Good marks for TV's cost-per-thousand track record
ARB's way out of the 4-week vs. 8-week sweeps dilemma

The newsweekly of broadcasting and allied arts

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The news ratings are in and the news is better than ever. Because Eyewitness News at 10 p.m. swept all the major demographics — winning or tying 44 out of 45 categories in Arbitron and 41 out of 42 in Nielsen.* Wider margins and greater percentages than ever before. Which just proves that when you're good you get watched. So put more punch than ever into your media strategy. Choose KSTP-TV... No. 1 more than ever.

For complete information contact your local Petry Office, or call KSTP-TV's Jim Blake or Dave Garvin at (612) 645-2724. *Source: Arbitron, Minneapolis-St. Paul, Nov. 1975; Nielsen, Minneapolis-St. Paul, Nov. 1975. 7-day program audience averages, TSA. Estimates subject to limitations of said reports.
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To get all the facts about satellite earth terminals, including a complete brochure, contact Ken Leddick at Scientific-Atlanta, Inc., (404) 449-2000.
TV RESISTS INFLATION □ Bates study analyzes costs of all media; it finds spot and nighttime television held to 1974 rates in 1975 and should rise moderately this year. PAGE 19.

ARBITRON'S ANSWER □ Ratings firm suggests solution to controversy over length of TV sweeps by having half of markets surveyed every other week over eight-week term. Another plan would have Nielsen alternating with Arbitron. PAGE 20.

AT THE TOP □ Grossman officially elected president of PBS, succeeding Gunn who moves to vice chairman. PAGE 22.

WILEY'S WORKSHEET □ FCC has heavy schedule for first quarter. New item on three-month calendar is March 11 evaluation of commission regulation and effectiveness of its methods. PAGE 24.

ROBINSON EYES EXIT □ Though his term doesn't expire until June 30, FCC commissioner doesn't care to sweat out reappointment. Possibilities for him include return to University of Minnesota, post at University of Virginia and assignment with Aspen Institute. PAGE 24.

WILL NBC EAT PEACOCK? □ Ballyhoo over new network logo strikes embarrassing note when it's discovered that Nebraska Educational Television Network has had identical logo for past six months. PAGE 25.

NAACP ATTACKS FLORIDIANS □ Association petitions FCC for inquiry into what it says is "rampant" discrimination against minorities and women. PAGE 25.

INTV ISSUES AND ANSWERS □ Association of Independent Television Stations draws record number of delegates to Los Angeles convention. Among topics is new news co-op plan. PAGE 26.

MINORITIES HIRING □ United Church of Christ's fourth annual report contends hiring of blacks and other minorities at TV stations dropped in 1975, though workforces increased generally. PAGE 29.

PEOPLE'S CHOICE □ TVB-commissioned study finds adults favor TV as most influential medium. PAGE 29.

MORE AD TRENDS FODDER □ RAB sends out new spots that push radio as means to bolster economy. PAGE 30.

CBS WIDENS LEAD □ Over all 19.2 rating for season to date puts network full point ahead of NBC. ABC holds third with 17.7. PAGE 30.

RESIDUALS SLIP □ Writers Guild of America reports member take in 1975 was $9.6 million, 7.1% under 1974's record-breaking year. PAGE 31.

PIERCE PREDICTS □ ABC-TV's president sees growth for his network, expects year-round premieres for programs. PAGE 31.

ROCHESTER PUZZLED □ City's petition to FCC recites contradictions posed by regulations from commission, state and local authorities. PAGE 32.

TAKE YOUR CHOICE □ Cable systems are offering customers option of pay, regular service, or both. Gill comes up with mandatory combination. PAGE 33.

COURTS VS. PRESS □ Tensions mount as Nebraska judge sticks by gag rule. PAGE 33.

McMARTIN RAPS NAB □ Manufacturer says association is off base in favoring delay in date for implementation of Emergency Broadcast System equipment. PAGE 34.

SATELLITE GRAND DESIGN □ ABC's petition for over-all plan for development of domsat services draws support from cable operators and broadcasters. PAGE 34.

EXHIBITOR DISCONTENT □ Proposal to have separate radio and TV halls at NAB's 1977 convention elicits letters of complaint from some equipment makers. PAGE 35.

WINNING OF THE WEST □ After 23 years with John Blair & Co., Don Saraceno has embarked on new career as general manager of KCRA-TV Sacramento, Calif. He happily calls it fulfillment of his dream to run prestige TV station. PAGE 57.
In the great PROVIDENCE ADI
Automotive Sales Total
$680,254,000


For complete coverage of the Providence ADI

WTEV 6
PROVIDENCE, R.I. • NEW BEDFORD-FALL RIVER, MASS.
NEW LONDON, CONN.
Vance L. Eckersley, Manager

WTEV Providence, R.I./New Bedford-Fall River, Mass.
Hot spot
Next month’s (Feb. 21-25) San Francisco conference of National Association of Television Program Executives is shaping up as forum for industry discussion of family viewing time, which has replaced prime-time access as most on minds of delegates. Network executives are declining to discuss subject on official agenda, citing advice of counsel (because of pending litigation). Creative people—plaintiffs in suit against networks, National Association of Broadcasters and FCC—have no such hesitancy, are expected to seize every opportunity to argue their side of issue.

Conference, NATPE’s 13th annual, is expected to draw attendance of at least 1,600 Atlanta last year drew 1,300.

Important sidebar event will be Feb. 22 (Sunday) closed meeting of officials from 10 television organizations to explore possibilities of speaking with common voice on industry issues, or in response to outside criticism. Represented: host NATPE, National Association of Broadcasters, Association of Independent Television Stations, Radio Television News Directors Association, Broadcasters Association of Independent Television Stations, Academy of Television Arts and Sciences, American Women in Radio and Television, Broadcasters Programing Conference and Production Managers Association.

Prize list
Among other important actions scheduled during winter meeting of National Association of Broadcasters board at Key Biscayne, Fla., Jan. 19-23 is selection of this year’s winner of Distinguished Service Award. Prospect list is believed headed by Julian Goodman, chairman of NBC, which this year is celebrating its 50th anniversary. Mr. Goodman, 53, has been with NBC 30 years, came up through news ranks.

Others under consideration include Walter Cronkite, CBS newsman; J. Leonad Reinsch, retired chairman of Cox Broadcasting, and former U.S. Senator Sam J. Ervin Jr., North Carolina Democrat and First Amendment champion. DSA winner is chosen by NAB convention committee which is headed by co-chairmen, Robert Gordon (WCPO-TV Cincinnati) and V. Kay Melia (KLOE-AM Goodland, Kan.), vice chairman of, respectively, NAB TV and radio boards.

Blue broadcasts
Allegedly indecent or obscene broadcasts continue to trouble FCC. Last week commissioners postponed action on

Closed Circuit
insider report: behind the scene, before the fact

complaint against language used on WNET-TV’s (New York) New York program, though Broadcast Bureau had recommended complaint be dismissed on grounds offending words had been uttered in serial program heard after 9:30 p.m. General counsel wanted more time to study case.

