going down separate paths. Divide and conquer is still applicable."

He talked, also, of women in minorities occupying key positions in broadcasting—news directors, program directors, producers, directors and editorial writers. The time has come to assume such positions, he said. These jobs represent "the real power."

And he was talking not only of jobs at the station level, but at the networks and the motion picture studios and production companies as well. The FCC does not regulate those elements of the broadcasting business, but, he said, they have their responsibilities.

He said that "only" the employment of women and minorities in writing, producing and directing will end "some of the stereotyped programming and casting that is clearly evident" in some TV shows. And, he added, the networks, studios and production companies "must not continue to be the closed shops that they apparently are for women and minorities in their executive suites."

**EEO hangs up several renewals as FCC attacks pile of petitions**

Commission deals with 21 cases, gives conditional licenses to some stations pending filing of information on minority employment

The FCC passed another petition-to-deny day last week, acting on 21 petitions directed against a total of 31 stations. As has become customary, most of the denials issued by the commission were directed at the petitioners opposing renewal, not the renewal applications. But as has also become customary, some of the renewals were conditioned on the stations providing additional information on efforts to hire minority group members and women.

In the case of WNYC-AM-FM-TV New York, in fact, action was deferred on the renewal application until the city-owned licensee submitted information on the stations' equal-employment opportunity program. The commission found that women were underrepresented on the stations' payrolls when compared to their presence in the metropolitan area's population.

Stations whose renewals were conditioned on their providing additional information on efforts to strengthen their EEO program are WRFM(FM) New York, KOLD-

**Lee comes on strong for equal employment**

In AWRT speech, he urges women and minorities to push together for their rights, and criticizes networks for their hiring practices

FCC Commissioner Robert E. Lee, who in his 22 years on the commission has been known as the agency's principal champion of UHF, last week stepped forth as a champion in another cause—equal employment opportunity.

He showed his new colors in a speech in Louisville, Ky., to the local chapter of American Women in Radio and Television, and his focus was principally on women. He said that although the number of women employed in broadcasting is on the rise, true equality of men and women will not come until women receive the same status and pay as men for the doing the same jobs. But the talk dealt with minorities, too.

Indeed, he called for unified action on the part of women and minority groups in advancing the cause of EEO. Don't let yourselves be used by broadcasters who would pit women against minorities for jobs, he said, adding that he had heard of employers who had told women job appli-
Vast changes are underway in spot-radio's national marketplace. To meet and profit from these changes, a powerfully improved radio rep service has now been forged in Torbet-Lasker, Inc.

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In Brief

- Toyota Motor Co., Torrance, Calif., has chosen Dancer-Fitzgerald-Sample, New York, as agency, with estimated $32 million in billings, said to represent largest account switch in past 10 years. Toyota spends 75% of budget in broadcast. Agency had been Clinton E. Frank, Los Angeles. - CBS-TV's controversial Guns of Autumn and Echoes of the Guns of Autumn are subject of $300 million slander and libel suit filed in Lansing, Mich., circuit court by Michigan United Conservation Clubs. Charge is that documentaries embarrassed million or so Michigan hunters and held them up to ridicule. Hearing is scheduled Nov. 24 before Judge Raymond Hotchkiss, who said equal time demand might also be involved. "That's the silliest, most ludicrous thing I've ever heard of," said one CBS source. "How can you slander a million hunters?" - ABC-TV will sound out affiliates about before deciding to sign new two-year contract with National Collegiate Athletic Association for 1976-77 football. Network has carried games since 1966, paid average $2 million more each time two-year contract was renewed, up to annual $16 million now. ABC says it lost $2 million last year; NCAA says CBS is in wings if ABC opts out. - Threatened with loss of credentials to cover Republican national convention in 1976, CBS News turned back some 700 rooms it had reserved in five Kansas City hotels without going through arrangements committee, CBS will hold rooms until two or three weeks prior to convention, then relocate outside city, compromise that will cost network "close to six figures." - Richard D. Dudley, president of Forward Communications Corp., Wausau, Wis., is newly elected chairman of Television and Radio Political Action Committee, political contributions committee affiliated with National Association of Broadcasters. He succeeds Jack Rosenthal of Harriscope Broadcasting, Los Angeles, and in turn is replaced as TARPA vice chairman by James Caldwell of WAVE(AM) Louisville, Ky. - Illinois Governor Daniel Walker has filed complaint with FCC against network-owned WBBM-TV, WLS-TV and WMOT-TV Chicago for refusing to air political spots on either paid or free basis.

- Former President Richard M. Nixon has yen to be radio commentator, says Harry O'Connor, Los Angeles-based producer of Ronald Reagan's Viewpoint series, who discussed subject with him in San Clemente few weeks ago. Mr. Nixon was impressed with success of Reagan commentaries, said he would like to use radio as forum to present his views. Similar Nixon interest has been reported by another Los Angeles producer, Wally George. - Senate Commerce Committee Chairman Warren Magnuson (D-Wash.) and committee member Adlai Stevenson (D-Ill.) have introduced bill to put U.S. on daylight savings time for nine months—from second Sunday in February to second in November. They cited report saying lengthened DST in last two years saved electrical energy, cut down on auto fatalities, helped reduce crime and had no adverse impact on children going to school. Committee will hold hearings Nov. 13. Nation went back on standard time yesterday (Oct. 28). - William B. Maillofort, 63, VP in charge of radio for Edward Petty & Co., New York, until 1959, died in Plainfield, N.J., of massive stroke Oct. 20. - Boston Globe reported Oct. 24 that its parent, Affiliated Publications Inc., had reached agreement in principle to purchase KEAN(AM)-KBAY(FM) San Jose, Calif., from United Broadcasting Co. (George Mardikian, B. Floyd Farr and George D. Snell)—but announcement may have been premature. KBA has faced competing application from San Jose-based Public Communicators and under FCC rules cannot be sold. Price is reported $3.4-3.6 million; broker: John Grandy/Western Business Brokers. Globe also reported agreement to purchase WFAS(AM)-WYDY(FM) White Plains, N.Y., from Courtland Broadcasting Corp. (Harry H. and Lucille Stone, principals). Price is reported $2.4 million; broker: Chapman Associates. - Representative John Murphy (D-N.Y.), member of House Communications Subcommittee, last week called family viewing period "a meaningless exercise in the orchestrated drive for higher ratings during prime-time." Attack was sidebar in speech Mr. Murphy made on House floor seeking support for his resolution to halt ABC broadcast of attempt by motorcycle daredevil Evel Knievel to leap 14 buses; he thinks example endangers children. - Confirming earlier reports (Broadcasting, Oct. 13), CBS will put 60 Minutes into 7-8 p.m. prime-time period being vacated by Three for the Road Dec. 7. - New two-story public hearing room with built-in TV lights and glass booth for broadcast anchormen is part of plan for $65 million extension of Dirksen Senate Office Building, across street from Capitol. Facilities are designed to alleviate clutter caused by TV cameras and associated gear. Construction begins Jan. 1, 1976; target for completion is late 1978 or early 1979. - Senator (and former broadcaster) Jesse Helms (R-N.C.), in speech to North Carolina Association of Broadcasters in Winston-Salem, criticized network and other national news media for "sensationalizing and glamorizing the very worst examples of American life."
Annual convention for radio only under study by RAB board

There's also talk of bigger role for radio in broadcast federation; former FM association begins expansion into all-radio group

Moves to establish "a greater separate identity" for radio were authorized last Friday (Oct. 24) by the Radio Advertising Bureau's board of directors, who specified among the possibilities a full-scale national convention for radio broadcasters.

The prospects for a federation of broadcast trade associations—or perhaps a "divisionalization" of the National Association of Broadcasters, with RAB and the National Radio Broadcasters Association under the radio umbrella—reportedly were also discussed, although the board's formal resolution mentioned only the convention as a specific possibility to be explored.

The exploration is to be conducted by a task force of board members headed by Dwight Case, president of RKO Radio. The task force was authorized to consider "ways to increase radio's separate identity and increase its visibility within activities of the broadcast industry toward the end of more completely fulfilling the needs of radio broadcasters in all facets of the industry, including strengthening services made available to broadcasters and avoiding duplication of effort."

Although RAB did not mention NAB or the criticism that some radio broadcasters have directed at NAB, it appeared clear that many of the areas specified in the resolution are currently within NAB's jurisdiction. And there seemed no doubt that the radio convention possibility that the board had in mind would rival NAB's annual meeting for radio and television, for it described a convention centered on programming and management as well as sales, with exhibit space available for suppliers.

The resolution was adopted on the closing day of a three-day board meeting at Palm Springs, Calif., where in earlier actions—among others—the board set $3 billion as the goal to be surpassed by radio sales by 1980. Sales this year are approaching $2 billion. The board, headed by Harold L. Neal Jr. of ABC Radio, also agreed that RAB should undertake a new on-air campaign built around the "Radio: Adfition Fighter" theme that some 2,000 radio stations carried this year, and approved a new sales plan for 1976.

While the RAB board was meeting at Palm Springs, the bylaws and goals committee of the reconstituted National Radio Broadcasters Association was restructuring that organization from its former FM-only status at a Wednesday-Thursday meeting at Chicago. The committee, headed by NAB President James Gabbert of KROI-AM-FM San Francisco, voted to install a part-time if not a full-time NRBA representative in Washington, agreed to expand the organization's members services and reaffirmed its intention to "be a collective cooperative grassroots organization," according to Abe Voron, executive director.

The dues structure was changed to allow only to admit AM broadcasters on the same basis as FM—at rates ranging from $15 a month for stations with monthly billings of $1,000 or less, to $45 a month on billings of $40,000 or more.

Allbritton gets the groups off his back in Star deal

He promises minorities and women help in raising $10 million to finance their station buys

Washington Star Publisher Joe L. Allbritton's effort to acquire the parent Washington Star Communications Inc. took a new and surprising turn last week. If the FCC

NRBA seeks to downplay unity threat

"The National Radio Broadcasters Association looks only to improve the system, not to destroy it," NRBA Chairman Robert Herpe of WRLFM New Haven, Conn. declared in "an open letter to all radio broadcasters and those concerned with future of the radio industry.

Mr. Herpe said that since NRBA changed its name from the National Association of FM Broadcasters and opened its doors to AM members, some in the industry have voiced fears that NRBA might undermine the regulatory and legislative efforts of the industry's premier trade association, the National Association of Broadcasters (BROADCASTING, Sept. 22 and 29). Indeed it is apparent that NAB President Vincent Wasilewski had those concerns in mind in his recent calls for industry unity (BROADCASTING, Oct. 13).

"Let me state that the goals and concerns of the NRBA are only to promote a stronger and more effective radio industry," Mr. Herpe wrote. "Our action in Atlanta was in no way meant to be divisive, nor will such future decisions give cause to work against what is best for radio . . . We seek to cooperate with the NAB, or any other organization, in any and all efforts that may be beneficial to radio."

Mr. Herpe went on to say that NRBA, rather than take a "shotgun approach to radio issues, will 'fire in on specific targets needs that are not receiving proper attention.'"

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approves his purchase of WSCI, he will commit his knowledge of banking and business to help arrange up to $10 million in financing for minority groups and women seeking ownership of broadcast properties.

The commitment is part of an agreement Mr. Allbritton's wholly owned Perpetual Co. reached with three Washington groups that had been opposing his application to acquire the *Star* and the commonly owned Washington stations, WMAL-AM-FM-TV. The groups—a local chapter of the National Organization for Women, the Adams Morgan Organization and the Media Task Force—will withdraw their opposition and urge the FCC to approve Mr. Allbritton's deal.

Mr. Allbritton's proposed plan to acquire WSCI calls for the purchase of 99% of the stock in the company, which also owns WJLA-AM-TV Lynchburg, Va., and WCV(TV) Charleston, S.C. Then, to comply with the FCC's media crossownership rules, he would sell off the Washington stations and one of the Lynchburg stations within two or three years, depending on whether certificates permitting deferral of tax payments are obtained from the FCC. He intends to retain the newspaper.

Under one of the other provisions of the agreement reached last week, Allbritton would make "good faith" and diligent efforts to negotiate with minority or women prospects for purchase of the Washington stations when they are sold to comply with the commission's rules, "with such negotiations to be conducted on the same basis as with other bidders."

A joint news release issued by him and the groups said that Mr. Allbritton, a banker and businessman, "committed his best efforts and experience in banking to assist minority purchases of WMAL-AM-FM-TV as well as prospective minority and women purchasers of stations in other locations to obtain financing."

The agreement also covers employment and programming matters. Under one provision, WMAL-TV will broadcast "free speech messages" (30-second and one-minute spots taped by members of the public expressing a point of view on matters of public concern), the first to be aired in television in Washington.

Another provision calls for partial reimbursement of the groups' "good faith" costs, to the extent approved by the commission to a maximum of $15,000.

Although Mr. Allbritton's differences with the three local groups are settled, the purchase still faces the joint opposition of Michigan publisher, John McGoff, who wants to acquire the *Star* but not the related stations, and another local group, Concerned Citizens for Balance in News Media. They say Mr. Allbritton's revised proposal for acquiring the *Star* does not eliminate the need for a hearing, as it was designed to do. The petition contends there is still a need to determine whether the WSCI management made an effort to sell the newspaper alone and thus avoid a conflict with the crossownership rules. It also contends a financial qualification issue specified in the original hearing order has not yet been resolved.

The commission's Broadcast Bureau takes a middle position. It says that the commission should defer action on the application pending further documentation on the seriousness of the *Star's* alleged financial difficulty.

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**Media**

**Who's ahead in making case on de-regulation of cable?**

Broadcasters think they gained some ground in session dominated by strong talk from CBS's Taylor, but cable leaders say White House is giving them attentive ear.

A group of White House aides charged with advancing President Ford's policy of de-regulating business appear to have pulled off a remarkable feat in connection with the de-regulation of cable television: persuading contending industry groups they are at least open-minded on the issue. It wasn't easy, in fact, a session with a delegation of broadcasters (BROADCASTING, Oct. 20) was shot through with tension after CBS President Arthur Taylor accused Paul MacAvoy, a member of the Council of Economic Advisers' staff, of reflecting an antidevice bias reminiscent of the Nixon administration. However, broadcasters who attended the meeting thought that, on balance, the meeting had been profitable.

The Taylor episode provided grist for considerable gossip and speculation in Washington and New York, not all of it favorable to the CBS president. ("Bull in a china shop," "temper tantrum," and "arrogant" were some of the terms used in discussing the incident.) But by Wednesday, Mr. Taylor's performance was being praised by some broadcasters as having effectively advanced their cause.

The major figures in the White House group, who constitute the Domestic Council's unit on regulatory reform, are Mr. MacAvoy; F. Lynn May, of the Council staff; John Rose of the Justice Department's antitrust division, and John Eger, acting director of the Office of Telecommunications Policy.

For Mr. Eger, there probably was not much new in the presentations. But the others were finding out how many different faces the public interest wears when the issue is de-regulation of cable television.

Cable television representatives, in their meeting with the group three weeks ago, said the regulatory wraps should be taken off (BROADCASTING, Oct. 13). Broadcasters two weeks ago wanted them kept on.

Last week, it was the turn of the motion picture producers, led by Jack Valenti, president of the Motion Picture Association of America. They want restrictions on pay cable lifted so that cable can become a new market for movie producers. But Mr. Valenti said regulation of the importation of distant signals is necessary; movie producers fear that unlimited importation of signals would affect broad-
casters so adversely that their ability to purchase Hollywood product would be weakened.

But his first point, as it has been throughout the debate over the copyright bill now pending in Congress, is that the measure, which would impose compulsory license on cable systems, must be adopted. "Without it, there is no sense to de-regulation," he said.

Mr. Valenti appeared with Herbert Stern, of MCA-Universal; Bernar Sorkin, Warner Bros.; Gerald Philips, counsel to United States Sen. Howard Baker, counsel to MCA-Universal; Ben Begun, Columbia Pictures; Peter Kuper, Paramount; Frank Merklein, Twentieth Century-Fox; Laurence Monaco, vice president of MPAA, and Jeri Baker, a member of the MPAA staff.

Mr. Valenti seemed reasonably pleased with the reception his group received. Speaking specifically of Mr. MacAvoy, he said, "I think he's an honest, sincere man, trying to figure out how de-regulation could be done for the country's business."

The cable contingent was similarly pleased. One official also talked of the "sincerity" of the White House officials, and the meeting indicated that the administration would take "a fresh look" at cable regulation. Robert Schmidt, president of the National Cable Television Association, said he was pleased that the cable industry had arrived at the position where it was able to express its views at the White House and be heard. And in an obvious reference to the gossip circulating about the Taylor incident, the NCTA head added, "I think we can be adults and discuss the things with emotions aside."

The broadcasters were not as enthusiastic. Many felt that the meeting provided a hostile environment for them, that the administration figures, with the exception of Mr. Eger, knew little of their business and were prepared to accept an antibroadcasting, pro-cable view. But by time they departed, many felt, with National Association of Broadcasters President Vincent Waslewski, that the officials had "a better understanding of this industry.

And, indeed, members of the regulatory reform group said the meeting, like the others they have had, was a valuable learning experience.

The major argument they felt they had to contend with was that broadcasting—like other regulated industries, rail, for instance—was concerned that de-regulation would mean competition with which it could not cope. Many broadcasters made the rebuttal they have always made to that argument—that they do not regard cable as representing fair competition when it builds its business on the programs broadcasters provide.

Mr. MacAvoy clearly disturbed the broadcasters the most. He quoted from several studies of the cable-broadcasting problem that broadcasters felt were one-sided in favor of cable. So they felt somewhat better when he acknowledged that he did not have "a great knowledge" of the broadcasting industry.

And the broadcasters were encouraged when he invited them to submit language for copyright legislation they felt would provide effective protection from cable. Some felt, too, they had made the point that their concern about cable's impact on small-market broadcasting stations was realistic.

But it was the exchange between Mr. Taylor and Mr. MacAvoy early in the meeting that seemed to cause the most

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talk later on. Mr. MacAvoy, who arrived late, after Wilson Wearn, of Multimedia Broadcasting, chairman of the NAB, read a statement expressing the group's unanimous view on cable, began lashing out at the broadcasters' position—even before he was introduced to them ("Closed Circuit," Oct. 20).

He said all of the industries with which he had dealt in the de-regulation program had simply sought to restrain competition, that they had not impressed him and that the broadcasters had not, either. Mr. Taylor responded sharply, accusing Mr. MacAvoy of bias and saying it seemed that he was reviving the Nixon administration's anti-media campaign.

To that Mr. Eger replied that it was "ludicrous" to compare the Ford administration to Richard Nixon's. Then a number of broadcasters, including Everett Ehrlich of ABC, David Adams of NBC and Mr. Wasilewski sought to end the exchange and redirect the conversation to the business at hand.

The significance of the incident was a matter of some debate last week. Some broadcasters, not necessarily those who were in the meeting, thought Mr. Taylor had made a mistake, witness the "bull in the china shop" type comments. One broadcaster who was present said last week that although most of his colleagues probably felt as Mr. Taylor did about the "hostile" vibrations Mr. MacAvoy was giving off—he felt the hair on the back of my neck rise," Mr. Taylor "probably went a little higher up the scale of forcefulness in returning advocacy and hostility than maybe was necessary."

However, several broadcasters who were at the meeting said they felt the incident was of little consequence. C. Wrede Petersmeyer, of Corinthian, on Wednesday said he felt the heat of Mr. Taylor's comment was a plus. It "lets people know the strong feelings of responsible people in broadcasting" about the cable issue, he said.

And that line was echoed later by the NAB. On Tuesday, Mr. Wasilewski had said of the comment: "This comment doesn't bother him, that it was "matter of personalities." But on Wednesday, an NAB spokesman said network executives usually make calm, cool, "bloodless" appearances at government meetings. "But Taylor was an awakening," he said. "He made points. He was emotionally involved. The feeling was that it was a good contribution." Because of the display of emotion, he said, "people at the White House realize there are strong feelings on the part of broadcasting."

CBS, too, was saying that Mr. Taylor had sought to make a point. A spokesman said Mr. Taylor felt important to "show the government people this is a subject about which broadcasters can rage emotionally and felt he had to get the point across, and he did."

If it was Mr. Taylor's strategy, it made an impression on at least one important member of the cable industry. He said the Taylor episode will inform the White House that if it proceeds with a cable deregulation bill, it will do so in the face of a "hornet's nest" of opposition from the broadcasting industry.

The Domestic Council is considering legislation based on an OTP draft that would remove cable largely from FCC jurisdiction and on Justice Department proposals to eliminate FCC-imposed restrictions on pay-cable operations and on cable importation of distant signals.

Mr. Taylor's impact on the staff at the meeting apparently varied according to the individual. One said he was "appalled," and another thought the demonstration was "convinced" and "arrogant." Another, however, was more philosophical. "It was a little sharp," he said of Mr. Taylor's remarks. "He was expressing his feelings in a strong way. But that's the game. We are there to take a little heat, and we take a little."

Road show from the FCC plays the West next month

Despite rowdy session in Boston, Wiley is set to meet other publics in Denver, L.A., San Francisco—last in a TV phone-in program

The FCC traveling troupe, fresh from a lively engagement in Boston, last week announced plans for a three-city tour of the West next month—Denver on the 18th, Los Angeles on the 19th and San Francisco on the 20th and 21st.

The new regional meetings will be the fifth, sixth and seventh since the commission started going out to meet the people in Atlantic, in May 1974. The commissioners in attendance will be the same as those in Boston—Chairman Richard E. Wiley and Benjamin L. Hooks—and they will be accompanied by seven members of the broadcasters—the Denver—San Francisco meeting—for broadcasters and members of the public from Washington, Oregon, Arizona, Nevada and northern California—will feature something new.