Other complaints about indecent song lyrics and conversations broadcast on other stations are under staff investigation. But commission isn’t quite sure what action to take. Some commissioners are known to wish that Department of Justice would prosecute under criminal code provision prohibiting profane, indecent or obscene broadcasts. But Justice professes no interest, presumably preferring to concentrate on bigger game (and bigger headlines). One or two stations may be candidates for license-renewal review on character questions. FCC is trying to avoid head-on indecency charge for fear of getting into censorship.

Counteroffensive
Staff of National Association of Broadcasters is chewing on idea for all-out campaign against what it sees as escalating trend in government to attach new clamps on broadcast advertising. Among chief concerns: proposal to ban over-the-counter drug advertising during day and early evening on TV and radio, another to force affirmative disclosure of nutrients in food ads, and another to ban children’s premium ads. Association now sees wine and beer commercials in possible peril, having learned of Senate Subcommittee on Alcoholism’s intention to devote day of hearings the last of this month or early next to subject of alcoholic-beverages advertising.

Empty number two
Search for new congressional-affairs head at National Cable Television Association appears to be widening, not narrowing. NCTA president, Robert Schmidt, says job is wide open. Meantime, Mr. Schmidt is busy carrying congressional copyright battle on his own shoulders with daily trips to Hill.

Pace of government
Red Lion Broadcasting Co., which lent its name to case in which Supreme Court upheld FCC’s fairness doctrine, has not been getting much good news from commission in recent years. But in week or two, it may get news less bad than it might have been. Commission staff had been prepared to recommend that Red Lion’s renewal applications for WQCB-AM-FM and Red Lion, Pa., on deferred list since 1972, be consolidated in hearing

commission ordered 11 years ago (but not yet held) on Red Lion’s application for UHF permit. Main issue, as in TV proceeding, is character of Red Lion’s principal, John Norris; it stems from his role as manager of WXUR-AM-FM Media, Pa., which lost its license on fairness and misrepresentation issues.

But other issues are of kind commission normally handles by mail—employment practices, failure to file reports, etc. Accordingly, Chairman Richard E. Wiley, reportedly concerned about public relations aspect of case, directed staff to rethink matter. Indications are that commission ultimately will resolve those issues it can by mail, and retain renewal applications on deferred list pending outcome of TV proceedings.

Relief stalled
From all appearances, broadcasters’ quest for license renewal reform legislation will fall in 93rd Congress. Senate Communications Subcommittee Chairman John Pastore (D-R.I.) is waiting for House to make first move because that is where bill died in 93d Congress. House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) has promised hearings on new renewal measures this year, but his agenda for early 1976 will be crowded with other issues he considers more pressing—cable regulation, family viewing, telecommunications policy and common-carrier regulation, for example.

House sources say there’s reluctance to revive controversy that produced two different renewal bills in Senate and House last year. Too, this is election year, meaning shortened legislative schedule.

Even if Macdonald subcommittee completes hearings on renewal bill for radio and television, there’s slim chance for action beyond that. Less gloomy, however, is prospect for radio-only bill, if submitted as planned by National Association of Radio Broadcasters. Subcommittee source says that might get action, without television tie on.

Variety
First glimpse of access-time properties being considered for 1976-77 by key station group—ABC Owned TV Stations—indicates sharp move away from game and animal shows. ABC group is said to be backing People, produced in conjunction with People magazine; Here’s Hollywood, behind-scenes look at movie production; Gong, talent scout program; Courtroom, re-creation of famous trials, and half-hour version of Don Kirshner’s Rock Concert.
Ford Motor □ Auto maker, through J. Walter Thompson, will buy four minutes per episode of new 90-minute monthly syndicated barter show, Sportspecial of the Month. Kickoff event will be UCLA-USC basketball game Saturday night, Jan. 31, with San Diego Games (track and field) as second event Saturday night, Feb. 21. Trans World International, Los Angeles, will produce TV series, which will be syndicated by Thompson. In addition to Ford, Bristol-Myers (direct), American Express (Ogilvy & Mather) and Miller beer (McCann-Erickson) have each purchased one minute: two network minutes are still available. Stations get series free and are given nine minutes to sell locally. Some of 107 stations that have signed so far include: KTVN-TV Los Angeles, WGN-TV Chicago, KYW-TV Philadelphia, WAGA-TV Atlanta, WCVB-TV Boston, WXYZ-TV Detroit, WMAR-TV Baltimore and WVSTV Cleveland.

3M □ New corporate-image TV campaign begins what 3M's agency, BBDO, Minneapolis, calls "nine-market heavy-up" to run in conjunction with network buys using those same spots. Markets include New York, Los Angeles, Chicago and Philadelphia (with major buy, for instance, on CBS-owned stations in those cities) for spot campaign, which kicks off next month. BBDO's Minneapolis office is aiming this campaign at upperincome corporate-type males.

London Fog □ Londontown Corp., Baltimore, will promote ladies' raincoats and outercoats by London Fog in three-week campaign beginning March 1. Local TV spots in 17 markets carry tags for individual stores and are targeted at women, 25 and over. Mix of prime-time, daytime and evening fringe time is handled by AC&R Advertising, New York.

West Bend □ Aluminum and stainless cookware by West Bend Co., Minneapolis, is subject of three-week TV campaign in some 50 markets. Fringe, daytime and prime-time 30's are set for weeks of March 29, April 12 and April 26. Campbell-Mithun, Minneapolis, is agency.

Metropolitan Life Insurance □ Spot-radio spurge for five weeks will begin late this month in 26 major markets, including Philadelphia, San Francisco, Washington and St. Louis. One-minute spots will be directed at men, 25 to 34. Young & Rubicam International, New York, is agency.

Bristol-Myers □ Radio flights are set for two shampoo products by Bristol-Myers, New York, handled by Foote, Cone & Belding there. Six-week flight in 27 markets begins Jan. 26 for Long & Silky; three-week flight in 40 markets is set for Jan. 19 promoting Sunshine Harvest.

Sunkist Growers Inc. □ One-month spot TV spree is being planned to advertise Sunkist oranges in long string of markets, starting in early February. Foote, Cone & Belding, Los Angeles, is directing messages to women, 18 to 49.

Mazda Motors (East) □ Approximately $1 million is being earmarked by Mazda for one-month advertising drive starting later this week with emphasis on spot television in 36 markets in Northeast and Southeast but also including newspapers Copy thrust is toward fuel economy value of Mazda, centering on slogan, "A little goes a long, long way." Campaign was created and is being placed by Al Paul Lepton Co., New York, which is targeting effort toward men, 16 to 49.

Bongrain-Gerard □ Alouette cheese by Bongrain-Gerard, Versailles, France (distributed by Bongrain International, New York), will be advertised in six-week spot radio campaign tentatively set for Feb. 15 start. Markets are Washington, Minneapolis, Baltimore, Los Angeles, New York, Cincinnati, Syracuse, N.Y., and Columbus, Ohio. McCaffrey & McCall, New York, is agency.