The commission will take advantage of an offer by Cox Broadcasting Corp. to use the Oakland, Calif., studios of Cox's KTVU for this meeting with the public. The KTVU audience will be invited to phone in questions to the FCC delegation from 8 to 10 p.m., Nov. 20. The meeting with the broadcasters will be held in the Fairmont hotel, from 1:30 to 5:15 p.m. on Nov. 21.

Chairman Wiley last week rejected suggestions that the use of television reflected the commission's trying to meet the public head-on in what could be a boisterous session, given San Francisco's reputation for activist citizen groups. "Television gives us more of an opportunity to reach more people, especially in prime time," he said. Besides, he added, he would meet personally with citizen groups from the area. He said he was attempting to arrange for meetings in the afternoon of Nov. 20.

The decision to fit Los Angeles into an open date between Denver and San Francisco was reached only last week. (The Denver and San Francisco meetings, which are being held in conjunction with National Association of Broadcasters regional meetings, have been set for some time.) There will be only a session for the public, from 6:30 to 10:30 p.m., at the University of Southern California's Bovard Auditorium.

The Denver sessions will be for broadcasters and members of the public from six states—Colorado, Utah, Montana, Wyoming, Utah and New Mexico. Broadcasters will meet with the commission representatives from 1:30 to 5:15 p.m., in the Grand Ballroom of the Brown hotel. The public session will be held in the same place, from 6:30 p.m. to 10:30 p.m.

If the public sessions in Denver and Los Angeles are like the one in Boston on Oct. 17, they may start at 6:30, but they will last well beyond the designated 10:30. And they will be lively—even rowdy.

Commissioners and staff members who made the Boston trip were unanimous in describing the session with several hundred broadcasters—who participated in workshops on license renewals, equal employment problems, and technical and operational rules—as "excellent." But the reviews of the public session were mixed.

Some 500 persons, including some who, in the words of one commission staffer, "wanted to raise hell," crowded into a room in the New England Insurance Hall for a meeting with Chairman Wiley, Commissioner Hooks and eight staff members. It was "pretty wild," said one staff member, "close to Chicago"—the public session that stands as a landmark for noise and turmoil in such affairs. "Some people just grabbed the mike and screamed at us," Commissioner Hooks said.

There was impatience with William Ray, chief of the Complaints and Compliance Division, when, in answer to a question, he was explaining the fairness doctrine. A member of the audience stood up to accuse him of filibustering. There was also a mind set to overcome. A black woman complained about there being only "white" faces on the commission's side of the table, until Chairman Wiley pointed to the presence of Commissioner Hooks and Lionel Monagas, chief of the commission's Industry Equal Employment Opportunity Unit.

And there were the usual complaints about programming, some from specific groups. Gay liberationists were concerned about the treatment of homosexuals. National Rifle Association members about television's treatment of the handgun control issue. There were also those opposed to busing of school children and to abortion. And there were the usual complaints about sex and violence in children's programming.

But despite the heat, the representatives from Washington felt some light had been
Belotti meets the FCC. The FCC officials who traveled to Boston Oct. 17 for the regional meeting with broadcasters and the public also met with state officials and leaders of the staff of Massachusetts Attorney General Francis X. Belotti, who has spearheaded a drive by a number of state attorneys general to persuade the commission to issue a rulemaking banning the advertising of over-the-counter drugs before 9 p.m., met privately with Chairman Richard E. Wiley and members of the commission staff before the public meeting. The commission officials reportedly provided Mr. Belotti’s representatives a status report on the processing of the petition.

“Some people use the sessions as a vehicle to perform, but some benefit,” Chairman Wiley said last week. He and others talked of the “good questions” that were asked. Commissioner Hooks, who called Boston “basically a good meeting,” said even those with complaints about which, they were told, the commission could do nothing, felt better for having discussed matters with commission officials. He also said it was “good” for broadcasters who sat in on the public session to have experienced the “vehemence and violence” of the comments.

Not only did the meeting last an hour beyond the scheduled 10:30 p.m., as the commission officials stayed to answer the last question of the last person who had one, but some members of the audience tagged after Chairman Wiley as he walked out to his car.

After the regional meetings in Atlanta, Chicago, Washington and Boston, Chairman Wiley said of them, “I think they have a role.” He sees them as part of what he calls the commission’s “outreach program.” And after the Western swing next month, he plans two more regional meetings in 1976 to complete the circuit, one in the Southwest, the other in the upper Midwest.

Macdonald wants FCC to give him documents on equal time—now

House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) last week demanded that the FCC comply “immediately” with his request for all the documents that figured in its decision to exempt bona fide news conferences and candidate debates from equal-time requirements of the Communications Act.

In a letter to FCC Chairman Richard Wiley, Mr. Macdonald said he has heard no formal response from the commission to his original request, made more than two weeks ago (BROADCASTING, Oct. 13).

“I am hereby reaffirming the importance of the immediate delivery of the papers or memoranda involved so that this subcommittee will not be further frustrated in carrying out its oversight responsibilities,” Mr. Macdonald wrote. He added, “The legal basis for this request should not be in doubt, and therefore I cannot tolerate any additional delay by the commission.”

In the original request, Mr. Macdonald indicated that the FCC may have “usurped the power of the legislative branch” in taking the action it did. For that reason, he wants to review the FCC’s documents.

The commission staff has acknowledged that Mr. Macdonald has a legal right to the documents, but there is concern about turning them over before filing briefs and oral argument in a case challenging the commission’s reinterpretation of the equal-time law. One of those appealing the commission decision is Representative Shirley Chisholm (D-N.Y.), who, as a member of Congress, would also be legally entitled to the documents given to Representative Macdonald.

FCC in for grilling at oversight hearing set for next week

Pastore plans to take up decision on 315, plans for fairness doctrine, EEO and ascertainment exemptions

The Senate Communications Subcommittee plans oversight hearings Nov. 5 and 6 during which it will examine a half-dozen controversial FCC rules and proposed rules. Topping the list is the FCC’s decision to exempt candidate debates and news conferences from the equal-time requirements of the Communications Act, a decision that drew vehement criticism from Subcommittee Chairman John Pastore (D-R.I.).

Fearing that the commission decision might be the “key to the elimination of the fairness doctrine,” Mr. Pastore has challenged the FCC’s authority to take the action it did. According to an aide, Senator Pastore is generally “concerned about the extent to which the FCC arbitrarily assumes to itself jurisdiction he thinks belongs in Congress.”

Other issues to be taken up during the planned hearings include: FCC Chairman Richard Wiley’s proposal for a test suspension of the fairness doctrine for large-market radio stations; the proposed rulemaking to exempt stations with fewer than 10 or 15 employees from having to file employment reports under the FCC’s equal employment opportunity program; the proposed rulemaking exempting stations in markets with populations of 10,000 or less from having to follow formal procedures for community ascertainment.

Senator Pastore has been urged to undertake the hearings by a number of individuals and pressure groups. An aide said the senator has received calls in recent weeks from Democratic National Committee Chairman Robert Strauss and Repre-
Minorities still get short shrift—McKee

"It is abundantly clear that black males are under-utilized as officials and managers (in broadcasting), and over-utilized as laborers and service workers," said Clarence V. McKee, FCC deputy chief of equal employment opportunity. Black females are not getting "all the jobs"—contrary to the misleading myth, he added, and are not even getting enough clerical jobs.

In a speech to the Urban League Guild of Madison-St. Clair county, Ill., Mr. McKee declared that the situation is even worse for Spanish Americans, American Indians and Asian Americans. What increases have been achieved, he attributed to the FCC's EEO policy and remedial action required of "recalcitrant licensees."

Despite the fact that more on-camera personalities tend to be minorities, Mr. McKee warned, the real power in broadcasting lies behind the scenes with producers and news editors, where minority representation is much lower.

A solution to under-representation of minority views on network and local broadcast stations cannot be corrected entirely by government, Mr. McKee cautioned. Minorities—not the government—should take up the "trend of leadership" by supporting local media groups and minority broadcasters who are helping others gain access to broadcasting, he said.

Changing Hands

Announced

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

- KLAK-AM-FM Lakewood (Denver), Colo.: Sold by Lakewood Broadcasting Service to KLAK Inc. for $2.5 million. Edward S. Scott owns 97.5% of Lakewood which received FCC approval to sell its only other broadcast property, KAYQ(AM) Kansas City, Mo., to Coleman American Companies (James F. Coleman, principal) for $550,000 plus 20,000 shares (expected value: $200,000) in Coleman (BROADCASTING, Sept. 8). Buyer is subsidiary of McCoy Broadcasting Co. (Arthur H. McCoy, 85%) which owns KHON-TV Honolulu and its satellites, KAWH-TV Hilo and KAHU-TV Wailuku, both Hawaii, and KYX(AM) Oregon City-KGON(AM) Portland, both Oregon. KLAK is full time on 1600 kHz with 5 kw. KLAK-FM is on 107.5 mhz with 86 kw and antenna 950 feet above average terrain.

- WNGC(AM) (formerly WQWV(AM)) New York: Application tendered for approval of sale of station by Starr WQW Inc. to GAF Broadcasting Co. for $2.2 million. Sale results from agreement with competing applicant and citizen groups which petitioned for return of station's classical format (BROADCASTING, Aug. 25). WNGC is on 104.3 mhz with 5.4 kw horizontal, 3.8 kw vertical and antenna 1,220 feet above average terrain.

- KGMQ(AM) Honolulu: Sold by Heftel Broadcasting Corp. to Dick McKee and Thomas K. Reed for $500,000. Principal in seller is Cecil Heftel who controls WHYH(AM) Fort Lauderdale, Fla.; KPPA-TV Hilo; KMAU-FM-HM KMAU-TV Wailuku, all Hawaii; KEZK(AM) St. Louis and WKTD(AM)-WSSH(AM) Pittsburgh. He also has sold KPAU(AM) Hilo to Mr. McKee, who is KOB-AM-FM Albuquerque, N.M., general manager, and Mr. Reed, Albuquerque investor. KGMQ is on 93.1 mhz with 100 kw and antenna 125 feet below average terrain. Broker: Blackburn & Co.

- KBTA(AM) Batesville, Ark.: White River Broadcasters Inc. sold by James E. Higginbottom family to Roy A. Henderson (40%), Thomas G. Vinson (20%) and son, Thomas (Andy) Vinson (40%) for $465,000. Higginbottom family has no other broadcast interests. Mr. Henderson manages KBTA; Thomas Vinson is executive VP and has small interest in Batesville bank and owns 25% of motel there, and Andy Vinson is former assistant cashier at Batesville bank. KBTA is daytimer on 1340 kHz with 1 kw.

- WFON(AM) Fond du Lac, Wis.: Costa Enterprises sold by Loula Beckman (84%) and daughter, Kim E. Beckman and Pamela Beckman Kelly, to Donald Rabbitt and A. Miller Roskamp and Gresham M. Roskamp, brothers, for $240,000. In addition, buyers will pay Mrs. Beckman $150,000 for real estate associated with station and $10,000 for covenant not to compete. Beckman family has no other broadcast interests. Mr. Rabbitt is general manager of WFON. Roskamps manage and build Illinois nursing homes and are partners in Arlington Heights, Ill., automation equipment manufacturing firm. WFON is on 107.1 mhz with 3 kw and antenna 300 feet above average terrain.

- WOHN(AM) Herndon, Va.: Sold by My Staff Inc. to United Communications Corp. for $180,000, assumption of $130,000 in liabilities and $35,000 covenant not to compete. Seller is James S. Beattie who owns 50% of WSSA(AM) Morrow, Ga., and has bought WEXY(AM) Oakland Park, Fla., from Broward County
Broadcasting Co. (Albert Tedesco, 100%) for $250,000, subject to FCC approval (Broadcasting, Aug. 18). Principals in buyer are Michael S. Hollis, Crofton, Md., attorney and bank official, and Ronald Loewenthal, partner in Silver Spring, Md., advertising agency. WOHN is daytimer on 1440 kHz with 1 kw.

- WCSI(AM)-WRMI-FM Morris, Ill.: Sold by Grundy County Broadcasters Inc. to Grundy Communications Inc. for $205,000 (includes assumption of $67,948 in liabilities). Sellers, Milburn H. Stuckwish (75%) and Robert D. Beadles (25%), have interests in applicant for new Decatur, Ill., FM station. Principals in buyer are Edward W. Boehm III (31.6%), associate general counsel for Chicago consulting firm and director of Chicago audio-visual equipment sales firm, and John W. Robinson (47.4%), manager and minority owner of Crivant, Wis., agricultural ranch, and manager of electronic equipment company in Schaumburg, Ill. WCSI is daytimer on 1550 kHz with 250 w. WRMI-FM is on 104.7 mhz with 3.4 kw and antenna 105 feet above average terrain.

- WNCC(AM) Barnesboro, Pa.: Sold by WNCC Inc. to Bland Group Inc. for $67,300. Seller is owned by J. Howard Bair and Eric M. Bauer who have no other broadcast interests. Principals in buyer are William C. Bland, former president of Heftel Mainland Properties, division of Heftel Broadcasting Corp. (see KGMQ(AM) item above), and his wife, Gail E. Bland (75% together). WNCC is daytimer on 950 kHz with 5 kw. Broker: The Keith W. Horror Co.

- Other sales reported at the FCC last week include: KZKZ(AM) Ozark, Ark.; WBAR(AM) Bartow, Fla., and KVAC(AM) Forks, Wash. (see page 60).

Approved

The following transfers of station ownership were approved last week by FCC:

- WLAC-TV Nashville: Sold by American General Insurance Co. (50%), Thomas B. Baker Jr. and A.G. Beaman (25% each) to Channel Two Television Co. (Hobby family of Houston) for $15,750,000 plus $3 million for real estate associated with station. American General, traded on New York Stock Exchange, retains 100% ownership of WLAC-FM Nashville. Messrs. Baker, president of WLAC-TV Inc., and Beaman have no other broadcast interests. Principals in buyer are Ovea Culp Hobby (39.6%) and her children, William P. Hobby Jr. and Jessica Hobby Catto (28% each). Remaining stock is held in trust for Mr. Hobby's and Mrs. Catto's children. Mrs. Hobby votes all stock of Channel Two Television, which is licensee of KPRC-TV Houston. Hobby family also owns KPRC(AM) Houston as well as Houston Post. Mrs. Hobby is director of General Foods Corp. and of Mutual of New York insurance company, was head of WACs in World War II and later secretary of health, education and welfare. Her son, lieutenant governor of Texas, also has interest in Los Angeles freight container service and,

with his sister, Mrs. Catto, has interest in Houston land development firm. WLAC-TV is CBS affiliate on channel 5 with 100 kw visual, 10 kw aurual and antenna 1,370 feet above average terrain.

- KEST(AM) San Francisco: KEST Inc. sold by John F. Malloy and wife, Georgiene A., Delmar A. Courtone and Alan P. Schultz to KEST Radio Inc. for $1,187,252. Sellers have no other broadcast interests. Buyer is owned by Marvin Kosofsky (33.3%), his sister and brother-in-law, Miriam and Howard Warshaw, and Lawrence and Carol Brandon (16.2-3% each). Messrs. Kosofsky, Warshaw and Brandon own WYLO(AM) Jackson, Wis.; WARO(AM) Canonsburg, Pa.; KUXL(AM) Golden Valley, Minn.; Universal Broadcasting Corp., New York-based station representation and management consulting firm, and have interests in WTIE(AM) Mineola, N.Y. Messrs. Kosofsky and Warshaw have interests in KMAX(AM) Pasadena, Calif. Mr. Kosofsky and Mrs. Warshaw have interests in WYAM(AM) Arcadia, Calif., and Mrs. Brandon has interests in WYAM(AM) Bakersfield, Calif. KEST is on 1450 kHz with 1 kw day and 250 kw night.

- Other sales approved by the FCC last week include: KLEW-TV Lewiston, Idaho, KEPR-TV Pasco and KIMA-TV Yakima, both Washington: KBUC(AM) Springfield, Mo., and KEED(AM) Eugene, Ore. (see page 60).

10-station licensee signs SEC consent order

Commission had charged Christian Broadcasting Network with violations of securities law; FCC Investigating

The Christian Broadcasting Network, which owns 10 radio and television stations, has consented to a judgment barring it from violating sections of the federal securities laws prohibiting the sale of securities without adequate information as to their soundness.

The judgment was entered by U.S. Judge Albert V. Bryan Jr. of the Eastern District of Virginia, in Alexandria, at the request of the Securities and Exchange Commission. The SEC said that CBN had violated the law in connection with the sale of more than $7 million in securities to at least 1,436 investors in 27 states between 1968 and 1974.

CBN, while consenting to the judgment without admitting or denying the allegations of the complaint, said it was not now engaging in any of the alleged acts.

The SEC said that CBN had sold the securities without disclosing CBN's deteriorating financial condition in the four years in question. SEC said CBN losses in those years ranged from $86,911 to $1,704,979.

CBN's stations are WXRF(FM) Norfolk,
The bottom line is this: Higher productivity in the tape room means increased operational economy and a better on-air look.

How does AVR-2 help? Simpler design, for one thing, inside and out. It lets your operator function at top efficiency, regardless of his experience or workload. Look at the design and location of controls shown here for proof.

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Your operator simply pushes one button and sets one control to line up vertical lines on a unique split screen display. Result: fast, easy, perfect edits—especially for inexperienced operators. And all from one control panel.

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Playback equalization and differential gain controls—necessary in highly critical editing operations—are located conveniently on a tilt-out panel to allow for quick playback setup.

Video head optimizing takes less than a minute on the AVR-2. It’s a simple, one-hand operation, as easy as tuning a home hi-fi receiver.

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You can operate most AVR-2 set-up controls in unity (fixed position) with the door closed, for normal operation or inexperienced operators.

—or open the door and quickly switch into variable operation to adjust for any unusual condition. Switches are locking type toggles, so a knee-bump can’t change their position. And don’t worry about air circulation, either. AVR-2 is air-cooled whether the door is open or not.
Broadcasters and citizen groups continue to express dissatisfaction with EEO proposals

As the deadline passed for comments on the FCC’s proposed revision of equal employment opportunity guidelines, broadcasters and citizen groups gave the commission a common message—opposition.

The comments were consistent with those that had been filed earlier (Broadcasting, Sept. 22). Citizen groups demanded that the commission not exempt stations with 10 or 15 or fewer employees from filing affirmative action programs, and they urged the commission to tighten up its proposed policy on goals and timetables for EEO implementation.

Most broadcasters, however, fought for the exemption but claimed other EEO proposals were unrealistic and overly burdensome.

The Office of Communication of the United Church of Christ sounded a theme common among citizen groups when it said “the FCC has offered arbitrary and irrational proposals designed to destroy the progress that has been made by minorities and women.”

UCC claimed that the revised guidelines would require only 7% of the broadcast industry to develop meaningful EEO programs. UCC said it arrived at this figure by calculating the 15-employee cut-off, along with another proposal to exempt stations with fewer than 50 employees from reporting job titles and categories of employees by sex and race.

The United States Commission on Civil Rights opposed the exemption and said affirmative action should be required from stations with five full-time or five to 10 full- or part-time employees, whichever is more inclusive. The National Black Media Coalition, Alabama Media Project and others asked the commission to revoke its present five-employee cut-off. The exemption of those licensees “gives the commission no data about licensees’ practices in communities where the impact of their practices is greatest,” the project said.

The National Association of Broadcasters supported the exemption and said that only 18% of the total broadcasting industry workforce would be affected by a 15-employee cut-off.

NAB expressed the belief of many broadcasters that the current rules are sufficient and that great strides have been taken and will continue in increasing minority and female employment. It also feared that new proposals could eventually lead to the formation of a separate equal employment opportunity commission within the FCC—a result that was surely not envisioned by Congress.

Southern Broadcasting Co. and several other licensees filing jointly urged special treatment for “smaller, less affluent and less sophisticated broadcasters.” They said the exemption should be 20 or 25 and added that licensees with 25 or more employees “who come through an entire license term without a challenge or EEO complaint, should also be exempt.

On the noncommercial side, the Association of Public Radio Stations supported the exemption for public broadcasters. It said that most noncommercial stations are licensed to universities and other groups which are subject to other EEO provisions. To have separate programs for these stations would be a duplication of effort, APRS said.

The Corporation for Public Broadcasting, however, opposed any exemption. CPB said a 10-employee cut-off would mean that 93% of noncommercial radio and 36% of noncommercial television stations would be exempt.

Broadcasters generally opposed the use of goals and timetables for licensees whose affirmative action programs are judged inadequate by the commission. Boston Broadcasters Inc., licensee of WCVB-TV Boston—which opposed the increased exemption—said a statement of intent would be more appropriate.

Many feared, as did the Louisiana Association of Broadcasters, that a specific quota system would be established.

Metromedia Broadcasting Inc. said it is imperative for the commission to emphasize that reverse discrimination is illegal. It said broadcasters should not have to fire employees or hire unnecessary personnel.

Mullins & Marion Broadcasting Co., licensee of WJAY-AM-WCGI(FM) Mullins, S.C., while agreeing with the concept of goals and timetables, said the commission should be flexible since situations vary from station to station. Border Broadcasters Inc., licensee of KVOZ(AM)-KOY(FM) Laredo, Tex.—which said its staff is 35% Hispanic—claimed the proposals would “introduce a form of discrimination and surely require a number of Texas radio stations to establish a policy of hiring no Anglos for years to come.” According to CBS, “such goals and timetables are particularly ill-adapted to the special nature of radio with its high emphasis on creativity and unique job categories.” ABC agreed and said that broadcasting categories do not relate to “generalized job categories” used by the FCC, Equal Employment Opportunity Commission and other agencies.

The Pennsylvania Association of Broadcasters urged the commission not to “impose further administrative and operational burdens” on small licensees.

However the NAACP Legal Defense and Educational Fund claimed that “the administrative costs of preparing, updating and filing EEO programs is clearly outweighed by the broadcasters’ obligation and the national commitment to eliminate discrimination . . .”

The National Black Media Coalition held that goals and timetables should be used for all licensees whose employment record is not up to par with the community. NBMC offered detailed EEO proposals of its own and said that one of the key reasons in employment should come within 20% of the workforce composition.

NAB, Tar Heels oppose roadside radio flivvers

The National Association of Broadcasters and the North Carolina Association of Broadcasters have added their names to the list of opponents of the FCC’s proposed Travelers Information Service.

At issue is a commission proposal to establish government-operated 10-watt stations on either 1606, 1612 or 530 kHz to provide emergency, traffic and tourist information.

NAB and NCAB expressed the common objections of broadcasters—among them that the stations would duplicate service already provided by commercial broadcasters and that it would waste tax-
The news: Her 4th-grade teacher’s 100th birthday party!

Other news: Tension eases in Africa
Tax-cut chances seen dim
Stocks move irregularly higher
Etc, etc

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Look into this further with a call to Bob Scott at 716-724-4835. Or just drop him a note at Dept. 55W, Kodak, Rochester, N.Y. 14650.
payers’ money. Service groups, however, have argued that the stations would improve public safety (Broadcasting, Oct. 20).

The associations especially feared, as NCAB put it, the “potential for politicization of the TIS system” and the difficulty of government agency licensees and public officials “to refrain from self-serving programming.” NAB raised the possibility of unfair trade practices stemming from the choice of what tourist information would be presented.

Noting that the stations may have the potential for interference to commercial stations already operating. However, if TIS is established, the stations should be limited to 5 kW maximum power, adjustable downward, the NAB contended.

The FCC has extended the deadline for comments from Oct. 17 to Oct. 31. Replies are due Dec. 1.

**WLBT agreement falls apart**

One of five applicants involved in settlement withdraws, saying United Church of Christ fight will make it impossible anyway

Efforts to settle the six-year-old comparative hearing case involving channel 3 Jackson, Miss., on which WLBT-TV now operates, have failed. And the United Church of Christ, a principal factor in the frequency becoming available to new applicants, is now a factor in the failure of the efforts to settle on one.

Channel 3 Inc., one of the five parties to the proposed agreement that would have resulted in the formation of a new corporation from among the principals of two of the applicants to operate the station, has now withdrawn from the settlement.

And James R. Searer, general manager and executive vice president of Channel 3, in disclosing that decision to two applicants whose members would have wound up in control of the new licensee—Dixie National Broadcasting Co. and Jackson Television Inc.—cited concern over United Church, among other factors.

“It is obvious that the United Church of Christ is going to battle a settlement with your two groups to the point that it will not be possible to bring about a successful merged operation,” he said.

The church on Sept. 3, more than a month after the parties said an agreement was being prepared (Broadcasting, July 28) petitioned the commission to enlarge issues in the hearing to investigate charges that a principal of Dixie National, William D. Mounger, was associated with a private school that discriminated against blacks and might have been engaged in fraud in the distribution of federal home loans.

In addition, an administrative law judge’s decision, issued in April 1973, favoring Dixie National, had been remanded to the judge by the commission to consider charges that another Dixie National principal, Rubel Phillips, had failed to report his interest in a modular housing concern which had filed for bankruptcy and whose activities had been investigated by the Securities and Exchange Commission. The remand was based on petitions filed by one of the other applicants, Civic Communications Corp., and the church.

Mr. Searer referred to the church’s petition to enlarge issues, the apparent in ability of Dixie National and Jackson Television to “negotiate a purchase agreement for the physical assets of WLBT” and their failure “to supply a suitable document by which to consummate a binding agreement.”

“Further,” he said, “we do not feel that it would be prudent business practice to enter into a contract with associates that have serious charges of racial discrimination and possible fraud pending against them.” Channel 3 is almost 40% black-owned. He also referred to the charges against Mr. Phillips, and then to his feeling as to church’s intentions.

Accordingly, he said, continued discussion can only delay “the objective being sought by the community, the FCC and the applicants, which is the awarding of the permanent license to the best group.”

The comparative hearing in which the license to operate on channel 3 is the prize has been underway since 1969, when the commission invited applications for the facility. The fight over the channel began five years earlier, when the church and several local residents petitioned the FCC to deny the renewal application of WLBT, then licensed to Lamar Life Broadcasting Co., on the ground it ignored the needs of the local black population. After two appeals to the U.S. Court of Appeals went against it, the commission did as the church requested.

Lamar Life, however, was permitted to reapply for the channel, and did. Other local groups substantially owned by blacks did, too—Civic Communications Corp., as well as Channel 3, Jackson Television and Dixie National.

Under the proposed settlement, the new corporation would have been capitalized at $1,300,000, which would have been used to reimburse the five applicants their expenses in prosecuting their respective cases.

The agreement also was being designed to head off opposition to Mr. Phillips’s participation in the new corporation. Mr. Phillips, who is chairman of the board and 6% owner of Dixie National, was to retain his position as general counsel of Dixie National Life Insurance Co., which owns 40% of the applicant, and would not acquire any interest in the successor corporation.

However, that apparently was not enough to ease Channel 3 concerns.

**Activist sues KGO producer**

Black media advocate Edwin Terry has filed a $55,000 damage suit against Agar Jaikes, a KGOAM San Francisco producer, as well as a number of John Does at the station. The suit, filed in state superior court in San Francisco, alleges that after the defendants had invited him to the station to engage in “peaceful and meaningful conversation and dialogue,” Mr. Jaikes “violently assaulted and battered” him without provocation. Mr. Jaikes told Broadcasting last week that, although a “very heated discussion” occurred on the day in question, Sept. 24, 1974, he had not assaulted Mr. Terry. Mr. Terry last year was involved in the filing of a similar suit against Kre-AM-FM Berkeley, when a visit there (Broadcasting, April 8, 1974).

**CPB’s hopes for long-range funding slip further down drain**

Pastore offers new bill that is more restrictive and in tune with thinking of House committee

The House Appropriations Committee, which promised to block a five-year appropriation for the Corporation for Public Broadcasting, apparently will get no fight from the Senate. Last week Senate Communications Subcommittee Chairman John Pastore (D-R.I.) drafted a new version of the CPB funding bill that had already cleared the Senate Commerce Committee, this one without provision for a long-range appropriation.

The bill now pending in the Senate has provision for both a five-year appropriation and a five-year authorization. The two are different. An authorization comes from a legislative committee, signals Congress’s intent to spend money on a particular program and gives the Appropriations Committee a cue about how much to spend. An appropriation represents the actual allocation of funds and originates in the Appropriations Committee.

In his new bill, Senator Pastore has cut out the appropriation provision altogether, leaving the authorization. All other particulars remain the same as in the bill now pending before the Senate Appropriations Committee (S. 893). The original bill has been suspended and will probably be scrapped altogether, a Pastore aide said.

Senator Pastore redesigned the CPB funding bill as an accommodation to the objections raised by the House Appropriations Committee in its “adverse” report on the House Commerce Committee’s version of the CPB funding bill (H.R. 6461). It objected because the bill contains both an appropriation and an authorization for a five-year period. The House committee had considered too long for an appropriation and because the bill would not require CPB to go before the Appropriations Committee for an annual appropriation hearing (Broadcasting, July 28). The committee said it would ap-

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prove instead a separate measure providing for a three-year appropriation for CPB with a requirement that CPB return to the Appropriations Committee every year for another year of advance funding.

Senator Pastore has indicated he thinks a three-year appropriation is a reasonable compromise. His primary concern is that CPB be assured of financial support from the government for more than a year in advance to enable it to develop and execute long-range planning. Accordingly, he has cut the five-year appropriations provision from his bill and will await the introduction of a separate appropriations measure. The same is expected to happen to the House bill when it reaches the floor. The House bill is now awaiting a ruling by the House Rules Committee.

Assuming the appropriations provisions are stricken from both the House and Senate bills, there will still be differences between the two versions that will have to be worked out in a conference. Both bills authorize federal expenditure for CPB under a matching scheme for the next five years. The dollar ceilings are the same, rising in annual steps from $88 million in 1976 to $160 million by 1980. But the matching formulas differ. Under the Senate plan, CPB would collect $1 for every $2.50 it raises from private sources, for all five years. Under the House bill, the same formula would be in effect for the first three years, but in the next two years, CPB would have to raise $3 for every federal dollar.

The House bill also directs CPB to spend a "significant portion" of the federal funds on "instructional programming," a provision not in the Senate bill.

CBS's Taylor urges 'I'm OK—you're OK' relationship between business and press

Barriers of misunderstanding must come down if industry is to communicate effectively with public, he says; but personal experience tells him executives must learn to deal with criticism by media

The role of business "is pathetically misunderstood by the public," and to a great extent it's business' fault, though the press must share the blame. To help solve the problem, business should give a higher priority to its relations with the press, and the press should try to provide better, more informed and less superficial coverage of business.

Those views were offered by Arthur R. Taylor, president of CBS Inc., in a speech delivered at an Oct. 21 session of the Financial Executives Institute's 44th international conference at New Orleans.

"The crux of the problem, I believe, lies in the sad fact that business and the press have too little mutual respect and too little understanding for each other's vital role within the American system," he said. "It is the role of the press to report fairly and objectively on the events around it. It is the role of business to produce and sell goods and services of quality—hopefully for a legitimate profit. And it is the role and duty of both to serve the public to the best of their abilities."

Mr. Taylor said "too many business executives remain hidden from and fearful of the press" and don't know how to deal with it. Much of the lack of confidence in business is due to "the failure of business to explain to the public the benefits of capitalism and the role of profits in our society," he said, but a great deal is traceable, too, to superficial and sometimes sloppy press reporting. But he said he saw hopeful signs—in intensified efforts on the part of news media to improve and deepen their business and economic coverage and in a growing awareness among business executives that "getting their message across to the public is a serious and major part of their jobs."

He warned, however, that "business executives will have to grow a thick skin." It may be a good week's work if "you came out of it with 51 percent favorable press coverage and only 49 percent unfavorable," he suggested, and added: "Like many of you, I have felt the sting of unfair press criticism and I have not liked it. But I have tried to accept it as part of the cost of doing business."

How to keep thieves from making what's yours theirs.

Burglary and car theft are among our nation's most prevalent crimes. They also are among the easiest to prevent . . . if people like your listeners would take the time to learn how.

The State Farm Insurance Companies have produced for radio a series of five public service programs and four spots on how your listeners can protect themselves against burglary and car theft. The programs, each four minutes, are on such topics as how to make it tough for burglars to get into your home; how to outthink the would-be thief; how to make it more likely he'll get caught; and how to get financial protection against theft. The spots—two are 60 seconds and two are 30 seconds—cover some of the same pointers in briefer fashion.

These non-commercial messages are aimed at informing your listeners . . . not advertising State Farm. For a free tape and scripts, return the coupon below or call us collect at 309-662-2625.
The U.S. Court of Appeals in Washington has upheld the FCC in its view that it has no jurisdiction over the Corporation for Public Broadcasting and could not enforce the statutory mandate that public broadcasting stations maintain "strict adherence to objectivity and balance."

The ruling, by Chief Judge David Bazelon, came to objectivity and casting the statutory mandate of CPB. The court noted, was established to serve as a buffer between the government and the stations it finances.

Indeed, the decision was also significant in declaring that the law does not even require CPB to provide programs with "objectivity and balance." The language of the section involved, Judge Bazelon notes, says the corporation is authorized to "facilitate the full development of educational broadcasting in which programs...will be made available..."

"We leave the interpretation of this horatory language to the directors of the corporation and to Congress in its supervisory capacity," Judge Bazelon added. "We hold today only that the FCC has no function in this scheme of accountability established" by the act establishing the Corporation for Public Broadcasting.

### Pastore bill would extend antiblackout law for three years

A bill to extend the experimental sports antiblackout law for another three years was introduced in the Senate last week by Communications Subcommittee Chairman John Pastore (D-N.Y.). The law in effect now, which prohibits the blackout of local commercial TV of home games of professional football, baseball, basketball and hockey if they are sold out 72 hours in advance, expires Dec. 31.

Mr. Pastore's counterpart in the House, Communications Subcommittee Chairman Torbert Macdonald (D-Mass.), has introduced legislation to make the antiblackout law permanent (H.R. 9566). But Senator Pastore chose not to go that route, he said, because many have argued that "several factors—the National Football League's players' strike, the general decline in the state of the economy and competitive threats from newly established sports leagues—have precluded a full and certain evaluation of the effect of the law." His bill would require the FCC to continue its monitoring and annual reports on the effects of the legislation.

In his statement accompanying the introduction of the bill, Senator Pastore said "the burden of proof is now squarely upon the professional sports interests to substantiate" any future claims of injury from the law. He noted that according to the FCC's reports thus far, "there is no evidence that the sports clubs have sustained economic injury."

As does the Macdonald bill, Mr. Pastore's bill would make one change in the law. It provides that a 24-hour sellout cutoff rather than the 72-hour cutoff would be in effect for postseason games.
Most TV’s turn thumbs down on adjusting exclusivity rules

Small-market UHF affiliates say they would be hit hardest, with ABC supporting that view; Westinghouse wants less restriction; some broadcasters do see benefits in proposed change

Misgivings about loss of protection was voiced by most of the television stations filing comments on the FCC’s proposed rule change that would enable cable systems to carry “significantly viewed” signals regardless of mileage consideration.

The stations’ comments, as well as those from ABC, cable systems and other groups, were submitted to the FCC at the same time that the large trade associations, including the National Association of Broadcasters, the National Cable Television Association and the Association of Maximum Service Telecasters, filed their views (Broadcasting, Oct. 20).

Through filings by individual broadcast licensees far outnumbered cable comments, not all station owners are opposed to the proposal.

The larger number were. They claimed the change would further “erode” the commission’s nonduplication rules. Small market UHF stations—like WJET-TV Erie, Pa.; WYEA-TV Columbus, Ga.; WHAG-TV Hagerstown, Md., and WHIZ-TV Zanesville, Ohio—claimed they would be hardest hit if the FCC took away network nonduplication protection on the basis of the significantly viewed status of other nearby affiliates.

ABC joined in that view, declaring that UHF affiliates would be hardest hit if the proposal is adopted. There would be no offsetting gain to the public, said ABC, only to the cable operator. After all, what value is there to affording CATV subscribers the right to view identical network programs at the time of two different channels? ABC asked.

Not all broadcasters, including UHF network affiliates, saw the issue in the same light. Rocket City TV Inc., licensee of WAAV-TV (channel 31) Huntsville, Ala., supported the proposed rule change. As the present rules work, WAAV-TV argued, the closer station has an advantage in reaching cable homes that it does not have in reaching noncable households.

The mileage contour rules, that form the basis of network nonduplication rules, presently keep WAAV-TV off adjacent cable systems because although the station is significantly viewed, the systems are beyond the 35-mile zone of Huntsville and within the zone of another network affiliate.

Westinghouse Broadcasting Co. urged “fair treatment” of significantly viewed stations under network exclusivity rules. According to Westinghouse, the criterion should not be allowing carriage of signals that are the most viewed in the community, as the FCC proposes, but rather there should be pick-up of all the signals that are significantly viewed in that community.

Scripps-Howard Broadcasting Co., licensee of WENS-TV Cleveland, also favored the FCC’s proposal. Current rules have blacked out wews in Stark county (two counties distant) and, according to Scripps-Howard, have changed the station’s “solid competitive position” in off-air reception to a “noncompetitive position” in cable homes. Lower priority signals that are significantly viewed should not be blacked out on cable, said Scripps-Howard, to protect “theoretically” higher priority signals.

But for every broadcaster that agreed with the proposal, many more did not. State Telecasting Co. and Palmer Broadcasting, both group licensees, claimed the cost of conducting surveys to show the level of significant viewing, especially in areas with several cable systems, would be prohibitive. Both urged that if the FCC goes ahead with its plan, it at least should

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A series of Public Service Radio and Television spots to make your audience aware of the benefits of keeping physically fit.

Our affluent society has caused too many people to become “soft.” The strength of our nation is reflected in the health and well-being of its citizens. There is no better time than America’s Bicentennial to re-emphasize the importance of keeping physically fit and healthy.

ORDER YOUR COPIES FREE 60 SECOND AND 30 SECOND SPOTS FOR TELEVISION AND RADIO

TO: American Chiropractic Association 3-75
2200 Grand Avenue / Des Moines, Iowa 50312
Please send me your new series of produced public service spots titled “Spirit of Health” for:

[ ] Television (60-sec. and 30-sec. Filmed Spots)
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I understand the spots will be sent without cost or obligation.

Program Director
Station
Street Address
City State Zip

Broadcasting Oct 27 1975

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adopt some standard criteria for demonstrating significantly viewed status. Arbitron’s county-wide surveys and ADI and IFA statistics should be appropriate, they said. Only in special cases where the figures do not cover the area in question, special surveys might be needed, according to State and Palmer.

Watr Inc., licensee of watr-TV Waterbury, Conn., said CATV carriage help overcome part of the station’s coverage deficiency where signals had been affected by terrain factors. If the proposed rules are adopted, watr-TV said, then such benefits would be wiped out since the station then would have to share cable audiences with other NBC affiliates on the system.

As expected, cable operators favored the rule change. They too were concerned with the expense in conducting individual surveys and suggested that standard ARB figures might be used. The burden of justifying significantly viewed status, the cable operators said, should be on the closer network affiliates.

Welch (W. Va.) Antenna Co. emphasized the difference between mountain area reception and flatlands. In its particular case, WSAT-TV Huntington, W. Va., is outside the 55-mile contour but is significantly viewed in communities served by Welch. The priority NBC affiliate—\textit{WHIS-TV} Bluefield, W. Va., which is 25 miles away—is not able to get into the valley areas of Welch and McDowell coun-

\textbf{New comedy-music show set for prime access}

A new half-hour comedy-musical variety series, tentatively titled \textit{The Muppet Show}, will be offered for the 7:30-8 p.m. slot starting in September 1976. The series of 24 episodes will be produced by Independent Television Corp., New York, and Jim Henson Associates, New York, in association with the CBS Television Stations Division. \textit{The Muppet Show} will be carried by the five CBS-owned TV stations in prime-access time. ITC will distribute the series elsewhere.

Jim Henson and The Muppets are known for their appearances on \textit{Sesame Street}, television specials and on various talk and variety shows. A major entertainer will be featured on each segment of \textit{The Muppet Show}.

D. Thomas Miller, president of the CBS Television Stations Division, said that "producing this unique series was suggested by our program development unit in New York." Abe Mandell, president of ITC, commented that "this network-budgeted, high-quality series is designed as the perfect all-family vehicle." Production begins in January.

\textbf{Quarter-century.} One of commercial television’s most prestigious shows, the \textit{Hallmark Hall of Fame}, celebrates the start of its 25th year this Christmas, with a history that dates back to the first showing on Christmas 1951 with "Amahl and the Night Visitors." Last Monday (Oct. 20) the Hollywood chapter of the National Academy of Television Arts & Sciences had a luncheon to honor Hallmark Cards Inc. and Joyce C. Hall, founder of Hallmark and now chairman of the board. Mr. Hall, responding to the presentation of a plaque by Larry Stewart, president of the academy chapter, remarked that he expects the next 25 years to be "much better for television and for the \textit{Hallmark Hall of Fame}!" At the luncheon (l-r) Donald J. Hall, president, Hallmark Cards; Joyce C. Hall; Herbert S. Schlesser, NBC president, and Mr. Stewart.

\textbf{The advantages and disadvantages of tape for TV production}

Hollywood producer cites savings, but notes there are times when film is the more appropriate

Hollywood producer-director Fielder Cook last week told the Videotape Productions Association that video tape saves money indeed, but there are times when film is the better vehicle.

Mr. Cook emphasized the production-costs savings of tape. He said he recently completed production of "Valley Forge" for \textit{Hallmark Hall of Fame} at $500,000, half what it would have cost on film. Earlier, he did "The Rivalry" (the Lincoln-Douglas debates) for \textit{Hallmark} on tape, again at half the cost of film. And there’s no question that the day will come when all TV production will be done on tape, he said.

But, he noted, where there is cause for discretion, he would use film cameras—as he will in the forthcoming production of "The Scottsboro Trial" for \textit{Hallmark}. The story deals with the 1930's trial of nine black youths for the rape of two white women. Electronic cameras, with the massive gear and yards of cable required, would only be disruptive.

There is another aspect to taping that "isn’t often discussed," he said. There is a reluctance on the part of the networks to tape programs, he said, because it places much of the editing control in the hands of the director, who must choose among three cameras for only one shot. In film, an editor may have three different shots of one scene from which to choose. The networks and the studios, he said, aren’t willing "to commit that much money into the hands of only one person."
CBS-TV will battle on for per-use music rights despite court decision

CBS-TV plans to appeal the setback handed its bid for a per-use music license by U.S. District Judge Morris E. Lasker (Broadcasting, Sept. 29). It filed a three-line notice of appeal from Judge Lasker's decision, which dismissed its suit against the American Society of Composers, Authors and Publishers and Broadcast Music Inc., in the U.S. Second Circuit Court of Appeals in New York. The suit sought to compel ASCAP and BMI to issue a new form of license, under which CBS would pay only for the music it actually uses. Judge Lasker held that CBS had failed to show it couldn't get per-use licenses by dealing directly with the individual copyright owners.