Swift & Co. □ Pro-Ten beef will be advertised on spot TV in more than 50 markets, with flights beginning in early February and continuing for varying periods of time, depending on markets, through early summer. Creative functions being performed by Chicago Creative and media planning and buying by Media Bureau International, Chicago.


American Dairy Association □ First network buy in eight years for dairy association, Rosemont, Ill., will continue "milk is a natural" theme for 10 weeks beginning Jan. 19. Budget of $1 million plus will cover prime-time 30's in 32 TV programs on NBC and ABC (total of 175 AD's). Four new spots will air with
adam young announces the new management team

Adam Young becomes Chairman of the Board and Chief Executive Officer.

Frank Martin is elevated to President.

Michael T. Membrado is appointed Executive Vice President.
BAR reports television-network sales as of Dec. 21
ABC $698,439,500 (29.5%) □ CBS $847,130,100 (35.9%) □ NBC $920,143,900 (34.7%)

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<th>Total minutes weak ended Dec. 21</th>
<th>Total dollars weak ended Dec. 21</th>
<th>1975 total dollars year to date</th>
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Source: Broadcast Advertisers Reports

Supporting radio. D'Arcy-MacManus & Masius, Chicago, is agency.

Sears Optical □ Eyeglasses division of retailer is readying major winter-spring spot-TV campaign to begin later this month in top 78 markets that will run for varying lengths of time through June. Fox & Associates, Cleveland, says 12 different 10- and 30-second spots are involved, to be selected according to needs of given markets. Demographic target will depend on particular spots, but general theme of all spots is personal approach, man-in-the-street extolling virtues of Sears glasses.

Deltown Foods □ Dellwood milk and cottage cheese by Deltown Foods, Yonkers, N.Y., will be advertised in six 10-second TV spots and seven 30-second radio spots in New York, New Jersey and Connecticut markets. TV campaign runs Jan. 12 through February; radio is set for Jan. 26 through end of April. Venet Advertising, New York, is agency for Deltown.

American Can Co. □ Company's towel and tissue products will be focal point of heavy spot-TV campaign that will begin late this month and run for nine weeks in about 45 markets. Wm. Esty Co., New York, is seeking time-periods to reach women, 18 to 49.

Volkswagen □ Distributor based in Valley Forge, Pa., for Volkswagen Atlantic Inc., will sponsor 11-week campaign in six Pennsylvania markets beginning Jan. 19. Fringe and sports spots are geared to men, 18 to 49. New spots are handled by Doyle Dane Bernbach, New York.

Gorton's Foods □ Spot-TV campaign is being launched in early February for fish-stick products of this division of General Mills. Ads will run for eight weeks in about 40 markets. Daniel & Charles, New York, is seeking time periods that will reach women, 18 to 49.
There’s gold in those co-op hills

There are two kinds of opportunities in radio co-op—opportunities for radio stations to increase their revenues, and opportunities for manufacturers to get more effective use of their co-op budgets. Let me deal with the radio stations’ side of the story first.

As everyone knows, several billion dollars are offered annually to retailers by manufacturers who have co-op programs, and somewhere between one-third and one-half of that money is not spent. There are two basic reasons for this situation: A substantial part of most companies’ sales is made to small retailers who simply do not use advertising; many retailers who do advertise do not always use the entire allowance available to them.

Now let’s see how these two factors operate in a typical case. A company with total sales of $100,000,000 offers a co-op allowance of 3%, or $3,000,000. It sells 20% of its product to small retailers that never get involved in promotion. Some of the stores that do use the program spend all or most of their allowances, and some spend a lot less. Even if we assume that on the average the retailers that do advertise use 80% to 85% of their allowances, we will end up with a total of something like two-thirds of the budget spent—$2 million out of the $3 million that are available.

This kind of arithmetic is based on the assumption that every company makes a sincere and intelligent effort to get its co-op budget spent. This isn’t my experience. I am often asked to design co-op programs that will insure maximum use of the co-op budget, and in one instance actually succeeded in getting better than 95% of the budget spent. But on occasion I am also asked to design the program in such a manner that only minimum participation will result. Under the circumstances, it is remarkable that from one-half to two-thirds of the available co-op funds are actually spent.

What all this leads to is that radio stations have two separate opportunities in co-op advertising:

- The station can go after those retailers who do advertise, and persuade them to spend the money on radio instead of other media—mainly the newspapers.
- The station can go after small retailers who have never advertised—very often because no one has ever asked them to do so. And the radio station is especially well equipped to do this job, because the cost of a radio schedule is much lower than the cost of a TV schedule, or the cost in general of any newspaper schedule that is large enough to make an impression.

How can the stations take advantage of these opportunities? The answer to that question would require a lot more space than is available here, but here’s one suggestion. From the middle of January to the first week in March, the Radio Advertising Bureau will be holding one-day workshops on co-op in 18 cities throughout the country, and the staff of every station in each area is invited to attend.

Now let’s deal with the other side of the coin—the opportunity that radio presents to the manufacturer who wants his co-op dollars spent effectively. Radio has specific advantages that apply both to companies that offer allowances to the retailer to buy his own advertising, and to the growing list of manufacturers that are buying advertising directly over the retailer’s name. Here are some examples:

- Because there are 7,000 radio stations, with a tremendous variety of pro-gaming, radio makes it easy to reach selected groups of consumers.
- If the manufacturer places radio spots directly over the retailer’s name, he’ll find that, unlike newspapers, there usually is no discrimination in rates between local and national advertisers.
- If he gives the retailer a co-op allowance to spend on radio, he can be sure he won’t be subjected to double billing, which is a practice that is still all too common in newspapers. The actions of the FCC have effectively ended this practice in broadcast.
- Because both the rate per spot and the production cost per commercial are low, radio provides maximum flexibility to the co-op advertiser. This flexibility is the source of any number of advantages.
- Testing is relatively inexpensive. And with the segmented audiences that are available in radio, it can be more varied as well.

Special marketing situations can be capitalized on quickly. The summer before last, a grocery retailer in Omaha heard the local weatherman predict seven straight days of 100 degree temperatures. He simply rewrote one of the co-op scripts he had on hand from the Florida Citrus Commission to stress the cooling advantages of natural orange juice, and spent his entire co-op budget from the commission in a seven-day period. In those seven days, he sold more frozen orange juice than he had in the previous three months.

Because even the smallest dealer usually has sufficient allowance to buy at least several exclusive spots over his own name, he is more likely to participate in the program than he would be if he had to share a TV spot or a newspaper ad with other dealers. The exclusive spots also have the advantage that the dealer can feature his own price. This can be a source of comfort to those manufacturers that are concerned (as many are) about the price-fixing aspect of a dealer-listing ad with one price in it covering all the dealers.

At the opposite end of the spectrum, large retailers who insist on creating and placing their own advertising can be persuaded to participate in a manufacturer-placed program on radio, because the low cost of production makes it possible for the manufacturer to offer spots that are tailored to the image of the individual store.