Back to antiblackout

Hearings before the House Communications Subcommittee on Chairman Torbert Macdonald's (D-Mass.) bill to make the sports antiblackout law permanent resume Wednesday and continues through Friday this week. The hearings began Sept. 22 with testimony from FCC Chairman Richard Wiley and John Schneider, president of the CBS Broadcast Group, but were cut off when Mr. Macdonald was hospitalized for bronchitis (Broadcasting, Sept. 29).

The schedule of witnesses has been revised and will run as follows: On Wednesday, Don Ruck, vice president of the National Hockey League, and Simon Gourdin, deputy commissioner of the National Basketball Association, will appear. Thursday's session will be given over entirely to Pete Rozelle, commissioner of the National Football League. On Friday the list will include Representative L.A. Bafalis (R-Fla.); Bowie Kuhn, commissioner of baseball; Robert T. Howard, president of the NBC Television Network, and Alvin Rush, senior vice president, NBC program and sports administration.

Program Briefs

Air mail. Winniapan Louisville, Ky., invited listeners to submit views, pro or con, about current school busing controversy. Result was torrent of mail—20,142 against, only 30 for—that General Manager Max Rein took to Washington late last week for presentation to state's congressmen.

Napoleon next on menu. Napoleon is going to follow Jennie (Churchill) on U.S. television. Thames Television, London, which brought Jennie to Public Broadcasting Service this season with creditable ratings resulting, has produced nine one-hour broadcasts of Napoleon to be released for syndication next spring via D.L. Taffner Ltd., New York.

Identity crisis. Creative Radio Shows, Los Angeles, has announced availability of UFO Report, new five-minute syndicated radio program that explores sightings background, mystery and actualities. Program is produced with the help of Aerial Phenomena Research Organization, and will contain on-spot immediate report when major sighting or event involving UFO's occurs.

Animal welfare. Latham Foundation, Oakland, Calif., has available new, 26-episode TV program on animals, Within. Show is free and has been signed by 20 TV stations and 80 cable systems. Latham Foundation is devoted to promotion of humane treatment of animals.

Sky hop. Robert Wold Co., Los Angeles-based broadcast transmission service firm, reports growing use of satellites for coming basketball and hockey season, with 30 such relays already arranged. Wold was responsible for first satellite transmission of live sports event last August, bringing Texas Rangers-Milwaukee Brewers baseball game from Milwaukee to Dallas. Second satellite feed was hockey telecast on Oct. 8 from Montreal to Los Angeles' KTLA-TV of Los Angeles Kings vs. Montreal Canadiens game. Audio of this
Number one in weekly circulation from Mid-Michigan to the Mackinac Straits.*

Plus persuasion. It begins with Mike Paulin whose zany chatter and cheerful music format has been waking up Northern Michigan listeners for 12 years from 6 A.M. to 10 A.M.

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

And Dave Mitchell's music and features are presented with people in mind and he gives it to them from 2 P.M. to 6 P.M.

Terry Wunderlin continues the persuasion nightly with COUNTRY MUSIC and current hits from 6 P.M. to 12 midnight.

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

WWAM/WKJF (FM) is NUMBER ONE in weekly circulation for total persons 12+ (38,600) for all Northern Michigan area stations from Mid-Michigan (at Clare) north to the Straits of Mackinac.

* Number one for Northern Michigan area stations of license from Clare to the Mackinac Straits (27 counties)
Source: 1971-1973 Circulation Pulse (Weekly circulation: Monday-Sunday, 24 hours, 38,600 Total Persons 12 plus)

Show-stopper. An Illinois minister is proposing public execution of convicted murderers on prime-time television. "Nothing much else has helped stop crime," says the Rev. Paul B. Tinlin, 41-year-old pastor of the Evangelical Assembly of God Church in Hoffman Estates, Ill. "And I think public executions of convicted killers would be an unbeatable shock method." The Associated Press quotes Mr. Tinlin as saying he's "no religious quack" but that "people need to be shocked and sobered like they were by the assassinations of the Kennedys, which were shown and reshot on television... I don't want any bizarre or circus-like attraction, but we've got to let society see life for real for its shock value."

Big hearts. Two television programs are among five Howard W. Blakeslee awards winners voted by American Heart Association for outstanding reporting on heart and blood-vessel disease. CBS's Good Times won for episode titled "The Check Up." Program was cited for dramatizing "the necessity for the hypertension-prone black male to have medical check-ups." Andy Guthrie of WKYC-TV Cleveland won for five-part news report, "The Ambulance Crisis: Who Will Come For You?"

MGM wins. Metro-Goldwyn-Mayer was awarded $120,000 in breach-of-contract suit settled in Manhattan state supreme court, against actor Roy Scheider. Amount, plus interest for three years, will compensate MGM's costs to replace Mr. Scheider (with Robert Conrad) in ABC-TV series. Assignment: Vienna. Mr. Scheider's alleged failure to follow through on episodes for 1971 pilot film, "The Munich Project," for MGM, was basis for suit.

Pop countdown. Century 21 Productions, Dallas, is making available its end-of-year top-100 singles special, Opus '75. Special includes interviews with recording artists and features eight-hour countdown of year's biggest hits. Also with package are customized jingles, celebrity promos and production aids.

TV and 200 years. Fall edition of Television Information Office's "Teacher's Guide to Television" provides semester schedule and lesson plans geared to Bicentennial programs offered on commercial and non-commercial networks. TIO, Box 564, Lenox Hill station, New York 10021.
Avco Radio and Torbet join to become Torbet-Lasker

Rep firms merge, expect upwards of $15 million in billings next year, clients in 65 of top-100 markets

Alan Torbet Associates and Avco Radio Sales will merge to form Torbet-Lasker Inc., one of the country's three or four largest radio station rep firms, effective Nov. 1.

This new firm name represents Alan Torbet, founder-president of the Torbet firm, and Mr. Peter Lasker, founder-president of Avco Televisio Radio Sales, which he is acquiring from Avco Corp. Mr. Lasker will be vice president, 20% stockholder and a member of the board of Torbet-Lasker, and will also direct and operate Avco Televisio Business—presumably under a new name— as a totally separate rep firm.

The merger of the radio operations, under negotiation for several months ("Closed Circuit," Aug. 4; BROADCASTING, Sept. 29), is one of the major events in the radio rep field in recent years.

The new company's billings are expected to total $15 million to $16 million next year, according to Messrs. Torbet and Lasker. This reportedly would make the firm one of the largest in radio. The generally acknowledged billings leaders are Katz Radio and Blair Radio.

Torbet-Lasker starts with stations in 65 of the top-100 markets (35 are in the top 50), plus other stations available as affiliates of its nonwired network. Stations in 13 markets are joining from Avco Radio's list of 37 stations (those in 24 were spun off to other reps to avoid conflicts with Torbot stations, while the Torbet firm has terminated representation of stations in 19 of its approximately 70 stations).

A number of Avco sales and administrative people, led by Jerry Glynn, general manager of the radio division, will join all current Torbet personnel in the new company, whose headquarters will be in enlarged offices of the Torbet firm at 55 Fifth Ave., New York 10011. The result, according to Messrs. Torbet and Lasker, will be one of the largest sales and research staffs in the radio rep field, with 12 salesmen in New York, four in Chicago, three each in Detroit and Los Angeles, two each in San Francisco and Atlanta-Memphis and one in Dallas, plus a four-member research staff and 25 people in administration and sales support.

Avco Radio's Jerry Glynn will be a vice president along with Torbet vice presidents Brock Petersen, Ralph Conner, Len Sable, Lee Bell and Paulie Landon. Mr. Glynn and Torbet's Ed O'Halloran will head the new firm's new-business development activities. In the research department Avco's Sandy Kennedy joins Torbet's Peter Moore, Laura LaRosa and Francine Hurwitz.

Stations represented by Avco Radio that are moving into the Torbet-Lasker operation are WRFM(FM) New York; WCLR(FM) Skokie, III. (Chicago); KBRT(AM) and KBIG(FM) Avalon-Los Angeles; WLW(AM) Cincinnati; WWEL-AM-FM Medford, Mass. (Boston); KSL-AM-FM Salt Lake City; WLW-AM-FM Providence, R.I.; KBEC(FM) Oklahoma City; KLNG(AM) Omaha; WGBI-AM-FM Scranton, Pa.; WIBO-AM-FM Baton Rouge; WDXB(AM) Chattanooga, and KKNU(FM) Fresno, Calif.

Unions ask substantial hike for performers in commercials

Labor negotiations got under way last week in New York in the crucial area involving the payments to performers in TV commercials. The unions are principally seeking an approximate 58% increase in basic rates and a change in the re-

YOU PUT A LOT OF EFFORT INTO THE 'SOUND' OF YOUR STATION

Spotmaster® can help with the CLE-FM Sound Britener

For the FM or FM Stereo broadcaster this unit offers a combination compressor/limiter/expander specifically designed to help you achieve the sound you want for your station's style of programing. The FM Sound Britener provides automatic level control to maximize transmitter modulation while preventing over modulation, and the unit meets all Dolby manufacturer requirements for use ahead of the Dolby B encoder to provide compression or as a peak limiter between the Dolby B and the transmitter. Complete remote control capability lets you put the unit where you want it.

Two adjustments are all that's needed. The AVERAGE/Peak Ratio sets the dynamic range desired from a tight 1 dB to a loose 35 dB and the Return Rate determines the speed with which the low level signal is expanded.

Call us for more information and specifications.
use formula embodying the concept of play-for-pay.

Convening last Monday and Tuesday (Oct. 20-21) were the Joint Policy Committee of the American Association of Advertising Agencies and the Association of National Advertisers on one side, and on the other, representatives of the American Federation of Television and Radio Artists and the Screen Actors Guild. The unions negotiate jointly in the TV commercials sector. The talks were recessed until today (Oct. 27) to give advertiser and agency officials an opportunity to study and evaluate the unions' demands.

The unions asked for a jump in the minimum fee for appearing in a commercial (on-camera) from the present $158 to $250. For off-camera work, the unions sought a rise in the minimum fee from $118 to $186. It sought comparable increases for group singers, both off- and on-camera.

In the vital use area, the unions have proposed a revolutionary change from the current practice of paying performers on a formula tied to the 13-week use of a commercial and the number and type of cities carrying the spot. The unions are pushing for a play-for-pay concept under which performers would be paid for the number of uses over a 13-week cycle.

Another key demand by the unions would reduce the maximum period during which a commercial could be used from 21 months to 18 months, with animated commercials permitted to run for 19 months. An AFTRA official said that commercials now may be run beyond the 21 months only with the consent of the performers.

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Cigarette makers
back on the air with a twist?

Government wants court order forcing tobacco companies to buy time for anti-smoking messages

Broadcasters, who feel victimized by government policy on cigarette advertising, would benefit from a new government plan. The Department of Justice is seeking a court order requiring six major cigarette companies to finance anticigarette advertising on radio and television and in other media.

The department requested the order in suits it has filed in federal district court in Washington against the six companies for allegedly violating a Federal Trade Commission order, issued in 1972, requiring them to include "clear and conspicuous" health-hazard warnings in all printed advertising appearing in newspapers, magazines and on signs.

Cigarette companies are barred by a 1970 law from advertising on radio or television, a law that cost the broadcasting industry hundreds of millions of dollars in revenues. Broadcasters' complaints that it was unfair to permit other media to continue carrying cigarette advertising failed to move Congress. But the FTC did win the cigarette companies' agreement to carry on cigarette packages and in advertising the warning: "The surgeon general has determined that cigarette smoking is dangerous to your health."

The companies involved in the Justice Department suit are Lorillard, a division of Loew's Theatres; Philip Morris; American Brands; Brown & Williamson Tobacco Corp.; R.J. Reynolds Tobacco Co.; and Liggett & Myers.

The Justice Department suit, filed in behalf of the FTC, says the companies failed to display the warning at such points of sale as vending machines and counter racks, to give sufficient prominence to the warning in some newspapers and magazine advertising, and to print the warning in the same language as that of the foreign-language publication in which the advertisement appeared.

But more than that, they would require the companies to establish trust funds—in amounts to be determined by the court—to finance the preparation and dissemination of "broadcast, print or other" advertising to compensate for the companies' alleged failure "to disclose a clear and conspicuous warning of the dangers to health that the surgeon general has determined exist with cigarette smoking." The anti-smoking advertising campaign would be supervised by a master appointed by the court.
Courage all but the most determined thief. It's one thing to tamper with a set-top converter and another to climb a pole to remove a filter trap, he said.

The majority of cable operators are using the outdoor filter trap, said John Barrington of Home Box Office. It is cheaper and easier to install and monitor, he said, than an in-home converter.

A problem in some areas has been TV repairmen who for a fee will unscramble an in-home converter. Berks TV Cable Co., Reading, Pa., realized this and has worked closely with local TV repair services to discourage such practices.

California has also passed a new cable theft-of-service law, which will become effective the first of next year. John Atwood, president of Theta Cable of Los Angeles, has just completed trapping out non-pay-cable subscribers and found "very few cases" of illegal bypassing. Mr. Atwood, like other cable operators, noted the problem often rested more with a small number of employees and outsiders who marketed devices to tap illegally into the pay service.

Cox Cable's Mission Cable System in San Diego, the largest system in the country with over 100,000 subscribers of which nearly 20,000 are pay subscribers, has just completed a major audit that showed "substantial numbers" in the "thousands" stealing service. Worst hit was Mission's 26-channel service that requires in-home converters. Mission plans to install dial converters under the new California law as well as use lock-in terminators to combat the situation.

Lewis Davenport of Cox Cable Communications indicated that experience in Cox's other systems shows theft ranging from 1% to 10%. The larger the system and the more turnover in personnel, he said, the higher the rate of illegal hookups.

States with cable theft-of-service laws on the books include Virginia, Pennsylvania, Maryland, Vermont, Washington, North Carolina, Maine, Indiana, and Montana. Penalties range from fines to prison sentences to both.

HBO buys BBC series for pay-cable showing

After year's box-office run, 26-episode drama will be offered to on-air television networks

For the first time, series-type programing will be shown on pay television before it is available over commercial or public broadcasting stations. Home Box Office Inc., already in the news with its satellite pay cable network, has purchased rights to The Pallisers and two other British Broadcasting Corp. productions from Time Life Films for $660,000. The Pallisers, a 26-episode dramatic one-hour series, was reportedly offered to the commercial networks and the Public Broadcasting Service first but was turned down.

As distributor of the series, Time Life hopes the pay TV exposure will enhance the series' value to commercial or public broadcasters to whom the series will be offered after the one-year HBO run. HBO will show each episode four times a week and repeat it once the following week when a new episode is shown.

The BBC package includes a six-hour David Copperfield and a three-hour Heidi. Copperfield will be shown in four 90-minute segments while Heidi will be shown in three one-hour installments.

If pay television could be developed as a new market without a negative impact on a program's acceptance on conventional television, suggested Time Life, it would help producers amortize costs. Time Life, which like HBO is a wholly owned subsidiary of Time Inc., invested in the production of The Pallisers along with the BBC.

The series deals with an aristocratic English family and is based on the novels of Victorian author Anthony Trollope. Susan Hampshire, from the Forsyte Saga (shown on the Public Broadcasting Service in the U.S.) and Heidi will be shown.

FCC rules currently permit the showing of series-type programing on pay television if it has not been shown previously on conventional TV. Proposals to relax that restriction are pending (Broadcasting, June 2).

Canadian cablenmen aren't happy with ad deletion either

John O. Graham, chairman of theCanadian Cable Television Association, told the Toronto Board of Trade last week that most Canadian cable operators are "strongly against" the Canadian Radio and Television Commission's ad-deletion policy for carriage of U.S. broadcast signals (Broadcasting, Oct. 20).

There are some 480 30-second commercial spots broadcast from four Buffalo, N.Y., stations every night between six and midnight and many Canadians can pick up those signals over the air, Mr. Graham said.

"If you delete even 10 announcements," said Mr. Graham, "it means that over 97% of the commercial amounts are still getting through. The percentage increases even higher when you realize that approximately 35% of homes in southern Ontario don't subscribe to cable and are capable of receiving 100% of all American commercials broadcast."

To substitute repeated Canadian public service announcements in their place would disturb Canadian viewers, said Mr. Graham.

A better solution to the problem would be the amendment currently under consideration by the Canadian government that would change income tax law to disallow the purchase of advertising on an American station as a deductible business expense. The income tax change could repatriate Canadian dollars spent on U.S. stations and foreign and "electronic gimmicks," suggested Mr. Graham.

Buffalo-area cable plays one FCC rule against another

Result is pickup of NFL game blacked out on local TV

There is an apparent loophole in the FCC's cable sports rules that might permit a cable system to carry a hometown game even though it has been blacked out on local broadcast stations. In any case, International Cable of West Seneca, N.Y., did just that last Monday night (Oct. 20), when it brought in the blacked-out Buffalo Bills-New York Giants football game to its 27,000 subscribers in the Buffalo area.

International Cable is permitted to bring in two distant signals, which in its case are usually CBRL(TV) and CFTO(TV), both Toronto. However, in accordance with FCC import substitution rules, the CATV system elected to substitute WNYSTV Syracuse, N.Y., for CBS last Monday night. The import substitution rules allow a cable system to bring in another available distant signal, subject to exclusivity provisions, if its regular distant station is programing material of strictly local interest. At 10 p.m. Monday, CBRL was broadcasting its Canadian News Magazine show, featuring Canadian election results. International Cable therefore deemed the programing to have no interest to Buffalo area residents and instead brought in the

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National Football League’s Monday night football game carried on WNYS-TV beginning at 10, after the game had been in progress for one hour.

Although the game was 98% sold out, Ralph Wilson owner of the Buffalo Bills, elected to black out the game on local TV, since it was not 100% sold out 72 hours before game time as stipulated in the sports antiblackout law.

The FCC’s cable sports rules forbid cable systems within the 35-mile contour of local blacked-out stations to carry such games—which would cover International Cable’s situation.

The apparent discrepancy between the sports rule and the import substitution rule created the Monday night situation. And the NFL, ABC and the network’s Buffalo affiliate, WKBW-TV, have sent a telegram to the commission requesting clarification of the issue.

Robert Cochran, NFL broadcast coordinator, said there will be “plenty of action from our side,” although he will first wait for the FCC’s reply.

FCC spokesman contacted last week were not certain whether the cable system was right or wrong. One assumed the sports rule would supersede the import-substitution rules, but explained he had never encountered the problem before.

The commission is currently reconsidering its cable sports rule at the request of broadcasters and professional sports groups (Broadcasting, Sept. 1).

AT&T expects new hi-lo rates to hike revenues about $6 million

New charges to newsrooms, effective Nov. 19, could wind up as unwanted lateral to broadcasters

AT&T has responded to an FCC order with a proposed revision in its rates for use of its Telpak end links, which will result in additional charges for newsroom services, among other customers. And those costs, broadcasters fear, will be passed on to them, as well as to newspapers.

AT&T said the new rates, which would take effect Nov. 19 and affect principally multipoint users, would produce increases in revenue of about $6 million.

Customers, like newsroom services, that feed information to a number of locations have been able to use AT&T’s Telpak end links at a favorable rate that resulted from a nationwide averaging of rates. However, the commission last month ordered the company to end the “unlawful discrimination” between hi-lo rates and the rates for Telpak end links as used by large multipoint customers.

Telpak enables a large communications customer to buy 60 to 240 circuits at a time. The Telpak end links are single channels which extend the service to customer stations outside the Telpak network—to newspapers and broadcast stations, in the case of newsroom-service customers.

The tariff revision filed last week would eliminate the favorable price newsroom services have received. The new rates would be priced with hi-lo rates, which are higher in low-density areas and lower in high-density areas.

The American Newspaper Publishers Association with three other news organizations and the National Association of Broadcasters have petitioned the FCC to stay the effectiveness of its order requiring the modification of the Telpak end link rates (Broadcasting, Oct. 20). The commission is expected to act on the petition this week.

Besides filing its proposed modification of rates, AT&T urged the commission to reconsider its order reopening its hearing on the hi-lo private line rate structure. The commission had said it lacked sufficient information on which to make a decision.

But AT&T expressed concern that delay concluding the proceeding—already under way for two years—might embroil the company’s “initial and relatively modest effort to establish more cost-related rates” in an “interminable regulatory process antithetical to any presupposed notion of the public interest benefits of competition.”

AT&T adopted the hi-lo structure as an answer to competitors who were underpricing its service along heavily used routes. That new structure, which is now in effect, was protested by newsroom services that said their costs would be increased sharply. The use of Telpak end links, however, had provided some relief.

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Technical Briefs

Earth station focus. Office of Telecommunications Policy is sponsoring open meeting of International Radio Advisory Committee to discuss technical problems with small earth stations, looking towards 1979 World Administrative Radio Conference. Washington meeting, scheduled Oct. 31, will address possible satellite orbital-spacing problems and terrestrial-interference potential resulting from small earth stations that require wider beam transmissions. Rush for such earth stations is beginning in business and industrial field and could spill over to broadcast and cable TV as well. Long-term decisions as to spectrum allocation will be made at 1979 WARC conference.

Color monitor. Univimedia Corp., Auburn, Calif., has made available SMT-12 studio color monitor with features such as full-view tally identification, A-B electronic video selection, internal-external sync selector and variable aperture control. Set allows user to set color threshold and gray-scale tracking. Front panel doors conceal secondary controls which include RGB background adjustments and variable aperture control on right side. Options such as pulse cross and underscan are accessible from behind left side.
These are the top songs in air-play popularity in two categories on U.S. radio, as reported to Broadcasting by a nationwide sample of stations. Each song has been "weighted" in the Top 40 list for the magazine to allow for differences in method of reporting and the varying number of stations that air a song on a particular day.

It appears that an upward movement of 10 or more chart positions over the previous week is

<table>
<thead>
<tr>
<th>Over-all-rank</th>
<th>Last This week</th>
<th>Title/length</th>
<th>Artist-label</th>
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<tbody>
<tr>
<td>2</td>
<td>38</td>
<td>America</td>
<td>(3:44) RCA</td>
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<tr>
<td>3</td>
<td>37</td>
<td>Simon &amp; Garfunkel</td>
<td>(3:44) Columbia</td>
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<tr>
<td>4</td>
<td>36</td>
<td>Olivia Newton-John</td>
<td>(2:44) MCA</td>
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<td>5</td>
<td>33</td>
<td>Hamilton, Joe Frank &amp; Reynolds</td>
<td>(2:47) &amp; Jazz Playb</td>
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<td>6</td>
<td>32</td>
<td>Fellin' In Love</td>
<td>(3:13) Capitol</td>
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<td>7</td>
<td>31</td>
<td>Elvin Bishop</td>
<td>(2:44) Sack</td>
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<td>8</td>
<td>30</td>
<td>Dressed In Black</td>
<td>(2:44) Stax</td>
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<td>9</td>
<td>29</td>
<td>Spinners</td>
<td>(3:40) Atlantic</td>
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<td>10</td>
<td>28</td>
<td>Outlaws</td>
<td>(3:40) MCA</td>
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<td>11</td>
<td>27</td>
<td>C.C. Catch</td>
<td>(2:44) Epic</td>
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<td>12</td>
<td>26</td>
<td>I'm Sorry</td>
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<td>13</td>
<td>25</td>
<td>Helen Reddy</td>
<td>(3:40) RSO</td>
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<td>14</td>
<td>24</td>
<td>Only Love</td>
<td>(3:40) Atlantic</td>
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<td>15</td>
<td>23</td>
<td>How Can I Be Happy</td>
<td>(2:44) Atlantic</td>
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<td>16</td>
<td>22</td>
<td>The Way You Do It</td>
<td>(2:44) Atlantic</td>
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<td>17</td>
<td>21</td>
<td>Dr. Hook</td>
<td>(3:40) MCA</td>
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<td>The Last Time</td>
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<td>Hall &amp; Oates</td>
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<td>Saturday Night</td>
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<td>Halfway There</td>
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The top songs in the Country chart are:

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<td>1</td>
<td>39</td>
<td>San Antonio Stroll</td>
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<td>2</td>
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<td>You're Feelin' Me</td>
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Broadcasting Oct 27 1975

53
Live coverage of House floor is recommended for year’s test

Staff study will propose setup for full-time audio-visual feed, with broadcast pickups at will

Its homework nearly completed, the staff of a special House Rules subcommittee set up to study resolutions to test live broadcast coverage of House floor proceedings has concluded that technically, “it can be done.” Its favorable report to the subcommittee, which meets Nov. 6, will move the idea of live broadcast coverage of Congress one step closer toward reality.

One of the members said last week the staff will make the following recommendations, most of which were suggested by a committee of commercial network and PBS bureau chiefs in town: that there be a one-year test of live coverage with equipment provided and operated by the networks and PBS; that an audio feed of the proceedings be piped to all congressmen’s offices as well as to the offices of the House Speaker, the majority and minority leaders, and the parliamentarian; that the audio and video feed be made available for live pickup by stations and news services; that cameras be placed behind false doors in the visitors galleries in the House chamber where they will not be seen rather than on the House floor; that audio and video tapes be made for storage at the Library of Congress.

Lighting was at one time thought to be the biggest technical problem to overcome. Several members of the House had voiced fears that the TV cameras would need extra light that would raise the temperature in the chamber and disrupt the proceedings. But after a test run by the networks and PBS while the House was in recess during August, it was discovered an acceptable picture could be produced without extra lights. The chamber is dim now, but the architect of the Capitol is at work raising the regular lighting level.

The staff member said that, following the Nov. 6 meeting, the subcommittee will meet with various technical experts for further input, will draft a new resolution to introduce in the House detailing the plan for a one-year test, will hold formal hearings on that plan, then pass it back through the full Rules Committee to the floor. All of this, the subcommittee chairman, B.F. Sisk (D-Calif.), hopes, can be accomplished in November. With House passage in December, Mr. Sisk has said, the system can be set up to begin operation by Jan. 1, 1976.

That is if all goes well. There are other problems, not yet addressed, that might slow the process, not the least of which is expense. A network spokesman guessed last week that installing the equipment could cost as much as $750,000. He said the networks expect Congress to pick up “an element” of that cost. There is also the problem of unions. If the networks are to cooperate in installing the equipment, their engineering unions must also cooperate, and that could cause a problem, the spokesman said, because the networks have different engineering unions.

There is also the problem of the politics that surround the concept of broadcast coverage of the House floor. During recent years, some Republicans in the House have opposed the presence of TV cameras because they said coverage would favor the more numerous Democrats. Some have predicted that the cameras would turn the House into a circus of publicity-conscious members performing for the cameras. Some have argued that TV viewers, on seeing that the House chamber is nearly empty most of the time, will think none of their representatives are working. These and other arguments are expected to surface again as a resolution nears a vote.

The networks, however, are banking on Congress accepting the idea of broadcast coverage. They have begun already to make plans to order the necessary equipment, address the labor relations problems and map out staff assignments.

Goodman hammers on government intrusion

The Kentucky Broadcasters Association awarded Julian Goodman, chairman of NBC, the Distinguished Kentuckian Award last week in Bowling Green, and Mr. Goodman took the occasion to address the “difficult and negative effects of government agencies and interferences with broadcasting,” which he said, “tend not only to inhibit broadcasting, but also to dilute the quality of the service the public receives.”

The fairness doctrine, he said, opens the door to government intervention in broadcast journalism and makes broadcasters second-class citizens as far as First Amendment free-press guarantees. Cigarette advertising regulations, the prime-time access rule, and children’s programming and advertising restrictions were similarly criticized.

“Another thing we have learned is that many people in authority are said that we have the power to shape issues and events,” Mr. Goodman said. He borrowed from John Chancellor’s commentary to note that “very little of real significance has happened in this country—including presidential elections, Watergate or the Vietnam war—that television had any direct influence on or really say in.”

Outtakes given to defense in broadcast libel case

NBC has given over to the defendant in a four-year-old, $7-million libel suit the outtakes of a documentary that is central to the case.

In late 1971, Don Widener, a documentary producer under exclusive contract to the network’s KNBC(7) Los Angeles, filed the claim against Pacific Gas & Electric Co. Mr. Widener said a PG&E employee called Mr. Widener’s documentary, Powers That Be, a program “replete with half-truths, innuendos and worse.” J.C. Carroll, the PG&E employee, was also said to have charged he was tricked into being filmed for the program and that his interview had not been broadcast in full. Mr. Carroll has filed a $50,000 counterclaim against Mr. Widener.

An NBC spokesman said the network handed over the outtakes because it felt they were not station newfilm, but the work of an outside producer.

Tragedy. Wicz-tv Binghamton, N.Y., received nationwide exposure on NBC Nightly News of its exclusive film of the drowning of two Binghamton firemen. Wicz’s news crew was on assignment to shoot footage of the search and recovery mission around the rockbottom dam for fireman John Russell, missing since his raft capsized the day before. As Binghamton Fire Chief John Cox and Captain Donald McGeever dragged the river bottom, their raft was swept over the dam. Both men drowned.
ABC's profits dip, but not as low as had been expected

ABC Inc. reported third-quarter net earnings of $384,000 or $0.02 a share, as compared with $11,380,000 or $0.68 a share for the same period of 1974. Despite the drop, the results were slightly better than ABC had forecast a few weeks ago when it said third-quarter profit would be zero (Broadcasting, Oct. 6).

As ABC had indicated earlier, Chairman Leonard H. Goldenson and Elton H. Rule in a joint statement attributed the decline to a combination of factors. They said "a principle reason" was "the magnitude of charges incurred by our domestic record company," which is being restructured.

"Elsewhere in the company during the third quarter," they continued, "while the revenues of the ABC-TV network and ABC-owned television stations were virtually flat in the period, profits declined as a result of softness in the general television advertising economy, higher costs and lower unit prices due to the network's disappointing ratings performance in the 1974-75 broadcast season. The company's radio operations again posted substantial revenue and profit gains over 1974 levels."

Revenues for the third quarter were put at $234,657,000, as compared with $225,796,000 for the 1974 quarter.

For the first nine months, earnings totaled $21,049,000 or $1.22 a share as against $38,854,000 or $2.31 a share in the first nine months last year. Nine-month revenues were $742,896,000, up from $687,587,000 last year.

Cox reports gains in broadcast, cable

Cox Broadcasting Corp., Atlanta, reported last week that net income and operating revenues increased in both the third quarter and the first nine months of the year.

In the third quarter of the year, net income climbed to $5,157,000, or $0.34 a share, from $2,707,000, or 46 cents a share, in the comparable 1974 period. Operating revenues totaled $26,670,000 in the quarter, up from $24,533,000 a year ago.

Cox net income for the first nine months of 1975 was $9,909,000 ($1.70 per share) on revenues of $79,787,000, up from net income of $9,180,000 ($1.57 per share) on revenues of $74,092,000 in the corresponding period of 1974.

In a separate announcement, Cox Cable Communications Inc. reported record revenues and earnings for both the third quarter and the nine months ended Sept. 30. In the first nine months, net income was $2,033,849 (57 cents a share) on revenues of $21,113,888, compared with $1,523,697 (43 cents a share) on revenues of $16,949,758 in the comparable period.
### Stock Symbol

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Media


Richard B. Hull, director of Ohio State University Telecommunications Center, has retired due to ill health. Mr. Hull, 61, is currently hospitalized in Los Angeles. As director of center, for many years he headed noncommercial WOSU-AM-FM-TV Columbus and Institute for Education by Radio-Television plus other responsibilities and assignments with OSU. Mervin A. Durea, assistant director of center, is serving as acting director.


Don Dilorato, general sales manager, WOAM-FM-WAJA-FM Miami, named general manager, WLYF(FM), same city.


Mike Edwards, news, public affairs director, WBSM-FM Chicago, becomes general manager of KORN(M)E Mitchell, S.D., which he partly owns.

Don Nutting, operations manager, WZQF(FM) Albany, N.Y., named to same position, WZK(FM) Memphis.


Wilma Whitehead, administrative assistant, Summit Communications, radio and cable group owner based in Winston-Salem, N.C., named personnel director.

Dave Anthony, air personality, WNCI(FM) Col.
Meet the Spivak. Lawrence Spivak, originator of Meet The Press, was on the receiving end of the questions at this National Press Club luncheon in Washington. He is retiring after the Nov. 9 NBC-TV show (a one-hour interview with President Ford) which will mark 25 years of Meet The Press—the longest running show on network TV. At the head table (l to r): David S. Broder, Washington Post; John Herling, NPC program chairman; William Broom, NPC president; Peter Lisagor, Chicago Daily News; and Richard Wilson, Des Moines Register and Tribune Syndicate (retired).

Ralph E. Butler, account executive, Kansas State network, Wichita, named administrative assistant to president.

Newly elected officers, Nebraska Broadcasters Association: Joe Stavas, KTTR-AM-FM Columbus, president; Norman Williams, KMTR(TV) Omaha, president-elect; John Howard, KOFAM(AM) Kearney, VP; Larry Walklin, KRNU(AM) Lincoln, treasurer.

Newly elected officers, North Dakota Broadcasters Association: John E. VonRudden, KXMB-TV Bismarck, president; Dave Beach, KFM(AM) Grand Forks, president-elect; C. H. Logan, KDSU(AM) Fargo, secretary-treasurer.

Broadcast Advertising
Roger A. Johnson, senior VP/account services director, James Neal Harvey Inc., New York, named executive VP/chief operating officer, Venet Advertising, same city.

Michael F. Pedone, VP, management supervisor, Warwick, Welsh & Miller, New York, named senior VP.

Thomas W. Watson, VP/associate director of internal operations, BD&D, New York, named director of internal operations. He succeeds Bayard F. Pope Jr., who is retiring.

Thomas A. Tiedemann, media supervisor, Keenan & McLaughlin, New York, appointed associate media director.

Annie Powell, director of personnel, Kenyon & Eckhardt, New York, elected VP.

Michael P. Kaisunas, research director, CNA Insurance, Chicago, named associate research director, J. Walter Thompson, same city.

Susan D. Splinder, Martin Veim, creative supervisors, Compton Advertising, New York, named VP's.

F. Blythe Buebber, art director/production manager, David C. Erich, account executive, Batz-Hodgdon-Neuwoehner, St. Louis agency, named VP's.

Michael Raymond, account executive, WKW(AM) New York, named retail sales manager.


Jack Alix, local sales development manager, WRQZ-FM Richmond, Va., named Washington/northern Virginia regional sales manager.

Douglas L. Jones, marketing/public relations director, Dixie County State Bank, Cross City, Fla., named research/sales development director, WTVT(TV) Tampa-St. Petersburg, Fla.

David L. Hicks, account executive, WLS-AM-FM Lansing, Mich., named general sales manager, succeeding E. L. Byrd who continues as VP/general manager.


Raymond Mineo, sales manager, KDEN(AM) Denver, named to same position, KTLK(AM) Denver.

Joe Gunther, sales, KCMO(AM) Kansas City, Mo., named sales manager, WOKO(AM) Albany, N.Y.

Programming
Bob Boyett, director of prime-time series television, East Coast, ABC Entertainment, New York, named to newly created position of assistant to VP-program planning and development, and director of talent relations for ABC Entertainment, Los Angeles.

Richard Caffey, production manager, MGM Television, Culver City, Calif., named VP, TV production control.

Joe Scully, casting director, Universal TV Inc., named manager, casting and talent, West Coast, NBC Television.

Susan Brockman, East Coast story editor for feature and TV development, Paramount Pictures, named Eastern story editor for Lorimar Productions, Los Angeles.

Jeff Livingston, formerly with MGM and United Artists, Los Angeles, named national director of advertising, publicity, American International Pictures Inc., Los Angeles.

Norman K. Samnick, assistant general counsel, Warner Communications Inc., New York, named industrial, labor relations director.

Ron Thompson, music director, WJEA(AM) Cincinnati, named program director, WWVA(AM) Wheeling, W. Va.

Gayle Waxman, associate producer, KMOV-TV St. Louis, named staff producer.

Bob Hatfield, operations manager/technician, WCAU-FM Philadelphia, named program director, WAKE(AM) Clearwater-Tampa, Fla.

Dick Porath, sports director, KTTL(AM) Tinton, Mo., named to same position, KODE-AM-TV Joplin, Mo.

Gregory C. Lucas, sportscaster, KHVI(AM), KTUE(TV) Honolulu, named sports director, WMED-AM-FM-TV Petoria, Ill.

Aisha Karimah, production assistant, WRC-TV Washington, named associate producer.

Michael Jackson Burnette, production director, KMRA(AM) Fresno, Calif., named to same position, KRAM(AM) Sacramento, Calif.

Jim DeMarco, air personality, WTH(AM) Terre Haute, Ind., named music director.

Leonard Bell, commercial coordinator, KNBC(TV) Los Angeles, named traffic supervisor.

Broadcast Journalism

Don Harrison, news anchor, WBAL-TV Baltimore, named to same position, KMSV-TV Minneapolis.

Stan Turner, reporter, KSTP-TV St. Paul, named associate news director.

Bob Jackson, reporter-producer, WCIX-TV Miami, named news cameraman/correspondent, WTVT(TV), same city.

Kathryn Kiefer, reporter, KOMO-TV Seattle, named to same position, WSBM-TV Chicago.

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York, named news assignment editor, WANS-TV Columbus, Ohio.
Bill Jay, news director, KATV-Jonesboro, Ark., named to same position, WFTL-Fort Fort Lauderdale. Fla.
Clark Edwards, news director, KOMU-TV Columbia, Mo., named to same position, WPSA-TV Montgomery, Ala., succeeding Charles Caton, who resigned to form film production company in Montgomery.
Paul Orlovsky, reporter, WSTV-Elmira, N.Y., named anchor, WZTV-Binghamton, N.Y.

Newly elected officers, North Carolina Associated Press Broadcasters: Jon Mangum, WRAL-TV Raleigh, president; Lewis Brooks, WTVI-Charlotte, television VP; Dan Giddens, WPTF/Raleigh, radio VP.

Jules R. Coleman, news director, WOLFI-Syracuse, N.Y., named to same position, WJHM-FM Providence, R.I.
Don Jackson, chief engineer, KOPOAM-Tucson, Ariz., named weatherman, KGUN-TV Tucson.

Cable
James A. Monroe, district manager, American Cable Television's central Arizona systems, named firm's governmental/institutional relations director, ACT headquarters, Phoenix.

James S. Rice, president, Data Technology Corp., Santa Ana, Calif., named executive VP, operations, Warner Cable Corp., New York. Mr. Rice will have operating responsibility for Warner's systems which serve approximately 525,000 subscribers in 30 states.

Terry Meyerling, general manager, Teleprompter's LaCrosse, Wis., system, named district manager, Teleprompter's 17 south Florida systems, headquartered in West Palm Beach.

Equipment & Engineering
Sterling Davis, operations manager, Vidtronics Inc., Los Angeles, named chief of engineering, Metrotape West, Los Angeles. Metrotape West is division of Meromedia Television.


Gordon E. Haiverston, CATV product manager, Anixter-Pruzan, Skokie, Ill., named CATV market manager.

Lloyd R. Morse, marketing manager, telecommunications department, General Electric, Lynchburg, Va., named national sales manager, Lynch Communication Systems, Reno.

Down Jones, engineering supervisor, KDRA-FM Peoria, named chief engineer, WZUI-AM-FM Milwaukee.

Allied Fields
Thomas J. Deckor, formerly manager director of news, public affairs, WRC-AM-TV Rochester, N.Y., elected secretary, National Safety Council, Chicago.


Deaths
Phillips H. Lord, 73, producer and creator of many leading network radio series in 1930's and 1940's, including Gangbusters, Mr. District Attorney, Counterpunch, and Sunday Evening With Seth Parker, died Oct. 19 in Ellsworth, Me., where he had summer home. Gangbusters was on radio from 1936 to 1948 and later appeared as TV version. Mr. Lord retired in 1953. He is survived by three daughters—Mrs. Patricia MacMahon of Detroit; Mrs. Jean Mills of Tucson, Ariz., and Phillips Lord, writer-producer for noncommercial WNET(AM) New York.

Art Mercier, 62, Chicago radio personality, died at his home there Oct. 1. Mr. Mercier joined WBBM(AM) Chicago in 1938 as staff announcer. At time of death he broadcast 55 programs per week on outdoor recreation. He is survived by his wife, Millie, one daughter and one son.

Roy Ambrose, 51, sales representative, WELLI-Beloit, Wis., died Oct. 13 of cancer in Madison, Wis., hospital. He is survived by his wife, Arlene, and four stepchildren.

Roger Wayne, 66, music director, WGLI(AM) Hempstead, N.Y., died Oct. 12 in Long Island hospital after long illness. Mr. Wayne began his broadcasting career in 1924 and is credited with pioneering Italian music programming in 1927. He joined WJZ in 1947 where he remained until his retirement in 1971. He is survived by one brother and three sisters.

For the Record

As compiled by BROADCASTING, Oct. 14 through Oct. 17 and based on filings, authorizations and other FCC actions.

Abbreviations: AJL—Administrative Law Judge.
ali.—alternate.
an.—announced.
a.—antenna.
-aur.—auxiliary.
CH—critical hours.
CPI—construction permit.
D.—day.
DA—directional antenna.
Doc.—Dockert.
ERP—effective radiated power.
HAAT—height of antenna above average terrain.
KHz—kilohertz.
kw—kilowatts.
MEQV—maximum expected operating power.
mbz—megahertz.
mod.—modification.
N.—night.
PSA—preservice program.
S—service.
TPO—transmitter power output.
U.—unlimited.
vis.—visual.
ww—watts.
*—noncommercial.

New stations

AM action

Whiteville, N.C.—Waccamaw Broadcasting Co. Broadcast Bureau granted 1540 kHz, 1 kw-D. P.O. address: Box 427 Whiteville 28472. Estimated construction cost: $40,473; first-year operating cost: $57,800; revenue not given. Format: easy listening, top 40. Principals: Gregory N. (70%), J. Howard (10%) and James D. Singleton (20%). Gregory Singleton is sales manager for WROR(FM) Farmville, N.C. and is student at East Carolina University. Howard Singleton has interest in retail grocery stores in Whiteville and James Singleton is law student at North Carolina Central University (BP-19689). Action Oct. 9.