In short, cooperative advertising on radio offers substantial opportunities to both radio stations and manufacturers with co-op programs. Finding the will, and acquiring the knowledge to take advantage of those opportunities are the only additional ingredients required.
America's Number One Independent!

KVVU TV5 Las Vegas

*18 Share-Sign-on to Sign-off Metro & ADI

Source: ARB - - Nov.1975

Represented Nationally By SPOTMASTERS inc.
This week


Jan. 12 - Radio Advertising Bureau co-op sales clinic. Plaza Inn international, Kansas City, Mo.

Jan. 12 - FCC's new deadline for reply comments on "warehousing" of movies by networks with regard to pay cable distribution (Docket 20402). Previous deadline was Dec. 15, FCC, Washington.


Jan. 15 - Southern California Broadcasters Association luncheon meeting on "Radio, Why Aren't You More Like Magazines?" Featured speaker will be Dick Fried, Gumpert/Bentley/Fried/Scott, Michael's Restaurant, Hollywood.

Jan. 16 - Tenth anniversary luncheon of Pacific Pioneers Broadcasters Program will include presentation of PPIES Carbon Black Award to composer-conductor Meredith Willson, Sportsmen's Lodge, Coldwater Canyon at Ventura Boulevard, Studio City, Calif.

Jan. 16 - Radio Advertising Bureau co-op sales clinic. Marriott Hotel, Minneapolis.


Also in January

Jan. 19-23 - National Association of Broadcasters board meeting, Florida Royal Biscayne Beach hotel, Key Biscayne, Fla.

Jan. 20 - Deadline for entries in 10th annual Alpha Epsilon Mu national production awards competition for students in U.S. broadcast schools. Radio entries: Susan West, Department of Speech-Drama, Memphis State University, Memphis 38152. TV entries: Abe Adler, TV Center, Brooklyn College, Brooklyn, N.Y. 11210. Film entries: Blair Irwin, Department of Telecommunications, San Diego State University, San Diego 92182. Entry forms must accompany productions.


Jan. 20-21 - Nebraska Broadcasters Association banquet with state legislature and meeting, Nebraska Club, Lincoln.

Jan. 22 - Motion Picture Laboratories mini-seminar on "The Film Laboratory" Holiday Inn, Tampa, Fla. Reservations: MPL, Box 1758, Memphis 38101 (no charge).


Jan. 23-24 - Society of Motion Picture and Television Engineers 10th annual winter TV conference. Subjects will be television newsgathering and digital video with exhibits of all significant ENG and digital equipment. Sheraton-Southfield hotel, Detroit.


Jan. 27 - Broadcast Pioneers presentation of Golden Mike Award to WNBICAM New York, honoring NBC-owned station on network's 50th anniversary Hotel Pierre, New York.


Jan. 27-29 - Georgia Association of Broadcasters annual Radio-Television Institute. Speakers will include Fred Silverman, ABC; Emery Lower, ABC; Frank Blais, formerly of NBC; C. Edward Little, Mutual; FCC Commissioner Benjamin Hooks and Jane Cohen, American Women in Radio and Television. Center for Continuing Education on the campus of the University of Georgia, Athens.

Jan. 29 - FCC's new deadline for comments on proposed rule changes governing design and measurement of radiation patterns for directional antennas (Docket 20645). Previous deadline was Dec. 29, 1975. Replies are now due Feb. 26, 1976, Washington.

Jan. 29 - Television Bureau of Advertising regional co-op sales workshop, Southers, Cincinnati.


Jan. 30 - Deadline for entries for Janus Awards, presented annually to commercial radio and TV stations and networks for excellence in financial news programming. Contact: Janus Awards, public relations department, Mortgage Bankers Association of America, 1125 15th Street, N.W., Washington 20005.


Jan. 30 - FCC's deadline for comments on proposed changes of mandatory regulation of cable system rates by local or state franchising authorities (Docket 20581). Replies are due Feb. 10, FCC, Washington.

Jan. 30 - FCC's deadline for reply comments on inquiry into dropping new VHF channels into top-100 markets (Docket 20418). FCC, Washington.

Jan. 30-Feb. 1 - Twenty-fourth annual Retail Advertising Conference. Drake hotel, Chicago.

Jan. 31 - Northern California chapter of The Society of Cable Television Engineers winter meeting and technical seminar. Technical presentation will be "New Propaganda: "How and Why," presented by Professor Richard Adler. Ingersoll Hall, U.S. Naval Post Graduate School, Monterey, Calif.

February

Feb. 1-3 - California Broadcasters Association winter convention, Newport Inn Newport Beach.


Feb. 3 - Television Bureau of Advertising regional co-op sales workshop. Hyatt Regency, San Francisco.

Feb. 5 - Television Bureau of Advertising regional
co-op sales workshop. Wilshire Hyatt House, Los Angeles.

Feb. 5-6—Society of Cable Television Engineers and Philadelphia chapter of Institute of Electrical and Electronics Engineers conference on CATV reliability. Luncheon speakers will include Elmer C. Ports, NCTA, and Dr. Robert Powers, Cable Television Bureau, FCC. Holiday Inn, City Line, Philadelphia. Registration: James Herman, Jerrold Electronics, 200 Wilmer Road, Horsham, Pa. 19044.

Feb. 6-8—Oklahoma Broadcasters Association winter meeting. University of Tulsa and Camelot Inn, Tulsa.

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

Feb. 9—Radio Advertising Bureau co-op sales clinic. Sheraton Jetport, Orlando, Fla.


Feb. 10—Television Bureau of Advertising regional co-op sales workshop. Royal Sheraton, Kansas City, Mo.

Feb. 10—Radio Advertising Bureau co-op sales clinic. Sheraton Airport, Atlanta.

Feb. 10-11—Wisconsin Broadcasters Association winter meeting. Featured speakers will be astronaut Donald K. Slayton and Frank Reynolds, ABC News. There will also be a panel discussion on license renewal. The Concourse, Madison. Terry Schockley, WKOW-TV, Madison, is chairman.


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

Feb. 12—Southern Baptists Radio and Television Commission seventh annual Abe Lincoln Awards. Arthur R. Taylor, president of CBS, will be featured speaker. Distinguished Communications Medal will be conferred on late Edward R. Murrow. Distinguished Communications Recognition Awards will be given Mr. Taylor and Sol Taishoff, editor of BROADCASTING. Tarrant County Convention Center, Fort Worth.


Feb. 12-16—South Carolina Broadcasters Association winter convention. Former California Governor Ronald Reagan will be speaker at the Friday banquet. Holiday Inn, Florence.


Feb. 15—FCC’s deadline for comment on Commission’s inquiry as to its role in format changes at radio stations (Docket 20682). Reply comments are due March 1, FCC, Washington.

Feb. 16-17—North Central Cable Television Association annual spring meeting. Madison Hilton, Madison, Wis.


Feb. 20-21—Georgia Cable Television Association annual convention. Senator Sam Nunn (D-Ga.) will be featured speaker, Stouffer’s Atlanta hotel, Atlanta. Contact: Mary Barnette, R.C. Box 785, Cartersville, (404) 382-4444.


Feb. 22-25—Bicentennial combined conventions of the National Association of Evangelicals and the National Religious Broadcasters. Armonia speakers: FCC Chairman Richard E. Willey, Dr. Silly Graham, Representative John B. Conlan (R-Ariz.) and Dr. David McKenna, Seattle Pacific College. Shoroham America hotel, Washington.


March 1—Deadline for radio and television entries in 19th annual competition for Gavel Awards of the American Bar Association for programming “increasing public understanding of the American system of law and justice.” Same deadline prevails for entries in magazine-newspaper categories and other media categories (including wire services and news syndicates). Deadlines for books will be Feb. 1. Entry form and information: Gavel Awards, ABA, 1155 East 50th Street, Chicago 60615.


March 5-7—Board of directors meeting, American Women in Radio and Television. Sheraton, Scottsdale, Ariz.

March 7-9—Ohio Cable Television Association annual convention. Marriott Inn, Columbus.

March 7-10—Data Communications Corp., BIAS terminals. Hyatt Regency hotel, Memphis.


March 21-24—National Association of Broadcasters annual convention, Chicago.


March 31—Sixth annual Communications Day of Graham Junior College, Boston.
You may never see the world's largest bird egg.*

But...it's no scramble to get big food sales in Western Michigan with WKZO.

It's the station that puts a lot of eggs in your basket. All week long, Monday thru Sunday, 6 am to midnight, WKZO Radio has nearly 30,000 more people listening every week than the second station. That's 31% more listeners in the total survey area.

In Metro Kalamazoo, the margin is even greater — WKZO reaches 1 of every 2 adult listeners every week.

To attract fine birds of a feather, ask your Avery-Knodel representative about Western Michigan's leading personality/MOR station.

Source: Kalamazoo-Portage ARB - April/May 1973, 6 am to midnight, Monday thru Sunday TSA and Metro area.

*The largest bird egg in the world today belongs to the North African ostrich. Its egg runs a hefty 3-plus pounds and measures from 6 to 7 inches in length. The shell is 1/16th of an inch and is strong enough to support the weight of a 352 pound man, if he doesn't slide off first.


April

April 4-7 — National Cable Television Association annual convention. Convention Center, Dallas.

April 4-7 — Association of National Advertisers sales promotion conference. Hyatt hotel, Winston-Salem, N.C.

April 12 — Presentation of Annual Awards, designed to recognize excellence in financial news programming, at Mortgage Bankers Association of America national conference. Washington.

April 12 — Florida Association of Broadcasters and University of Florida College of Journalism & Communications 18th annual Broadcasting Day. J. Wayne Reitz Union, campus of UF, Gainesville.

April 22-23 — Institute of Broadcasting Financial Management/Broadcast Credit Association quarterly board of directors meeting, Sheraton-Boston hotel, Boston.

April 24 — Sigma Delta Chi annual Distinguished Service Awards banquet. Rochester, N.Y.

April 25-27 — Chamber of Commerce of the United States 84th annual meeting. Theme will be "200 Years of Prologue." 1615 H Street, N.W., Washington.

April 25-27 — Canadian Association of Broadcasters annual meeting, Chateau Laurier, Ottawa.

April 29-30 — Minnesota Broadcasters Association spring meeting, Chotel Sofitel, Minneapolis.

May


May 13-14 — Ohio Association of Broadcasters spring convention. Sawmill Creek, Huron.


May 27-30 — Missouri Broadcasters Association spring meeting. Rock Lane Lodge, Tabie Rock Lake, Branson.

May 27-June 5 — PRIX JEUNESSE INTERNATIONAL annual television competition for children's programs, co-sponsored by European Broadcasting Union and UNESCO. Bayerischer Rundfunk, Munich, West Germany.

June

June 3-5 — Associated Press Broadcasters annual meeting. Marquette Inn, Minneapolis.

June 4-5 — North Dakota Broadcasters Association spring meeting. Artclaire motel, Devils Lake.

June 10-12 — Florida Cable Television Association annual convention. Don-Ce-Sar Hotel, St. Petersburg Beach.

June 10-13 — Mississippi Broadcasters Association 35th annual convention, Phil Brady WAPF(AM) McComb, is convention chairman. Sheraton hotel, Biloxi.

June 11-13 — South Dakota Broadcasters Association annual meeting, Downtown Holiday Inn, Sioux Falls.


June 13-16 — Video Systems Exposition and Conference, third annual video hardware exhibit, held concurrently with summer Consumer Electronics Show. McCormick Place, Chicago.

June 13-16 — Florida Association of Broadcasters 41st annual convention. Breakers hotel, Palm Beach.

June 15-20 — Broadcasters Promotion Association
High praise

EDITOR: I am really impressed with your special issue on the First Amendment and the fifth estate. It represents an extraordinary effort that will be preserved in libraries as an authoritative reference and information piece. Certainly it will be in ours.

I'm familiar with the leading trade publications of a dozen industries and there is no doubt that we are blessed with the best one. I know of no other publication that can match BROADCASTING in terms of thoroughness, accuracy and just plain quality.—James Hubbert, executive vice president, public relations, National Association of Broadcasters, Washington,

Information please

EDITOR: This letter is not designed to contravene the FCC regulations (which are necessary in the operation of this industry) but, rather, to make provisions for the broadcaster to have a more readily accessible means to acquire information from the FCC in order to comply more effectively with the regulations.

I solicit your help in asking the FCC to establish an Office of Broadcast Relations. The office could be accessible by telephone, personal contact, or by correspondence in seeking to acquire information on the overwhelming number of rules and regulations to which this industry is subject. The cost of such an office within the commission should not require more appropriation from the Congress inasmuch as broadcasters pay fees to the commission in connection with applications we file as well as annual operating fees.

There has arisen in recent years a chasm between the commission and the broadcaster which has been partially filled by the legal profession, centered largely in Washington—communications lawyers who specialize in FCC practice. We do not propose that an Office of Broadcast Relations would deal with matters in dispute between the FCC and the broadcaster, hence could not interfere with the practice of the attorneys who specialize in FCC matters.

There is a precedent for such an office, for example in the service provided the...
taxpayer by the IRS. — Cy N. Bahakel, president, WCCB(TV) Charlotte, N.C.

ENG and the schools

Editor: Having been news-oriented since my initiation into the broadcast field in 1924, and having organized what was practically the first news service for radio, I am deeply concerned about the personnel who will operate electronic news gathering equipment.

For far too long, we in the television news operations at stations have been subjected to pressures to hire graduates of journalism schools to staff our news departments. And in too many cases, we found that the "ivory tower" background of these newsmen has been incompatible with the policies of objective reporting which has always been the basis for our news reporting to the public.

Preconceived ideas, notions or ideologies have no place in the newsroom. News is news is news. It has two sides, it is objective and its purpose is to inform the public of the facts. Not of what one thinks the facts should be, but of what the facts are. The public, strangely enough, quite often has the intelligence to make accurate decisions when provided with the true facts.