AM start

WCLN Clinton, N.C.—Authorized program operation on 1170 kHz, 1 kw-D. Action Sept. 19.
Springfield, Ill.—Lincoln Douglas Communications Inc. seeks $800,000 for FM 95.5, one of the new批

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<td>Gainesville, Fla.—Application by Dat Broadcasting Corp. for new FM on 100.9 kHz dismissed at request of attorney (BPB-8037). Ann. Oct. 10.</td>
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<td>KUTI(A) Yakima, Wash.—Broadcast Bureau denies motion by KUTI Communications for dismissal of KALE Inc. application for new FM on 106.3 MHz, Richland, Wash. (BPB-9457). Action Oct. 8.</td>
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<td>KTLB Twin Lakes, Iowa—Authorized program operation on 105.5 MHz, ERP 3 kW, HAAT 300 ft. Action Oct. 3.</td>
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**Ownership changes**

| KTBA(A) Batesville, Ark. (1340 kHz, 1 kW-D, 250 w-N)—Seeks transfer of control of White River Valley Broadcasting Co. to Joe F. Higgins, bottom Jr. (100% before; none after) to J.D. Vinson, Roy A. Henderson and T. Andrew Vinson (none before; 100% after). Consideration: $465,000. Principals: Tom Vinson (20%) is executive vice president of bank in Batesville. He also has interest in other bank and media. (Pending transfer). The existing manager of KTBA, T. Andrew Vinson (40%) employs 40 employees in Batesville. Ann. Oct. 15. |
| KZKR(A) Ozark, Ark. (1540 kHz, 500 w-D)—Seeks transfer of control of Ozark Broadcasting Co. to Valley Communications for $75,000. Seller: Leo J. Wiederkehr, president, wishes to curtail business interests for health reasons. He has no other broadcast or media interests. (100%) is president, general manager and stockholder of KSAPR(A)-KCI2(FM) Springfield. Ark. Ann. Oct. 10. |
| WBAI(A) Barron, Fla. (1460 kHz, 1 kW-D)—Seeks transfer of control of Polk County Broadcaster from Richard Albright and James K. Miles (50% before; none after) to Michael R. Freeland (25% before; 37½% after), Ron Lane (23½% before; 37½% after) and Frank Ayers (none before; 25% after). Consideration not given. Principals: Mr. Freeland owns WFLW(FM) Camden, Tenn. and 50% of WFWA(FM) Sullivan, Ill. Mr. Lane is general manager of WFWA and Mr. Ayers is general manager of WBAI. Ann. Oct. 15. |
| WCSI(A)-WRM(FM) Morrist, Ill. (AM: 1550 kHz, 250 w-D; FM: 104.7 MHz, 3.4 kW)—Seeks assignment of license from Grundy County Broadcasters to Grundy Counties for $230,000. Seller: Milton W. Tucker, president, and Robert D. Bass, vice president, have interest in applicant for FM in Decatur, Ill., which is currently in hearing status. Buyer: Fred A. Robinson (47½%), John S. Dame (15½%), et al. Mr. Boehm is counsel for management consulting firm. Mr. Dame is president and vice president of Chicago AM-FM Truises electronic equipment manufacturer. Ann. Oct. 17. |
| WOU-C(T)-Cambridge, Ohio (ch. 44)—Seeks assignment of license from Ohio Educational Television Network Network to local University. No consideration. Commission wishes to put control of station into hands of local educational entity, as stated in original applications for WOU-C(T) and four other broadcast facilities. Ann. Oct. 17. |
| WVFL(A) Miami, Fla. (107.1 MHz, ERP 300 w)—Seeks transfer of control from Loula Donnewald to George Wiederkehr, president, and James K. Hargis, (25% before, none after) to David A. Noebel, et al. (none before; 100% after). Transfers are new members of board of trustees Oct. 8. |
| KEED(A) Eugene, Ore. (1450 kHz, 1 kW—FFC granting transfer of control of Century Pacific Broadcasting from John W. Mowbray, Chris Wedes and James O'Neil (100% before; none after) to Monroe Broadcasting Corp. et al. (none before; 100% after). Consideration: $200,000. Principals: Monroe Broadcasting, consisting of Wesley L. Monroe, Delbert Beth Eur, Steve Berthol, Steve E. Dean and Mike Burdette, owns 100% of KGA(A) Spokane, Wash. Ann. Oct. 25. |

**Facilities changes**

**TV application**

| KPUA-TV Hilo, Hawaii—Seeks CP to change ERP to 96.68 kw. 1.7 kw. and change type trans. Oct. 17. |

**TV actions**

| WABC-TV Chattanooga—Broadcast Bureau granted transfer of control of Key Broadcast Corp. George E. Hull, George J. Roche, William R. Burrier, et al. (original stockholders) to Erny R. Hull, George E. Hull and John P. Hull. personal representative of estate of George E. Hull; George J. Roche, S. Elmer Parks, et al. (BTC-7803). Action Oct. 15. |
| KBUG(A) Springfield, Mo.—Broadcast Bureau granted acquisition of positive control of Beabom Inc. by Clarence A. Dixon through purchase of stock of James Bruce via consideration $11,000 (BTC-7852). Action Oct. 8. |
| KJBH(FM) Tulsa, Okla. (98.5 MHz, 100 kw)—Broadcast Bureau granted transfer of control of American Christian College Radio, Inc. (BTC-7852) to James A. Hargis, et al. (100% before; none after) to David A. Noebel, et al. (none before; 100% after). Transfers are new member of board of trustees Oct. 8. |
| KEED(A) Eugene, Ore. (1450 kHz, 1 kW—FFC granting transfer of control of Century Pacific Broadcasting from John W. Mowbray, Chris Wedes and James O'Neil (100% before; none after) to Monroe Broadcasting Corp. et al. (none before; 100% after). Consideration: $200,000. Principals: Monroe Broadcasting, consisting of Wesley L. Monroe, Delbert Beth Eur, Steve Berthol, Steve E. Dean and Mike Burdette, owns 100% of KGA(A) Spokane, Wash. Ann. Oct. 25. |

**Applications**

| KTBA(A) Batesville, Ark. (1340 kHz, 1 kW-D, 250 w-N)—Seeks transfer of control of White River Valley Broadcasting Co. to Joe F. Higgins, bottom Jr. (100% before; none after) to J.D. Vinson, Roy A. Henderson and T. Andrew Vinson (none before; 100% after). Consideration: $465,000. Principals: Tom Vinson (20%) is executive vice president of bank in Batesville. He also has interest in other bank and media. (Pending transfer). The existing manager of KTBA, T. Andrew Vinson (40%) employs 40 employees in Batesville. Ann. Oct. 15. |
| WBFM-DAM Baltimore, WPTX(A) Lexington Park and WKTK(FM) Catonsville, Md.—Broadcast Bureau granted transfer of control of Key Broadcast Corp. from George E. Hull, George J. Roche, William R. Burrier, et al. (original stockholders) to Erny R. Hull, George E. Hull and John P. Hull. personal representative of estate of George E. Hull; George J. Roche, S. Elmer Parks, et al. (BTC-7803). Action Oct. 15. |
In context

**Designated for hearing**
- **Rochester, N.H., FM proceeding:** J. Sherwood Inc. and Strafford Broadcasting Corp., competing for 96.7 mhz (Docs. 20618-97—FCC designated for hearing mutually exclusive applications of J. Sherwood Inc. and Strafford Broadcasting Corp. for new FM, issues include whether Sherwood made intentional misrepresentation of facts; and whether it has requisite character qualifications to be licensee. Case Decision.

**Case assignments**
- Acting Chief Administrative Law Judge Chester F. Naumann made following assignments on case shown:
  - **New York and Minneapolis, PSA and AM proceeding:** City of New York Municipal Broadcasting System (WNYY) and Midwest West Radio-Television (WCCO) (Docs. 11227, 17588, 19403)—Assign ALJ Frederick W. Dennieston to preside over proceeding. Action Oct. 9.

**Procedural rulings**
- **WJAM(AM)** Marion, Ala., **renewal proceeding:** Radio Marion (Doc. 20588)—Ali ALJ Reuben Lonzer denied motion for summary decision. Case Decision.
- **WEOF(AM)** Chicago, **FM proceeding:** assignment of license to Zentzen Radio Corp. to GGC Communications of Chicago Inc. (Doc. 20581)—ALJ Byron E. Harrison confirmed hearing date for Dec. 1 in Washington. Action Oct. 8.

**In summary**

- The following cases were assigned program operating authority for following dates:
  - **WJAM-AM-FM**—FCC notified Broadcasting of America, licensee of WJAM-AM-FM-TV, that it incurred apparent forfeiture liability for $500 for violation of rules. Case Decision.

**In complaint**

- **WKYC-TV** Cleveland—FCC denied Thomas W. Lippitt's review of Broadcasting Bureau rule that denied his complaint against WKYC-TV. Case Decision.

**In fines**

- **KBXS-TV** Guasti, Calif.—FCC notified Broadcasting Service of America, licensee of KBXS-TV, that it incurred apparent forfeiture liability for $500 for violation of rules. Case Decision.

**In determination**

- **WORL(AM)** Orlando, Fla.—Broadcast Bureau notified Orlando Radio & Television Broadcasting Corp. of apparent liability for forfeiture of $750 for violation of rule which provides that no relocation of station to point outside principal community of license may be made without first obtaining modification of license from FCC. Case Decision.
Other actions

- WVON(AM) Cicero, I11.--FCC denied Open Media Corp. reconsideration of Feb. 12 action canceling license of Gloorbetor Communications for WVON on 1450 kHz. Open Media requested that FCC either release license for station on 1450 kHz in Cicero to Gloorbetor solely for purpose of assigning it to Open Media, directly assign license or CP for such facility to Open Media, or deny in干脆 assign license or CP for addition to Open Media to be held in trust until all necessary applications have been approved or denied. FCC found Open Media had submitted no public interest considerations sufficient to warrant grant of extraordinary relief requested. To grant such relief, it said, would deprive other interested parties of their rights to file for Cicero facility. Action Oct. 7.

- KRSN(AM) Los Alamos, N.M.--FCC has denied request of Darrel K. Burns, licensee of KRSN, for waiver of rules that require transmission of new two-tone signal generator. Burns said that there were no other stations in Los Alamos area that monitor KRSN and, while he possessed capability for transmitting current signal, economic hardship will be imposed by imposition of purchase of two-tone signal generator. "Conceding truth of allegations made, they do not address larger purpose of rule or show how public interest would be served by exempting you from its provisions," FCC held. Action Oct. 7.

Allocations

Petitions

FCC received following petitions to amend FM table of assignments (ann. Oct. 14).

- Thomas A. Smith, La Plata, Fla.--Seeks to assign ch. 221A to La Plata (RM-2599).

Actions

FCC took following action on TV allocations:


FCC took following actions on FM allocations:

- Broadcast Bureau assigned first FM channel to 11 communities throughout United States. Action was proposed in rulemaking notice adopted in response to following petitions: Christian Communications, ch. 292A (106.3 mhz) to Amery, Wis.; B & H Broadcasting Co., ch. 228A (93.5 mhz) to Howell, Mich.; Surfside Radio, ch. 272A (102.3 mhz) to Yoakum, Tex. (RM-2483); Ivar T. Wedin, ch. 257A (99.3 mhz) to Franklin, Mich. (RM-2486); Richard C. Dorf and Bruce Horrigan, ch. 288A (105.5 mhz) to Davis, Calif. (RM-2492); John Fallon Schud Jr., ch. 252A (98.3 mhz) to Emmetburg, Iowa (RM-2496); B. Rex Sanford, ch. 276A (103.1 mhz) to Copperras Cove, Tex. (RM-2503); Triplet Broadcasting Corp., licensee of WTR(CAM) Brunswick, Md., proposed Hapers Ferry site for station. Bureau said it would be unfair to assign channel to Hapers Ferry on basis of influx of tourists who were not likely to utilize service, if established, at cost of assignment to Berryville (Doc. 20362). Action Oct. 14.

Rulemaking

Petition


Translators

Applications


Action


Cable

Applications

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

- Transwestern Video, for Harrisburg, Ark. (AC-05707): Add WTVJ Jackson, Miss. and KLAJ West Memphis, Ark.
- West Memphis Cable Vision Corp. for West Memphis, Ark. (AC-05711): Add WTVG Atlanta; WMAV Oxford, Miss. and delete KDLN-TV-St. Louis.
- TCI Pacific Corp. for Pacifica, Calif. (AC-05719): Add KMUV-TV, KTFL Sacramento, Calif. and KDTV San Francisco.
- San Diego Twin Cable Co., for Park Place, Calif. (AC-05319): Add KUSI-TV Los Angeles and add

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E. Harold Munn, Jr.,
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Broadcast Engineering Consultants
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McKinleyville, Calif.—FCC partially granted application of Humboldt Bay Video Co. for certificate of compliance for new system at McKinleyville, in Eureka, Calif., smaller TV market. FCC certified carriage of "KEET, KIEM-TV, KTVJ-Eureka, KCR-TV-Redwood City, and KTVL" and a new system for new service in San Francisco. It denied certification for KPIX, KBKH-TV-San Francisco and KTXL, KTXV Sacramento, nor would it grant its request for relief. Pending related court action, it ordered Humboldt to cease and desist from carrying KPIX, KBKH-TV, and KTXL.

Action Oct. 1.

Lake, Colo.—Cable Bureau denied Community Tele-Communications reconsideration of April 23 action that denied its application for certificate of compliance to replace its television station in Dallas, which was to be shared with a new independent television station from Dallas, Texas, with two independent stations from Los Angeles, on its system in Lakewood (3378). Action Oct. 6.

Connecticut—FCC granted United Cable Television Corporation application for certificate of compliance to add WXTV Patterson, N.J., to its systems at Bristol, Farmington, New Britain, Plainville and Berlin. All systems are in Hartford, New Britain, New Haven, Waterbury, Conn., major TV market. FCC also granted United partial waiver so that the systems could share studio and production facilities and one set of public and leased access channels. However, United will be required to provide educational and local government use of the access channel at each system (35344-8). Action Oct. 15.

Okeechobee County, Fla.—FCC granted application of Okeirico Inc., to begin operation in parts of Okeechobee county, origin for cable television in Fort Pierce smaller TV market. Okeirico sought certification to carry "WEDU and WTVT" Tampa, WTVX Fort Pierce, WPTV Palm Beach, WPEC West Palm Beach, WPDE and WCJB-TV in Winter Park, and WBBH-TV Ft. Myers. In application to FCC, Okeirico sought addition of WTDQ St. Petersburg, WPWB Miami, WTV-Orlando, and WTVT-Orlando. Carrie of WEDU, WTVX, WPTV, and WPEC was consistent with smaller market signal carriage rules. FCC granted only waiver of signal carriage laws for carry remaining signals (31390). Action Oct. 8.

Fiorissant, Mo.—Cable Bureau denied Missouri Cable TV reconsideration of July 24 action that denied its request to substitute WGN-TV and WTVT-Channel 2 for WBBH-Channel 2, in Chicago, for those of WFTV-Bloomington, Ill., and KGBA-TV Kansas City, Mo., on its proposed system at Florissant (35306). Action Oct. 10.


Village of Trumansburg, N.Y.—Cable Bureau denied in part, application by Ceracase Television Corp. for certificate of compliance to carry consistent signals, and granted in part application for new system to carry WENY-TV Elmira; WSTR-TV, WHEN-TV, WNEW-TV, and WCNY-TV Syracuse; WBNY, WBUA-TV, WICZ-TV and *WSKG-Binghamton; *WXXI Rochester; WOR-TV New York and *WVIA-TV Scranton. In denial of waiver to carry certain Rochester, Scranton, and New York signals was without prejuicéd to filing on reconsideration of more substantial and documented waiver request (35308). Action Oct. 10.

Rulemaking

FCC proposed rules to regulate cable television system ownership or control by foreign interests. It also proposed rules that would impose restrictions on for-profit cable systems applying for a system certificate. The proposed rules would affect several area applications for ownership of new television stations. The FCC certified carriage of "KEET, KIEM-TV, KTVJ-Eureka, KCR-TV-Redwood City, and KTVL" and a new system for new service in San Francisco. It denied certification for KPIX, KBKH-TV-San Francisco and KTXL, KTXV Sacramento, nor would it grant its request for relief. Pending related court action, it ordered Humboldt to cease and desist from carrying KPIX, KBKH-TV, and KTXL.

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Action Oct. 1.
**Help Wanted Management**

**Station Manager**, Pubic TV station buying commercial 5,000 watt AM to go to non-commercial "all-news" format. Top 30 market. Great opportunity to help design a new radio service for this market. Station manager expected to have solid public radio background helpful. Up to $20,000 depending on experience. Equal Opportunity Employer. Send resume to: Box K-94, BROADCASTING.

**Sales Manager** or station manager, FM station in northwest area. Small market. Big ski country. Box K-118, BROADCASTING.

**Major market station** seeks credit and collection person. Prior broadcast experience preferred. Send resume to Box K-167, BROADCASTING.

**Partner needed** to manage small market station. $5,000 cash required. Box K-181, BROADCASTING.

**Station Manager**, KOH Reno, Nevada, McClatchy Broadcasting is seeking an experienced station manager, sales oriented with knowledge and dedication to broadcast management responsibilities. A challenging opportunity with good salary and fringe benefits. All replies handled in strict confidence. Send detailed resume including availability for interview to: Personnel Department, McClatchy Broadcasting, PO Box 15779, Sacramento, CA 95813, An Equal Opportunity Employer.

**WYNE Appleton**, Wisconsin wants Sales Pro. To manage AM radio. Must be creative. Excellent base plus incentive. Professional staff. S.M.S.A. market of 300,000. Call Carl Como after 8 PM nites at 305-922-7384.

**Operations Manager**, Supervise entire inside operations. Need 1st phone. Must be creative. Able to supervise personnel. Send resume and voice tape to: Box 1443, Burlington, NC 27215.

**General Manager**, Albuquerque. Group owner needs experienced manager, full knowledge FCC requirements, sales experience. Mail resume, salary requirements to: President, PO Box 15582, Phoenix, AZ 85018.

**Radio Station Manager**, New, non-commercial, FM public radio station being built on southeastern, urban university campus. Programming emphasis: public affairs, music and other fine arts. Responsibilities will include direction of a radio coverage expansion grant from the Corporation of Public Broadcasting and a federal HEW facilities grant. Other duties include creating a first-rate staff to serve a community large enough to rank in the top forty commercial market, and coordinating activities necessary for the activation of a station with strong listener membership and support. Will maintain a liaison with local cultural, civic, and "friends" groups and with the University community. Will develop and promote innovative programming to serve the diverse interests of the community, drawing upon the resources of the University to do so. Immediate availability and management experience required, advanced degree desirable but not mandatory. Salary range begins above national average for similar positions of radio managers. Send resumes, comments, etc. to: Dr. John B. Dunbar, University of Alabama in Birmingham, University Station, Birmingham, AL 35294.

**Help Wanted Sales**

**Experienced professional** radio sales manager for MOR station. Aggressive salesman able to motivate staff corporate benefits. Midwest. Send full resume requirements to: Box K-143, BROADCASTING.

**Help Wanted Management**

**Help Wanted Sales Continued**

**Religious oriented station** needs a salesperson to head up a sales department. Telephone and on the street oriented needed. Compensation based on ability. An Equal Opportunity Employer. Submit resume to Box K-160, BROADCASTING.

**Medium market station** is looking for a full time sales person, male or female. Experience necessary. Please send references and job track record. We are an Equal Opportunity Employer. Box K-183, BROADCASTING.

**Experienced self-starter** for rated medium market contemporary New York State. Good opportunity. Reply Box K-209, BROADCASTING.

**San Francisco** account executive. Account executive with NBCs new all-news station, KKNL. Must have local, direct "street-fighting" sales experience. Send resume to Michael Willis, General Manager, KNAL FM, Grosvener Plaza, SF 94102. An Equal Opportunity Employer.

**Aggressive experienced** radio salesperson. Major Midwest market. Growth opportunity with solid group. Send resume to George Abram, WABQ, 2644 St Clair Ave, Cleveland, OH, Equal Opportunity Employer.

**On the ocean** in coastal Georgia there's a good living to be made. We're looking for one good man or woman to sell. Even if you have limited experience, but know you are good, mail us your resume and picture. $125.00 a week drawn against 15% to start. Alan R. Bishop, WGGG & WSBF FM, 801 Mansfield Street, Brunswick, GA 31520.

**Madison, WI**. Excellent career opportunity for bright young problem-solving salesperson on the way up, strong on creativity and ability to build campaigns. Six station group seeks person with management potential. Job opening result of promotion. Our people earn far more, city offers superior living, you'll have opportunity for management and equity. WISM, Madison, WI. (Box 2058) 53701. A Midwest Family Station.

**Salesperson wanted** for N.C. good music station. Send resume and expected draw to Stewart Grant, WOMB, PO Box 6702, Greensboro, NC 27405.

**Salesperson wanted.** Combo DJ/sales openings in Illinois, Tennessee, West Virginia. Earnings potential $12,000+ first year. Community Broadcast Station, Box 1209, Mt. Vernon, IL 62864.


**We are major market** 10 KW and 1000 KW FM that has been asleep for 25 years. New ownership created an immediate need for salespersons wanting excitement, solid future, excellent living conditions in a super city, any amount of money you want to earn and a lot of fun. If this rings your bell, start packing. 504-822-1945.

**No. 1 Top 40** station in market of 80,000 needs aggressive salesperson to take over established list. Airmail complete resume to Bruce Long, 130 North Main, Sioux Falls, SD 57102.

**Arizona.** Immediate opening and great opportunity for self starter to grow with leading AM/FM station. Substantial base, commission and active account list in growing community. Contact Ray Ward 602-792-4323.

**Excellent opportunity** for experienced sales manager. Same ownership twenty nine years, now, 1 contemporary format, prestige station, territory to: R.M. McKay, Jr., PO Box 113, Columbus, TN 38401.

**Coastal Florida** radio sales opening. Looking for aggressive person with 2 to 3 years selling experience who wants an opportunity to take over major list of accounts. Would increase earnings plus opportunity for advancement with growing small chain. Great place to live, work, and grow. Big growth market. Strong economy. Number one station. Send resume requirements Randolph Hill, 725 South US1, Fort Pierce, FL 33450. An Equal Opportunity Employer.

**Help Wanted Announcers**

**Wanted immediately.** Announcer for small town radio. Beginner OK. Box K-100, BROADCASTING.

**Air personality** needed for Number One MOR station in the Southwest. Must Have personable, informed and creative qualifications. Excellent pay and full company benefits. An Equal Opportunity Employer. Send resume to Box K-162, BROADCASTING.

**Regional giant** wants combination on air program host and creative salesperson. Base salary $150 weekly plus liberal commission. Sell program during week, then host on Sunday. Italian music, English language. Earn over 20K. Box K-180, BROADCASTING.