Academia and the broadcast industry have long had their own information gap. Perhaps a closer liaison between the needs of the commercial television broadcasters in the news areas and the principles and policies of teaching journalism in the schools might result in a greater understanding of the problems of each and might result in a more realistic evaluation of news training programs on the part of the educators.

Professors have for years been using sabbatical leaves to refresh, retrain and re-orient themselves. What could be more valuable to both TV news operations and journalism educators than a sabbatical swap, which would place professional newsmen in journalism schools to teach the realities of the profession while the professors learn the basics of the far more restrictive aspects of commercial TV news operations? — Stanley E. Hubbard, board chairman, Hubbard Broadcasting Co., Minneapolis.

Outsider

Editor: I am a college graduate with a bachelor degree (summa cum laude) in communications from the Ohio University. I have limited experience in radio but worked two years at a public television station while in college. I have also worked (gratis) at two commercial television stations in a top-20 market. I have outstanding references from both the public and private sectors of broadcasting.

Why is it then that I cannot seem to find a job? It is not because there are no jobs, because there are jobs for the right people. It is not due to a lack of education or experience, for I have secured both. The reason is that I am a white male.

Many prospective employers have implied that they cannot hire me due to my race and sex. One candid employer admitted that he "needed a black." Another, who wanted to employ me, called me back saying his legal adviser had informed him that he could not hire me.

The blame for this blatant discrimination lies not with the stations but with the FCC, whose members I have written in protest. Broadcasters are only implementing plans the FCC has concocted. I will not silently wear the hair shirt for my forefathers, doing penance for their racism and sexism. Discrimination is wrong in any form, whether bred from hate and distrust or from social conscience and guilt. I call upon the FCC to rectify this dreadful situation. — Joseph W. Heston, Baltimore.

Mistaken identity

Editor: It is statistically correct that 15 of the top 20 shows on Canadian television screens are American programs [Broadcasting, Dec. 8, 1975]. However, this statistical fact of life has never prompted our President Murray Chercover "to call for a cut in the required network minimum of Canadian made shows from the current 60% to a more manageable..."
Under their noses

EDITOR: The Dec. 8 "Monday Memo" by Martin Steinhardt, chairman of Keyes, Martin & Co., served to call attention to the lack of New Jersey TV outlets on which to spend advertising dollars.

Unfortunately, Mr. Steinhardt neglected to mention the fact that New Jersey is a radio state, with radio stations effectively reaching into local communities with more influence and effect on the state's 7.4 million residents than any metro TV station could wield. The article seems to equate broadcast with TV alone. The fact is Mr. Steinhardt's agency does use New Jersey radio, our own station included, for some of its clients, and I am sure he did not mean to give the impression that there is no recourse but to use print for advertisers wishing to reach New Jersey audiences.

Advertisers, who, of necessity, turn to New Jersey radio, invariably are elated to "discover" a new and effective advertising medium that gives them full value per ad dollar. It's been there all the time, folks.—Lee Novak, executive assistant to the president, WKER(AM) Pompton Lakes, NJ.

Alive and well

EDITOR: Your editorial "NAB-AM-FM-TV" in the Dec. 22 issue of your good book brings to mind Mark Twain's comment, "reports of my death have been greatly exaggerated." We have no intention of "die(ing)" in our tracks.

We're delighted to hear of the National Association of Broadcasters' plans to finally give radio the recognition it deserves at the Chicago convention, and we believe we can logically take some of the credit for moving NAB in this direction. But, as your editorial points out, "a redesigned convention will not, however, answer all the questions that have been raised about the year-round representation of radio and television in trade association affairs."

Meanwhile, we are very much alive and thriving, thank you.—Abe Voron, executive director, National Radio Broadcasters Association, New York.
Kodak salutes the
NPPA "Newsfilm Station of the Year"

This is the heart of WKY-TV.

For the second time in seven years, WKY-TV's newsfilm department has broken the bank. Oklahoma City's Channel 4 was again named "Newsfilm Station of the Year" at the National Press Photographer's Association (NPPA). This time, for 1975.

Featuring locally originated film from all over Oklahoma, the station broadcasts three half-hour news reports a day, with three 5-minute news breaks as well. When that news is gathered, the camera crews come out shooting, with four CP-16 cameras. And Kodak Ektachrome EF film 7242 (tungsten).

And this is the backbone.

Darrell Barton, chief photographer.

Left to right: Ernie Schultz, Information Director and anchorman for the noon news, Gene Allen, Assignment Editor, Jack Ogle, News Director and anchorman 6 P.M. news, and George Tomek, anchorman 10 P.M. news.

Without good people like this, Channel 4 could be just another spot on the dial. Take Darrell Barton, 1974's "Newsfilm Cameraman of the Year." Or Director of Information Ernie Schultz.

"We have a strong commitment to telling local stories in depth on film," says Schultz. "We'd rather tell four good stories than have eight talking heads." This philosophy pays off. WKY-TV News won six out of nine Associated Press awards for superior reporting this year. All of them are trained to originate newsfilm, and most of them carry portable cameras.

Where do they stand on ENG?

"There are some real benefits in seeing appropriate stories as they are happening," says Schultz. "But we think the audience would become bored quickly if we tried to give that kind of urgency to most stories."

Good film. Good people. The best reporting. That's what we call good news.

Film. The Basic Medium.
Top of the Week

Television resists inflation in C-P-M

Bates analysis tracks costs in all media in 1975 and finds that spot and nighttime TV held at 1974 rates last year and should rise moderately this year; biggest chunk of increase in national advertising expenditure is attributed to TV.

Alone among major media, spot and evening network television's costs-per-thousand did not rise in 1975, and their increases this year are expected to be lower than most print media's.

These findings are among the highlights of Ted Bates & Co.'s annual analysis of media trends for Broadcasting. As noted by Walter Reichel, senior vice president and executive director of media and programs, this hold-down in C-P-M's occurred despite relatively substantial increases in TV expenditures in 1975 and further increases anticipated for 1976. It did not apply to daytime network TV, whose C-P-M was up 8% and is expected to rise 10% this year.

The Bates estimates indicated that spot TV's 1975 C-P-M remained at its 1974 level, while evening network's actually declined a fraction. Based on Bates's own experience, Mr. Reichel attributed this static performance to stiffer negotiations on prices, exploiting the economic uncertainties that prevailed during much of 1975.

Despite some continuing uncertainty over the pace of economic recovery, Mr. Reichel continued, 1976 TV spending is also expected to increase, with costs-per-thousand rising "moderately" in part because regular-series inventory will be reduced by special coverage of the Olympics and of the political primaries, conventions and elections.

The Bates projections anticipate 1976 C-P-M increases of approximately 5% for evening network TV, 3% for spot TV and also 3% each for spot radio and network radio, with a 10% rise projected for daytime network TV. By comparison they anticipate increases of about 6% for magazines, 6% for newspapers, 5% for newspaper supplements and 7% for outdoor (see table, page 20).