**Versatile.** How many hats can you wear well? We need first ticket who can be right hand person to Chief Engineer, willing to learn, handle an MOR board shift, write and report news, help with color on sports broadcasts. 10,000 watt KGGF is a good place to work. Complete resume and tape to: Bill Millikar, Operations Manager, KGOF, Coffeyville, KS 67337.

**Radio as a career?** Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact program director, Doc Devore, KPOW, Box 958, Powell, WY 82435, An Equal Opportunity Employer.

**News Director** plus ability to do commercial production for automated stations. Will train bright college graduate. WATS, Sayre, PA 18840.

**Morning Drive,** country format, top rated station has opening for versatile morning personality in Huntsville, Alabama. The capable radio person must have pleasing morning delivery, be informative and creative. Good reference and background. Please send resume and tape to: Bill Millikar, Operations Manager, WBLF-P Radio, PO Box 547, Huntsville, AL 35804.

**Long island's No. 1 "More-Music" station** seeking mature announcer for part-time. Could turn into full-time. Must have 3rd endorsed. No beginners. Send recent aircheck and resume to: Mike Scatol, WBLI Long Island 11772.

**New England,** morning personality, contemporary MOR. Good voice and production muscles. Three years minimum experience. Send complete resume, tape, salary requirements, PD, WCAP, Lowell, MA 01852, or call 617-454-0404.

**Northern Michigan** community-oriented MOR No. 1 station needs announcer. Good voice, experience preferred. WJML-AM-FM. Mike Harrington, 616-347-8705.

**Full time opening** at WKMB, Stirling, NJ. Contemporary MOR serving suburban NYC area. DJ, news, production. Call Alice Dunn 201-647-4400.

**DJ Wanted.** Combo DJ/sales openings in Illinois, Tennessee, West Virginia. Earnings potential $12,000+ first year. Community Broadcast Station, Box 1209, Mt. Vernon, IL 62864.

**First phone, same person, willing to work and learn in small mkt. in northern N.H., 1-803-752-2670.**
Help Wanted Announcers Continued

We need 2 top MOP personality announcers for Woodstock, Georgia. Must have excellent live morning drive, ability to conduct off-site remote shows. Excellent salary. Please reply to Box 10566, Broadcasting.

Help Wanted Technical

Major equipment manufacturer seeking field engineer for international broadcast support group. Must have high power experience, MW and SW. Project management experience helpful. Box J-247, BROADCASTING.

Assistant Director of Engineering, home based in Atlanta, North Carolina. Requires strong knowledge of AM transmitters, DA's and FCC Rules. Minimum experience three years Chief Engineer. Box K-120, BROADCASTING.

Technical director for two AM and one FM stations in New England. Must have experience in AM, FM, automation, SCA, prools. Five figure salary based on qualifications and experience. Resume, references to Box K-177, BROADCASTING.

Chieif Engineer with experience for N.Y. state directional AM. Reply Box K-185, BROADCASTING.


Chief Engineer, Pittsburgh FM station. Experienced, dedicated. EOE. Reply Box K-201, BROADCASTING.

Audio Engineer-Announcer, Pennsylvania AM-FM. Maintain studio equipment, automation equipment, 1st phone, experience only. This is not an RF job. EOE, Reply Box K-202, BROADCASTING.

Chief Engineer-Announcer, Directional AM, New York State, 1st phone, professional broadcaster, EOE. Reply Box K-203, BROADCASTING.

Chief Engineer, Transmitter/studio maintenance, board of directors. Reply Box 105, Richmond Heights, Seniority. Great California location. KRKC, King City, CA 93930.

Chief Engineer, 5 kw fulltime AM, with FM stereo sister station, looking for experienced broadcast engineer. Should have directional experience and be strong on preventive maintenance. Good wages, extra benefits including profit sharing. Send resume to Joe Moon, WBEL Radio, PO Box 27, Beloit, WI 53511. An Equal Opportunity Employer.

Position of assistant chief engineer open in AM-DA-1. Close contact with broadcast engineers capable of performing complete station maintenance. Contact Bob Saudnier, Chief Engineer, WASR. PO Box 927, Fall River, MA 02722.

WSGA AM and WZAT-FM in Savannah Georgia are seeking a chief engineer. Salary and resume required to Jerry Rogers. WSGA-WZAT, Box 8247, Savannah, GA 31402.

Chief Engineer with experience in installation, mainte- nance and operation of broadcast studio equipment. AM transmitters, directioonal antennas phasing equip- ment, FM transmitters (stereo), microwave relays, remote control and telemetering and monitoring equipment. Must be capable of thorough and accurate work in planning and installation. Must have a thorough technical background. Must have a thorough knowledge of FCC rules and regulations and be detail oriented. Reply to: Engineer to prepare engineering schedules and in preparing FCC forms. Non-Union position supervising seven (7) fulltime engineers. Steeles and Pitt football networks set-up involved. List training, experience, and business and profes- sional references in application. Send replies to Ted J. Atkins, Vice President and Station Manager, WTAE AM & FM, 400 Armore Boulevard, Pittsburgh, PA 15230, An Equal Opportunity Employer M/F.

Experienced Engineers. Apply now for future open- ings with group broadcaster. Chief Engineers, studio engineers, and field engineers with strong tech knowledge. Applicants must be carefully screened. EOE. Reply VP, Engineer- ing, Hall Communications Inc., PO Box 551, Norwich, CT 06360. 203-867-1613.

Help Wanted News

News Director. Public TV station buying commercial $5000 watt AM to go to non-commercial "all-news" format. You will help design format and build news staff. This will be a unique radio service for this top-30 market. Strong radio news background essential, news director or "all-news" format experience a plus. Up to $16,000, depending on experience. Equal Opportunity Employer. Send resume to Box K-85, BROADCASTING.

Newsperson needed in investigative reporting ex- perience and good on-air performance for Number One Southwest radio station with strong news image. Full company benefits and top money for people with faculty appointment. Experience training beginning news people essential. Duties include supervision nightly news and emergency. Because of flexibility of faculty assignments essential that person also has a strong TV news background Equal Opportunity Employer. Box K-172, BROADCASTING.

Highly proficient radio news person. Experienced as broadcast reporter, writer, editor to produce pieces for local and national audience. Position carries faculty appointment. Experience training beginning news people essential. Duties include supervision nightly news and emergency. Because of flexibility of faculty assignments essential that person also has a strong TV news background Equal Opportunity Employer. Box K-181, BROADCASTING.

KFXX, Twin Falls, Idaho, needs news person for swing shift. Contact Charles Tuma, PO Box 1259, 1-208-733-1310. Four man news department. Air sound important. Good company. No. 1 in market.

News Director: Small solid market net station. Local news and morning board; will train right person. KMCD, Fairbanks, AK 99711.

News Communicator. Looking for someone to tell me the news. Top rated news station in medium market. Send resume and tape to KMNS, Box 177, Sioux City, IA 51102. EOE.

WAAB, Worcester, Massachusetts, looking for crea- tive talk and news people. Tape and resume to Kris Ryan, Program Manager, 34 Mechanic St, Worcester, MA 01608. An Equal Opportunity Employer.

Dedicated reporter for respected four man team will write, gather, report news and features. Tape, resume and writing sample required. News Director, WASK, PO Box 880, Lafayette, IN 47902.

Expanding news department needs aggressive, hard- working individual who isn't afraid to dig. Immediate medium market opening on Florida's beautiful east coast. Good salary, benefits, rush tape, resume to: John Picano, News Director, WFPT-WLOY, FL, Pierce, FL 33450.

Major market newsroom needs person with strong delivery and commercial station newsroom experience. Must have experience to: Scott Witl, WHUD, Peekskill, NY 10566.

Going all news with NS in Shreveport, Louisiana. Have staff. Need director with experience and talent. Call 318-222-0732.

Writer/Broadcaster. Immediately. Experienced per- son in radio or TV broadcasting for Communications Center in Vermont. Public affairs program. Seasonal or full time. Five figure salary. Send your track record (no do not call) to: Phillip Camp Associates, Cox Road, Woodstock, VT 05091.

Help Wanted Programing, Production, Others

Program Director. Public TV station taking over 105 kw FM station to go to non-commercial all-classical music format. Unique service for this top-30 market. You will design format and program station. Classical music background a must. Up to $14,000 depending on experience. Equal Opportunity Employer. Send resume to: Box K-86, BROADCASTING.

Program Director, versatile, creative. Good salary. Fringe benefits. EOE. IHAS Radio, Hastings, NE. 68901.

Where are you? Creative, dependable, MOR Produc- tion Specialist. If you are not interested in an air shift, write last, have adult voice and enjoy being married to a tape splicer can communicate with salespeople send your fantastic tape to Charlie Ware, P.M., WFTL, Box 5333, Ft Lauderdale, FL 33310.

Help Wanted Programing, Production, Others Continued

Faculty positions open in Journalism. Deadline for applications: November 26, 1975. The Department of Journalism at San Diego State University is seeking applicants for two positions as lecturer and/or assist- ant professor in broadcast beginning January 1976. These positions represent a broad range of qualifica- tions, involving some combination of the following teaching areas: beginning news reporting and editing, and beginning and advanced editing, radio-TV newswrit- ing, radio-TV news production, mass communications, radio and television productions. Some graduate course work in these areas and possible supervision of the student newspaper, the Daily Aztec. Salary range is $5,012.00-$5,440.00 for a nine-month, two semester academic year. Though not normal, in extremely rare instances, an appointment may be made at an advanced level in the light of ex- perience, education, both academic and professional qualifications. A master's degree is minimal, with preference for the doctorate. Professional experience is essential. The Journalism Department's news-editorial se- quence is accredited by the American Council for Education in Journalism. The department has about 450 majors, offers an AB in seven emphases and par- ticipates with four other departments in an inter- disciplinary program offering an MS in Mass Com- munications. San Diego State University invites ap- plications from all qualified persons of both sexes and all ethnic backgrounds. Please send letters and resumes to Frederick C. Whilmente, Chairman, Depart- ment of Journalism, San Diego State University, San Diego, CA 92128. Affirmative Action/Equal Oppor- tunity Employer.

National syndication operation seeking music direc- tor knowledgeable in local areas, predominately MOR and easy listening. Send resume and give salary re- quirements to The McLendon Collection, 1917 Elm Street, Dallas, TX 75201.

Situations Wanted Management

Thirteen years experience all phases, now opera- tional manager, super-viewer, medium market. Seek administrative position or sales, solid station, good market. Box K-151, BROADCASTING.

GM/SO your team, top notch exec. 18 years all phases. Large-small markets, big voice, programming, production. Your key man. Want upper Midwest. Let's put your billing where it should be. Box K-184, BROADCASTING.

GM or GSM. Heavily sales oriented. Successful, ex- perienced. Leader, trainer. Well documented execu- tive. Responsible, hard worker, creative. Reliably egalitarian about well above average abilities. My formula is well trained sales force equals enough money to equal outstanding sound equal market - sales listeners equals move profits equals service to community equals psychic and financial security. Write “Mountain Climber” Box K-178, BROADCAST- ING.

GM proven ability, increase sales & listenership. Good track record. Detail man. Box K-213, BROADCAST- ING.

If you want a sales oriented manager for your sta- tion(s), let's talk. I can sell, but more important, I can train your sales organization. Would prefer the West, but will consider all offers. Telephone Phil. Phis- tine, 240-373-2937, or write for Phil Meltzer, 5428 8 Valentine Cr, S.E. Calgary, Alberta, Canada T2A 2K8.

Situations Wanted Sales

College graduate in Radio-Television seeks sales in Wisconsin or Midwest small to medium market. Some experience, willing to learn all. Have FCC 3rd 6 years paid experience. Excellent communication, negotiation, Kelly Moore, 1365 Smith, Green Bay, WI 54304.

Situations Wanted Announcers

DJ, 3rd phone, light board, good news and commer- cials, ready now! Anywhere. Box H-5, BROADCAST- ING.
Basketball, play-by-play. One of the nation's best. Ex- cites delivery. Box J-110, BROADCASTING.

DJ, light board, good news, commercials, looking for first break. will go anywhere, "ready now." Box K-96, BROADCASTING.

San Francisco: Broadcaster with Top-Ten market experience, and newcomer seeks air, PD, or other position in Bay area. FM rock, beautiful music or MOR are strong suits. Box K-128, BROADCASTING.

Ten year veteran. Adult MOR Contemporary. Six years present employment-air personality and music director. Has spent two years writing, production and TV audio. Box K-147, BROADCASTING.

Young, single announcer, seeking small to medium market. Adult Contemp./MOR station. Prefer all-night shift. Hard working, dependable, no scooter. 19 yrs. exp. Currently in creative outlet. Box K-154, BROADCASTING.

Solid (female) Broadcaster. Polished performer, strong news. DJ. Excellent training, some professional experience. Tapes & resume. Box K-155, BROADCASTING.


I have 7 yrs. exp. in Top 40, MOR & sales. Married w/kids, 26 yrs. old. Write for tape. Box K-163, BROADCASTING.

Announcer, Newsman/Director. Production man, 15 years experience, 1st ticket. Family. Box K-187, BROADCASTING.

Announcer, News director, creative, versatile, authoritative, aggressive salesman. Dependable. Experienced. Box K-192, BROADCASTING.

Attention Florida, talented, mature, dependable, experienced DJ, with quality production, copywriting, traffic, news skills, seeking DJ position at Contemporary or MOR station. 3rd endorsed. Available immediately. Seeking stability. Call Phil, 212-238-2649, 6-7 a.m. or after 3-7 p.m.

Photo Rock Jock, looking for med or large market. Exp. Radio, TV, Military & Commercial would like a chance to turn loser into winner. Call Ed 703-591-5030.

Personality-oriented small market, morning man seeks advancement, 3rd endorsed, unmarried, relocate anywhere. 417-867-7992.

Top 40 personality from Top 10 market looking for major or medium market where creativity is not stifled. Call 312-864-3393 or write Box 10, 819 Brunnell, Evanston, IL 60202.


Personality 4 years experience, soul, newscaster, commercials, looking for a chance to help us both. Will go anywhere. Will Lloyd, 174 Robinson St., Teaneck, NJ 07666. 201-837-1928.

**Situations Wanted News**

**Newsman looking for a fresh opportunity. Strong on sports. Currently a news director, 4 years experience. College degree. Box K-121, BROADCASTING.**

**Skilled newsmen: Two years experience, looking for opportunity to move up. Box K-123, BROADCASTING.**

**13 years radio-news experience. Strong recom- mended by current employer, Prefer South. Box K-129, BROADCASTING.**


**Experience ND. Wouthease small market, thrives on local news. Ready to move up. B.A. apply Box K-157, BROADCASTING.**

**Decade experience, anchor, street reporter, writer. Will bring level-headed professionalism to MOR, all-news formatted operations. Box K-165, BROADCASTING.**

**Top flight political analyst and reporter available. Metro preferred. Send for tape. Box K-166, BROADCASTING.**

**I have a problem!** I'm a qualified white male, non-join sports journalist with ten years PB, hockey, hoop, baseball. Are you ready to take the risk? I'm 28, Sports Director in a medium market; married, no children; a B.A.; willing to relocate. Box K-197, BROADCASTING.

**Opportunity to grow sought by newsmen, with 14 years experience. Now in northeast suburban. Box K-200, BROADCASTING.**

**Strong on PB, all phases. News plus 3 years in management. Looking for position heavy in sports and news. Education in TV. Good pay & benefits. Sixteen years experience. Box k-214, BROADCASTING.**

**Sportscaster, desire to move. Five years experience small market. Seeks Sports or PB position. Solid track- ground in all phases of radio. Dedicated, dependable, good references. BA in Journalism. To hear details, contact Cliff Yeargin, RFD 1, Elto, GA 30635. 404-283-3062.**

**Baseball PB, 4 years experience PAC-8. Can do other sports, can double in P.R. Sales, advertising, excellent references. Perfect for major/major league operation. 213-477-8178.**

**Economic squeeze forces us to find new challenge for present news director, Bob Davis. Accurate, reliable. WOBI, 1330, Owensby, KY 42301, 502-683-1558.**

**Small market ND sign-on man wants full time news anywhere. BA. Broadcasting and journalism PB also. First call to 517-624-5514.**

**Major market sportscaster wants a change. Evening radio talk show host or television anchorman. Varied background makes me a natural. Interested? 314-441-1458.**

**4 Year Pro. All news experience. Excellent credentials. Solid references. Know sports. No small markets. Douglas O'Brien 1-313-534-0251.**

**Experience in both Radio News/Sports. 8 yrs. Last four covering professional and college sports in Mil- waukee. Can do play-by-play. Reply to B. Davis, 700 N. Water St., Milwaukee.**

**Hard worker with two years news experience. BS Radio-TV. 3rd endorsed. Good references. Available now. Greg Mysko, 365 N. Paris Ave., Chicago, IL 60364, 312-625-7637.**

**Newswoman, 3 yrs. major-medium, good on the air, in the field, on the phone. Creative writer gather and edit tape. Sue McNitt, 14306 Lowe, Riverside, IL 62224. 718-203-0303.**

**Sports reporter, one year experience, excellent interviewer, PB, University Florida, graduate, mobile, married. Rob Majors, 3912 Lomarada Drive North, Apt. 3, Jacksonville, FL 32217, 904-733-5349.**

Situations Wanted News

**Firstphone looking for a change! Experience: 5 years as Chief Engineer (Directional Arrays). Education: 3 years Technical College. Box K-149, BROADCASTING.**

**Experience Engineer-Announcer. High Power, proofs, directors, etc. Some television experience, now self-training in CATV Engineering. Prefer South- west. Box K-196, BROADCASTING.**

**Currently employed Chief; 5 years experience in AM, FM Stereo, automation proofs, SCA. Looking for new challenges. Box K-206, BROADCASTING.**

**Engineer, 6 years Radio D.A., AM and FM. Niles. 301-944-1750.**

**First phone 2 years utility company, Experience, ex- tensive electronics training. Adaptable skills, flexible salary. John Miller. 212-221-3703.**

**Professional Chief, director of engineering, 28 years experience all phases broadcast engineering. Jack Dexter, 1281 April Lane, Green Bay, WI 414-459-6606.**

Situations Wanted Technical
**Situations Wanted News Continued**


Medium market news director with five years experience seeks greater challenge. 201-939-1716.

**Situations Wanted Programing, Production, Others**

Five years experience. Music, production, promotion, degree, common sense. Ready for medium market Top-40 program directorship. Box K-32, BROADCASTING.

You're kidding! If I were to tell you that you could get a No. 1 rated PD, with a No. 1 rated drive lock, to be both of those good things at your Top 100 market rocker, for less than $30,000, you'd say "I sure hope so!" Find out about this guy who promises excitement and ratings thru good promotion, top production, and a creative personality approach! Currently employed. Box K-130, BROADCASTING.

Highly creative experienced young Program Director/Announcer with a great track record in Atlanta and Detroit seeks a major/local market program director position. Good references, will move today. Call Steve Rivers, 313-559-3826.

6 year pro ready to program rocker, willing to pull air shift. Have ideas, will travel. Good production, easy to work with. Write Box 88, Whitehall, PA 18052.


Want PD job. 16 yrs. exp 5 yrs as C&W PD. Top Air personality with first ticket. Complete knowledge of C&W music, artists, booking & promo. Last two yrs as asst mgr of Mr. Lucky's Nightclub, knew all over US. Let's talk. Dick Elwood, 30 E. Mission Lane, Phoenix, AZ 85020.

**TELEVISION**

**Help Wanted Management**

Experienced business manager needed for network affiliated, group-owned station in pleasant Southern Illinois Top 75 market. Send detailed resume and salary history and requirements to Box K-142, BROADCASTING.

Experienced Television News Director. Please send resume of background, family, and salary history, Equal Opportunity Employer. KGGM-TV, Box 1294, Albuquerque, NM 87103.

**Help Wanted Sales**

Wanted. TV Sales. We are looking for a dynamic, dedicated individual (no wheeler-dealer) who is prepared to get the job done in local sales in medium market. Must be aggressive, creative and understand the basics of selling. Bright future with group ownership. Equal Opportunity Employer, Resume to Box K-158, BROADCASTING.

**Help Wanted Technical**


Assistant Chief, CCTV, Midwestern corporation has an immediate opening for an Assistant Chief with maintenance experience. All new color broadcast equipment OXQ experience essential. Excellent benefits and growth potential. An Equal Opportunity Employer. Send resume: Box K-176, BROADCASTING.

Engineer, 1st phone from no experience to very experienced needed. Maint. eng. and remote truck engineer. Contact R. Hadle, 317-463-3518, or write WIFI-TV, PO Box 18, Lafayette, IN 47902.

**Help Wanted News Continued**

Weather talent. Group owned medium market station in the midwest is looking for someone with a personal approach to the weather. A meteorology degree would be helpful, but not required. Excellent salary and benefits to the right person. Our facilities include fax, two weather wires and radar. Equal Opportunity Employer. Box K-111, BROADCASTING.

Major Northeastern TV station needs experienced weekend sports castsers who can also handle street reporting for news three days per week. We are an Equal Opportunity Employer. Send salary requirements, and resume to: Box K-131, BROADCASTING.

Hard nosed, hard news reporter with journalism degree or comparable training, 3-year minimal professional TV news experience required. Full resume first. Florida market. Equal Opportunity Employer. Box K-140, BROADCASTING.

Assistant News Director/Assignment Editor for major eastern station. Ability to create highly visual product essential. An Equal Opportunity Employer. Box K-168, BROADCASTING.

Newsfilm cameraperson wanted for top-rated northern-eastern operation. Creativity, flair and imagination should accompany solid journalistic skills, An Equal Opportunity Employer. Box K-171, BROADCASTING.

Sports Broadcaster. WMT Radio-TV, Cedar Rapids, IA. Anchor TV sports, radio sportscasts, produce TV film features. Resume, video & audio tape to: Ron Gonder, Sports Director, Box 2147, Cedar Rapids, IA 52406. We are an Equal Opportunity Employer.

Aggressive police reporter-photographer for South Florida eyewitness format station. Needed immediately. Send tape, resume and salary requirement to Personnel Department, WPEC, Fairfield Drive, West Palm Beach, FL 33407.

**Help Wanted Programing, Production, Others**

Director of Operations. Television. Growing market in Southeast must have knowledge of traffic dept, programming and FCC rules. Equal Opportunity Employer. Box K-134, BROADCASTING.

Producer/Writer for two year project. Requires strong experience and demonstrated proficiency in television and film production and script writing. Bachelor's Degree preferred. Must have administrative skills and be able to work well with people. Preference given to individual with strong interest in Native American culture and history. Include resume, references, and salary needs. Application deadline November 14, 1975, Equal Opportunity Employer. Box K-182, BROADCASTING.

Producer/Director. For major market independent television production. Be able to take over production, music, variety and public affairs. Send resume and salary requirements. Have tape ready when we reply. EOE. Box K-191, BROADCASTING.

New England junior college, instructor for TV production, continuity and programming courses. B.A. required. 5-9 yrs. experience. Send resume, C.W. Box 5900, BROADCASTING.

Instructor/Assistant Professor. RTV, New position. Teach courses in broadcast advertising-sales, promotion, production, design, journalism. PhD and professional experience required. Resumes to Chairman, Division of Radio-TV, Arkansas State University, Box 45, State University Station,arkansas, AR 72401.

**Help Wanted Programing, Production, Others Continued**

Graphic Design Supervisor for University public television station production house. Three years television and graphic experience required. Bachelor's degree preferred. Salary $13,000. Submit resume to Mr. Smukler, WHA-TV, 821 University Avenue, Madison, WI 53706 by November 15. Applicant must have portfolio available on request. The University of Wisconsin-Extension offers equal opportunity in programing and employment, and minority candidates are encouraged to apply.

**Situations Wanted Management**

Seeking career Mid level small/medium market operation. Strong experience in production, program director and as medium VHF affiliation program manager, executive caliber. Box K-138, BROADCASTING.

Sales Manager, young, creative and aggressive account executive with solid TV and radio experience (agency and direct) presently working in major market is ready to move up. Box K-156, BROADCASTING.

**Situations Wanted Technical**

First phone, seven years experience, strongly operational and production oriented, married, character references, consider all areas. 717-455-7892.


1st phone video production experience seeks engineering position in broadcasting. Zina Bauman, 160 W. 73 Street, NYC NY 10023.

**Situations Wanted News**

Sportscaster: Major market pro desires Top 25 market station. I make things happen. Commentary, scoops. PPP of all sports. Controversial but acceptable to all formats and I work 100 hours a week. Top references and experience. Box K-146, BROADCASTING.

Dynamic news director/anchorman anxious to help your operation. Box K-153, BROADCASTING.

Young sportscaster in Top-10 market wants move. Entertaining, knowledgeable, competitive anchor. Reporting. PPP. Familiar with eng. VTR. Available immediately. Box K-188, BROADCASTING.


 Experienced "beat" reporter with excellent credentials wants major market challenge with news and production emphasis. Box K-207, BROADCASTING.

ENG, economic, efficient, but if that's all you're getting, hire 3 yrs. ENG experience. ENG gives reporter-photographer better shooting ratio, quicker cutting, livelier voice and picture matching, better stories. If tired of peddling pictures, voice-over line is "sort-of-goes-with-picture" and you're committed to ENG, call 607-734-3040.

Experienced, female reporter. photographer. 25, seeks reporting, producing, or anchoring position. 414-435-1862 days time.

Experience in both TV/Radio, Sports/News. 8 yrs. Last two as covering professional and college sports in Milwaukee. Reply to: R. DiVita, 70DN Water St, Milwaukee.

Sports Reporter, PPP. I like sports so much I was even a Chicago Fire season ticket holder! TV-Radio experience, Masters and first. Tapes, references available. Write Pete Weber; PO Box 1447, Galesburg, IL 61401.

Anchorman, Vapid, banal, charismatic, beautiful smile. 14 yrs. experience as NHU. Sincere desire to be tops in mediacity. 301-547-0248.
Situations Wanted

Seeking reporter-anchor position. 11 years broadcast experience. 3 times radio news director. Young, Excellent references. Present employer is aware of this ad. Write or call: Elon Boyd, 2329 Espanola, NE, Albuquerque, NM 87110 505-294-4383.

Anchor/Reporter, Box 81041, San Diego 92138.


Howard Cosell I'm not. But that's my style. Young aggressive sports caster seeks TV sports position in Top 50 market. Presently sports anchor in top Mid western medium market. Has won all phases of production looking for the right move. 305-524-7987.

Brilliant career ahead, help start it off. Degree, 26, tape, NYC/UHF exp. Anywhere, Jim Kellely, 83 Kellogg Hill Road, Westton, CT 06880, 203-226-7622.

Grad wants to trade reliability, versatility and creativity for position. Anywhere, College station experience, camera, remote, audio, crew chief, more. 3rd endorsed, References, J. Kissick, 20 Basket Lane, Hicksville, NY 11801.


Producer/Director. 3 yrs experience in major medium. BA, Background in news, remote, sports, PA. commercials. Heavy experience w/ENG. Budget conscious, creative, Jonathan Ward, Holden Rd, Box 329A, Pine City, NY 14767.

BUY—SELL—TRADE

WANTED TO BUY EQUIPMENT

We would like to purchase a used TT59A UHF General Electric transmitter with LF range, klystrons, Contact: Jack H. Tudor, Chief Engineer, KHTV, PO Box 1439, Houston, TX 77001. 713-781-3930.

Used 50KW RCA Vestigial side band filter for Channel 13, offset plus. Bridge Diplexer, and Harmonic filters. Also RCA MI-2816-3 with 4 ft. Microwave dish with Antenna feeds, Max Pierce, KSFY-TV, Sioux Falls, SD 57102.

We need used 250, 50, 1KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp, 1314 Huron St, LA 78043.


FOR SALE EQUIPMENT

Gates BC-10 1 KW AM transmitter. Immaculate. 3800, Box K-114, BROADCASTING.

Schafer Automation, Model 600, 5 Ampex AG 440, network joiner, 3-car system, 2 times, MMC Card reader for programming cartridges, presently running bipartite format. $14,500.00. 830-279-2330. WZWW. P. O. Box 508, Augusta, GA 30903.


RCA TK-43 color camera, excellent condition using 3 pluminocs and 4/5" $7,500 firm, call Orth Tec Corporation, Salem, NH 03893-4552.

Ampex VR-1100, Loaded, Amitec, Inter-Sync editor, two headed head, $5000 S3 special effects generator. Call Robert Gascon 716-464-2583.

Aurion Cinemacer sound on film 16 mm movie camera must sell $650 or best offer. 216-361-3171.


RCA BTF-3B XMTR, includes GE BM-1-A monitor, Motley SCG-25CA rack, spare tubes, parts, FCC SCA approved. $3,000. KPM 305-483-2953.

Large cartridge storage system, Formica finished, 300 cartridges with full dividers, suitable for desk or pedestal mounting. $225.00. Dynma Engineering, Box 1697, Taos, NM 87571.

For Sale: 3M model 100 8 track recorder, Tuscan series 70 4 track, Teac A-1230 two track. Crown model GCP-4 recorder. All good condition, make an offer. Call 303-599-8011.

Rohde & Schwarz Video noise meter, good condition $1500.00. 406-226-8600.

Quads, quads, quads, Fully refurbished Hi-band color VTR's like new; Ampex 2000's. 1200's, HS-100's. RCA TR-70C, Call or write A.F. Associates, Inc. 415 Stevens Ave, Ridgewood, NJ 07450. 201-447-0096.

Ideal for news and religious formats, the CBS DPE 450 Dynamic presenee equalizer, unused, $500.00. Dynma Engineering, Box 1697, Taos, NM 87571.

Gretag Edophor video pro's (studio grade) type gpe 28B as featured in June 74 Audio visual communication 1st 4000.00. Gene Sive, PO Box 12123, Santa Ana, CA 92172.

RCA-BTA, 250 M Transmitter with tubes Vernon H. Baker, PO Box 889, Blacksburg, VA 24060, 1-703-552-4252.


Situations Wanted Progarming, Production, Others

Five years experience. Directing, cameras, audio. B.A. degree, at least 3 yrs experience, knowledge of 16mm film, extensive knowledge of 35mm and 16.9MM film, 3 years experience, and related experience in 16mm processing and editing. Young, creative and aggressive. All others considered, Write Jo Keener, 642 36th sw, Wyoming, Mi 49509. 618-538-7744.

Situations Wanted

NORCAL Camera 10-1 zoom, CCU complete. Clean, like new. $35,000.00. 212-369-2552.


COMEDY


MISCELLANEOUS

Attention Radio Stations. You received the Record John F. Kennedy sung by Buddy Pastux. Now play it.


Unique Children's Bible program available using puppets, robot, people and special effects. Each show has nine segments ("Laugh-in" format). Ratings have proven success. Jerry Harris, 870 Audubon, Shreveport, LA 71105. 318-861-7727.

The do it yourself research book: a primer for community research, postpaid $5.50, descriptive brochure free. Far West Research inc., 166 Gentry Street, San Francisco, CA 94108.

Strange but true, radio program of factual eerie tales. For demo write RT 6019, Grafton St., Pgh PA 15206.

Prizes Prizes! Pizzest National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal, write or phone: Television & Radio features, Inc., 196 E. Superior St, Chicago, IL 60611, call collect 312-944-3700.

PLACEMENT SERVICE

WTOP/AM-TV in Washington, D.C. has several competent Assistant Directors, writers, reporters and technicians who have completed our year long minority training program. Resumes and training information may be obtained by writing Personnel, WTOP, 4001 Brandwyine Street, N.W., Washington, D.C. 20016.

INSTRUCTION

Job opportunities and annoucers-dj, 1st class FCC license training at Announcer Training Studios, 152 W. 42nd St. 3rd floor, N.Y. City. Licensed and valid. Benefits.


Naked girls or free booze are not available at the Institute of Broadcast Arts in Chicago or Milwaukee. Current FCC license updates and the lowest prices in the Midwest area are available. 312-235-8105 or 414-445-3090.


Broadcasting Oct 27 1975 69
Help Wanted Technical

CHIEF ENGINEER for FM Stereo Radio Station and TV Stations and Distribution Systems operated by the Communications Department of a community college campus. Person selected must have a First Class Radio/Telephone license and the equivalent of five years experience in engineering operations and maintenance. Starting salary to $1618 per month, depending on qualifications. Send resume to:

Department of Personnel Services
Pasadena City College
1500 E. Colorado Boulevard
Pasadena, California 91106
Equal Opportunity Employer

Help Wanted Programing, Production, Others

WGST-ATLANTA

ADULT/CONTEMPORARY OPPORTUNITY

WGST needs a music and production director who also can do top-flight weekend and vacation relief on-air. Great spot for a bright and mature on-air individual, who is looking to move into an eventual P.D. position. On-Air Presentation and ability to take charge of music is essential.

We want someone who is proud of their on-air work, but ready to move into a management spot.

Send resume and tape. If you want tape returned, send stamped self-addressed envelope.

Reply to: Richard F. Carr
Vice President & General Manager
P.O. Box 7888
Atlanta, Georgia 30309
Equal Opportunity Employer.

For Sale Equipment

Quantity 2, IVC, Model 960, Helical Scan, Console, Video Tape Machines with Bridge: Includes editor and analog time base corrector and composite sync processor with 3% hour recording capability. Bridge contains complete monitoring package. In use approximately 18 months. Price $12,500 each.
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Continued

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

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Continued

Mechanical Editor
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BROADCASTING Oct 27 1975

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Profile

CATA’S Kyle Moore: mom and pop’s boy in cable television

There were maybe 85 home antennas that brought in good television signals maybe once a month in Shattuck, Okla., in 1956. And that’s the practical and completely non-political reason Kyle Moore, who owned a jewelry business there, got into the cable television business.

Today, Mr. Moore owns and operates 14 cable systems located in the Midwest, the Southwest and the plains. As founder and president of the Community Antenna Television Association, he is a leading spokesman for the small cable operators who usually provide basic television service for fewer than 1,000 subscribers and who claim to be the hardest hit by federal regulation.

Mr. Moore characterizes himself as “an independent small businessman trying to run a business without government interference.” He was born and raised on a 700-acre farm in Washita county, Okla. He says one reason he got out of farming was his dislike for federal controls exercised over farmers. That attitude still prevails now that he is a CATV entrepreneur.

Mr. Moore believes that the FCC should take a hands-off approach toward “community antenna television.” He has even put one of his own cable systems, at Gridley, Kan., on the line in an effort to test the commission’s jurisdiction over cable television. After drawing attention to the Gridley system and the fact that it is operating without a certificate of compliance, Mr. Moore challenged the FCC to “come and get me.” The commission did; the case is still pending (Broadcasting, May 26 et seq.).

Mr. Moore believes there is a difference between “community antenna TV systems”—which he owns and formed CATA to represent—and “broadband” cable communications. And nowhere is this difference more important to Mr. Moore and his small-system colleagues than in the area of copyright liability for cable.

That issue, more than any other, helped give birth to CATA in July 1973, when Mr. Moore got together in Dallas with more than two dozen cable operators to form the association. At the beginning there were some 35 members. Mr. Moore claims CATA today has over 400 members, with some CATA independent operators serving as many as 10,000 subscribers.

The relationship between it and the National Cable Television Association—which took a more compromising position on the copyright issue—is not “hostile,” according to Mr. Moore. NCTA ignores CATA and hopes it will go away, he says, adding that indeed CATA will go away when the battle against copyright and federal over-regulation is won. Unlike most trade associations, says Mr. Moore, CATA has not built up a self-perpetuating staff that must continue to look for issues. Once the battles are won, CATA can pack up its bags and go home, he says.

Mr. Moore attributes his ability to take an active role in cable issues to his ownership of several systems. Many small-town cable operators are like himself when he first started, says Mr. Moore, too busy with everyday operations to know what FCC and NCTA even stand for. The copyright issue brought his “head out of the sand,” he says, and ironically it happened at an NCTA legislative meeting that he was invited to attend in 1973.

Mr. Moore first learned of community antenna television from traveling jewelry salesmen that he dealt with. When he moved from Baytown, Tex., to start his own jewelry business in Shattuck, Mr. Moore recalls not even taking a television set along because the reception at Shattuck was so bad—the nearest TV station was 40 miles away in Oklahoma City.

After checking into cable operations in other small Oklahoma towns, Mr. Moore built his own system to serve Shattuck. With a population of close to 1,500 people—and even fewer TV households—equipment manufacturers were not interested in Mr. Moore’s proposed system. So he strung his own wire, set his own poles and built his own towers. “That was no problem for me,” he says, “being brought up on a farm.” Mr. Moore financed his first system by borrowing money from a bank and signing up 87 hours at $100 each to cover installation charges. Between 1963 and 1970, he acquired most of the other systems he now owns, each time doing the construction himself. For a while, Mr. Moore had his own CATV construction company in Cordell, Okla. Issues such as pole-attachment rates have never directly concerned Mr. Moore, since he has always put up his own poles.

His old watchmaking skills gained at Southwestern Oklahoma State College’s School of Horology have not been wasted, however. As a classical car enthusiast, Mr. Moore uses those skills to fix cars and parts. In his barn next to his Cordell home, Mr. Moore keeps a 1926 Rolls-Royce, a Model A Ford, a LaSalle roadster and a 1935 Chevrolet. He rides to his Oklahoma City office, however, in a Ford pickup truck.

For longer trips, Mr. Moore flies his own multi-engine Aerostar plane. Unlike cars, flying is for business and not for enjoyment. The plane enables him to get back and forth between his widely scattered cable systems.

Those who know Mr. Moore in the cable industry variously describe him as “steadfast and determined”, “sincere” and “dedicated to furthering small-town television.” Any immediate impression of a “simple country boy” should be discarded, suggest others, because behind the country impression is an “awfully smart man with amazing insight and natural leader qualities.”

Mr. Moore feels the majority of towns in this country where cable systems could be built profitably have already been built. Last spring he returned five local franchises, for the first time, because, he says, federal regulation would prevent them from being profitable. If the FCC “really frees towns of 1,000 subscribers and down from regulation,” he says, “then I might get the bug to start constructing systems again. There are still hundreds of towns in this country that have lousy television reception.”

Broadcasting Oct 27 1975
Editorials

Early warning

It may seem too technical in content and distant in time to arouse the interest of most broadcasters now, but the World Administrative Radio Conference of the International Telecommunications Union to be held in 1979 deserves attention. Some of the broadcasters' frequencies will be up for grabs on an international scale.

Indeed the grab has already begun, right here at home. In a little-publicized notice of inquiry issued two months ago, the FCC invited comments on a number of issues related to the conference, which is familiarly known as WARC. Among them was an advisory from the U.S. Office of Telecommunications Policy that the government would be needing "a substantial amount of additional spectrum" within 10 years. Though the FCC's notice said little more than that, the OTP's interest is known to encompass about 100 mhz of space in the area of spectrum that now contains UHF television. That interest cannot be considered unrelated to the OTP's recent proposal to the FCC that VHF TV assignments be substantially increased by short-spaced drop-ins, thus reducing the demand for UHF facilities.

There is no way at this point for broadcasters to appraise the other pressures that will also be applied against their frequencies at and in preparation for WARC. They can be sure, however, that the pressures will be numerous and may be inordinately complicated by international trade-offs. Far more than luck will be needed if U.S. broadcasting is to retain the frequencies it has.

At the outset it is obvious that broadcasters will be obliged to justify their occupancy of existing assignments when the FCC comes to the parceling of spectrum for its presentation at WARC. They must prove their services more worthy in the national interest than those that vie for the same space.

At the same time the FCC must be persuaded to require challengers to make an evidentiary case. Indeed the FCC ought independently to be monitoring usage in the nonbroadcast services, both public and private, as a check on represented needs. It is not enough that an OTP lays claim to 100 mhz. Who is to say that the government is efficiently using the space it already occupies?

Broadcasters who are preoccupied with today's time sale and the next Arbitron will find it hard to accommodate a period of meditation about an international talkfest that is some four years off. Yet they would be wise to make the time for such consideration. The programing they present between now and then will be the record on which they must run in the international competition for frequencies.

Down at the count of five

Harley O. Staggers (D-W.Va.), chairman of the House Commerce Committee, has cast himself in a new role. He has promised to work for license renewal relief in the 94th Congress. He was the one who queued it in the 93d.

It is not, however, a 180-degree turn that Mr. Staggers has taken. In his commitment for action now, made to the National Association of Broadcasters fall conference in Atlanta (BROADCASTING, Oct. 20), he was unspecific about the nature of the bill he would support. He said enough, however, to imply no change of mind on the issue that chilled him last year—the lengthening of license terms from three years to five.

As was recalled during Mr. Staggers' appearances in Atlanta, his committee reported a renewal bill extending the term to four years—a compromise that Mr. Staggers had reluctantly accepted. At the broadcasters' urging, the House amended the committee bill to make the term five years, the same period provided later by the Senate, "when this can happen," said Mr. Staggers a fortnight ago, "then Congress isn't worth a hoot and a holler." Mr. Staggers had done his part to preserve the legislative worth by refusing to appoint a delegation to a House-Senate conference to compose differences in the two bills.

There is no evidence that five years look better to Mr. Staggers now than they did in 1974. Broadcasters must again weigh the real-world desirability of the five-year license term against the tactical disadvantage it imposes on their struggle for other reforms in the renewal process.

It has been questioned on this page before whether a five-year term presents more an illusion than an assurance of relief. Broadcasters see a decrease in lawyers' bills and management time in the preparation of renewal forms for longer licenses. They are discounting, it seems to us, the bureaucracy's inevitable response that longer terms require longer forms and no diminution in the ascertainment of local needs and interests.

Of demonstrably more importance than the longer license term is the restoration of stability to the renewal process.

Strained relations

As had to be expected, President Ford's frequent appearances on national and local broadcasts are raising questions and some objections. Political observers are questioning whether Mr. Ford is getting overexposed. Some broadcasters, left out of local interview programs, are alleging discrimination.

It is not for broadcast journalists to decide whether Mr. Ford is getting more or less exposure than is good for him. That is a political and public-relations question to be left to him and his advisers.

It is the journalists' function to decide whether a Ford appearance constitutes news. In most cities, a presidential visit is likely to be considered that, however often Mr. Ford is seen or heard on national radio and television.

That is why local broadcasters are certain to feel snubbed if others get exclusive access to the President. There is no pal solution to that media-relations problem unless Mr. Ford declines all requests for special interviews.

No one who demands easy answers should enter politics or journalism.

"If you can't stand seeing them lose, don't watch them play."
Yes. The newsroom at America's most listened to radio station, WABC. We don't think we got to be number one by doing just a few things right, so we weren't too surprised by the results of this year's New York State AP Broadcasters News Competition where New York City stations—including the all-news ones—were judged in six categories.

WABC's afternoon-drive newscast with Bob Hardt was named Best Regularly Scheduled Local News Program. Hardt's report has earned this accolade six of the last seven years. Nobody's ever done that before.

Newsman John Meagher received the AP Award for General Excellence of Individual Reporting. Meagher won that one for his investigation of boon-doggling in resort area land sales.


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