For the most part, these projected C-P-M increases are higher than 1975's in the case of television but lower than 1975's in the other media. Thus the 1975 increases were put at approximately 8% for daytime network TV and also for magazines, 6% for spot radio and 1% for network radio, 18% for newspapers, 16% for supplements and 6% for outdoor.

Over-all, Bates estimated that national advertising expenditures rose 4.8% to $3.78 billion in 1975. The bulk of that growth was attributed to television, with network TV advancing 8% to $2.317 billion and spot TV adding another 8% to reach $1.615 billion.

Spot radio was shown with a 4% increase to $424 million, network radio with a 7% rise to $77 million. Newspapers and supplements were cuffed with a 4% gain to $1.242 billion and outdoor with a 2% increase to $230 million, while magazines, apparently harder hit by the recession, were shown with a 2% decline to $1.475 billion (see table below).

In a new phase of its analysis, Bates noted that national advertising expenditures have been growing at a slower rate than either the gross national product (GNP) or the consumer price index (CPI). Between 1968 and 1975, the analysis reported, national media expenditures grew 37% while GNP rose 68% and CPI 54%.

In addition, Bates estimated that the average cost per rating point in television and magazines had increased by about 45% over the same 1968-75 period. (A magazine rating point, like a TV rating point, is average audience stated as a percentage of total population.) By media, Bates estimated the 1968 to 1975 cost-per-rating-point increases as follows: 41% in the case of daytime network TV, 45% for nighttime network TV, 46% for spot TV and 40% for magazines.

"Obviously," Mr. Reichel said, "this implies that in order to maintain the same coverage of his target audience in 1975 as in 1968, an advertiser must be willing to increase his spending in these media by 45%. Comparison of this increase to the 37% gain in total national media expenditures seems to indicate that advertisers are not spending enough to cover their target audiences in 1975 as effectively as in 1968."

However, he continued, "the situation is not that bleak." He noted that "advertisers and agencies have often been able to maintain or even increase advertising messages against a product's primary consumers through more efficient use of media," such as alternative mixes, the introduction of less expensive media elements into the schedule and "perhaps most important" reduction in the lengths or sizes of advertisements.

"In television," he continued, "the reduction in the length of commercials has been most dramatic." In 1968, the analysis showed, solo 60-second commercials represented 27% of all 60-second and 30-second network commercials and 54% of all nonnetwork commercials, whereas by 1974 the proportions had dropped to 6% and 14% respectively.

"Frequently," Mr. Reichel said, "these efficiency measures have been utilized without significant loss of advertising message effectiveness.

"Furthermore, the 45% increase in the average cost per rating point of selected media is lower than the approximately 54% rise in the consumer price index from 1968 to 1975. The cost-per-rating-point increase is even less if the conversion to shorter message units is factored in. In other words, media have been a pretty good buy."

But, the report said, there are limits in how far message units can be broken up without incurring drastic losses in effectiveness. Accordingly Mr. Reichel suggested that the tendency for advertising volume to grow more slowly than the economy may be nearing an end:

"When dynamic growth in the economy as a whole can no longer be taken for granted, leading marketers may need to invest more in advertising behind their products to maintain their position in an increasingly competitive and difficult environment."

Looking at 1975, Bates found upturns in unit costs in all media—and projected further rises for 1976. It also found audience growth in the broadcast media in 1975: 11% for daytime network TV, 3% for evening network TV, 2% for spot TV, 1% for spot radio and 2% for network radio, as opposed to no change for magazines, a 2% decline for newspapers a 2% increase for...

**National media expenditures (in millions of dollars)**

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<td>Spot radio</td>
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Bates tracks the trends in costs and audience

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Unit cost trends

| 1968       | 100 | 100  | 100  | 100   | 100   | 100  | 100    |
| 1969       | 107 | 108  | 110  | 105   | 110   | 105  | 104    |
| 1970       | 118 | 115  | 120  | 109   | 111   | 119  | 94     |
| 1971       | 117 | 100  | 123  | 109   | 115   | 125  | 106    |
| 1972       | 117 | 121  | 114  | 110   | 118   | 132  | 116    |
| 1973       | 132 | 137  | 114  | 113   | 125   | 141  | 112    |
| 1974       | 139 | 146  | 121  | 118   | 132   | 147  | 105    |
| 1975       | 164 | 153  | 123  | 127   | 154   | 157  | 168    |
| 1976       | 180 | 161  | 130  | 135   | 164   | 163  | 121    |

Audience trends

| 1968       | 100 | 100  | 100  | 100   | 100   | 100  | 100    |
| 1969       | 118 | 104  | 96   | 102   | 82    | 121  | 95     |
| 1970       | 114 | 100  | 92   | 106   | 94    | 120  | 93     |
| 1971       | 117 | 98   | 95   | 109   | 97    | 124  | 103    |
| 1972       | 124 | 107  | 94   | 105   | 93    | 124  | 110    |
| 1973       | 126 | 108  | 96   | 105   | 96    | 132  | 123    |
| 1974       | 122 | 112  | 99   | 104   | 98    | 136  | 122    |
| 1975       | 135 | 117  | 101  | 104   | 99    | 137  | 125    |
| 1976       | 135 | 117  | 103  | 104   | 99    | 139  | 127    |

C-P-M trends

| 1968       | 100 | 100  | 100  | 100   | 100   | 100  | 100    |
| 1969       | 91  | 104  | 115  | 103   | 103   | 91   | 100    |
| 1970       | 103 | 115  | 131  | 103   | 112   | 99   | 102    |
| 1971       | 110 | 122  | 129  | 109   | 112   | 101  | 108    |
| 1972       | 94  | 113  | 121  | 105   | 116   | 106  | 91     |
| 1973       | 105 | 126  | 119  | 107   | 125   | 106  | 91     |
| 1974       | 113 | 132  | 122  | 113   | 132   | 108  | 91     |
| 1975       | 122 | 131  | 122  | 122   | 156   | 114  | 92     |
| 1976       | 134 | 138  | 126  | 129   | 165   | 117  | 95     |

Notes: The calculations are based on measurement units of 30 seconds for TV, 60 seconds for radio, four-color pages for magazines, black-and-white pages for supplements, 1,000 lines (black-and-white) for newspapers and 100 showings for outdoor. Audience levels are based on women 18+ for day network, total persons 2+ for evening network TV and households for spot TV. Network and spot radio audience levels are based on persons 12+. Magazine audience levels are adults 18+, and the outdoor audience is based on total population. Both newspaper and supplement audiences are based on circulation. The table shows trends in index form, with 1968, the base year, at 100. The number by which any subsequent year exceeds or falls short of 100 is that year’s percentage of increase or decrease from 1968. Figures for 1975 expenditure trends and all 1976 figures are estimates.

outdoor and a 1% increase for supplements.

Taking note of the drop-off in Nielsen network ratings that became evident earlier in 1975, Bates said “these changes may or may not reflect a real decline in viewing.” In Mr. Reichel's view, “all the variables must be examined before firm conclusions are drawn concerning TV audience changes.”

The preliminary data thus far available, he said, “is insufficient for estimating a radical change in audience levels for the entire 1975-76 season. Therefore, after considering present data as well as past audience trends, Bates estimates that, overall, network TV audiences in 1976 will approximate 1975 levels. Network television C-P-M’s, therefore, will reflect fully the amount of unit cost increases—10% in daytime and 5% in evening.

For spot TV, Bates anticipated 1976 rises of 5% in costs and 2% in audiences, resulting in a 3% increase in C-P-M.

In tracking trends from 1968 through its estimates for 1976, Bates found that newspapers' cost-per-thousand growth rate was up the most over that span (65%) and radio's the least (spot radio up 17%, network radio down 5%); that daytime network TV and outdoor were tied for highest rate of increase in unit costs (80% each) while network radio had the lowest unit-cost growth rate (21%) and that spot radio's audience was up the most (39%) and newspaper's the least (actually, down 1%).

Staggered sweeps are Arbitron's idea to answer ratings quandary

Concept envisions doing half of TV markets every other week over eight-week term; still another plan would have Arbitron and Nielsen alternating all markets every other week; there's some enthusiasm for each proposal

A way of stretching four weeks of local TV audience measurements across eight weeks has been advanced by Arbitron Television as a possible solution to the controversy as to whether current four-week sweeps should be lengthened to eight weeks.

The plan appears to be gathering considerable though far from universal support as an alternative—or at least a step toward an alternative—to outright eight-week measurement periods.

In essence, as outlined by Arbitron officials—who insisted it was "an idea," not "a proposal"—the plan envisions a staggered pattern in which Arbitron would measure half its 200-plus markets during the first, third, fifth and seventh weeks of an eight-week period and would measure the other half during the second, fourth, sixth and eighth weeks. Present sample sizes would be retained and the sweeps would roughly coincide with the current schedule. They would be conducted in October-November, January-February and April-May. Current measurements of some markets in October and January would become unnecessary, and measurement of another handful in March would be discontinued.

Among the advantages, Arbitron officials said, were that the impact hypoizing—one of the main targets of eight-week advocates—would be lessened and the sweeps' cost to stations would be held down and might even be reduced. Many others appeared to agree, but some contended any change from the present system is unnecessary. Still others maintained the plan would not work effectively without A.C. Nielsen Co. participation as well—with Arbitron measuring all markets.
in odd weeks, say, and Nielsen measuring all in even weeks. Whether Nielsen and Arbitron could agree with each other on any arrangement was widely regarded as an antitrust question, but some said they would push—with the backing of their own lawyers—for at least an exploration of the possibilities of an Arbitron/Nielsen alternate-week approach.

Erwin Ephron, chairman of the Advertising Research Foundation committee that recommended eight-week sweeps after a study last year (Broadcasting, Nov. 3, 1975), said last week he regarded the Arbitron plan as "ingenious" and "a very effective compromise" that would work even without Nielsen participation.

He said he had polled his ARF committee members and all said they were in favor of the plan except the representative of CBS, which has been the most outspoken advocate of eight-week sweeps.

Jay Eliasberg, research vice president, CBS/Broadcast Group, commended Arbitron for trying to find a solution and said he considered the plan a short step in the right direction but could not support it because, among other things, it would prevent a subsequent "longer step" to eight-week sweeps. But he said he could support "without reservation" a variation in which Arbitron and Nielsen would measure all markets on alternate weeks.

Steve Raffel of the Harrington, Righer & Parsons representative firm, one of two ARF committee members who dissented from the committee's endorsement of eight-week sweeps, said a subcommittee of another industry group, the Committee on Local Television and Radio Measurement (COLTRAM), is studying "several possible ways" of lengthening sweep periods by diary allocation, including the Arbitron plan.

Representatives and stations generally have been aligned almost solidly against eight-week sweeps. Fresh evidence came to light last week. Television Bureau of Advertising officials said they sent out postcard ballots Dec. 22 asking stations to "vote" for either four-week or eight-week sweeps. From 407 stations in by last week, they said, 90% voted for four-week, 9% for the longer measurements.

New on TV horizon. Ampex Corp. and CBS have developed Electronic Still Store (ESS) system considered breakthrough in television engineering capability. Device is said to be first to use digital recording technique with video images, teams up with computer to store some 1,500 frames in random mode, each accessible in 100 milliseconds. First model will be delivered to CBS at mid-1976, is expected to be operational before national political conventions. Network officials believe ESS could be key element in future TV station design, eliminating need for large slide libraries. Ballpark estimate is that initial models will cost about $100,000.

Inside, outside pressures build lively agenda for NAB board

Moves for more emphasis on radio high on Key Biscayne agenda; competition of cable and pay TV plus family-hour problems to be studied at next week's sessions; ballots go out for board elections

Cable and pay cable television, family viewing, the new look for the annual convention and the association's beefed-up program of radio activities are the major agenda items for the National Association of Broadcasters' annual winter board meeting next week. The television and radio boards, meeting separately and jointly all week in Key Biscayne, Fla., will also be given the standard update by the NAB staff on the legal and legislative affairs in Washington.

The radio board has the mostest agenda for its meeting Tuesday. For its approval, the NAB staff has prepared a set of proposals designed to boost the association's activity on behalf of radio. Tied in with that will be discussion of the association's revamped convention program with more separation between TV and radio than ever before.

The NAB staff has also prepared for the radio board a report on the impact of cable and pay cable TV on radio, based on a survey of more than 300 of the association's radio stations that have cable systems in their markets.

Among the government issues the radio board will take up are the so-called "roadside radio" proposal before the FCC and the proposal for a short-form license-renewal application.

The television board, at its meeting Thursday, plans to receive family viewing and the lawsuits against it by the coalition of Hollywood writers, producers and actors. Too, it will hear from its dues committee, which is expected to recommend an increase.

The joint boards meet Tuesday and Friday at Key Biscayne with the NAB budget on its agenda. Also meeting will be the cable radio committee and the convention committee.

Countdown to NAB elections: 25 seek 12 seats on radio board; 11 nominees for six seats on TV

This year's National Association of Broadcasters television and radio board elections are being conducted by mail concurrently with the radio board balloting. NAB TV members will select from the entire list of nominees, while the radio members will vote for just the candidates on the radio board who have completed two-year terms and by rule must retire this year are Robert Hilkier of the Suburban Radio Group, Belmont, N.C.; Robert Thomas of Beef Empire Radio Stations, Norfolk, Neb.; Kay Mella, KLOE(AM) Goodland, Kan.; Radio Chairman Harold Krelstein, Plough Broadcasting, Memphis, and Thad Sandstrom, Stauffer Publications, Topeka, Kan. Jack Chapman, KGAK(AM) Gallup, N.M., and Joe Drilling, Retlaw Broadcasting, San Diego, both chose not to run for second terms.

Retiring TV board members include Chairman Walter Bartlett, Avco Broadcasting, Cincinnati, and Ray Johnson, KMED-TV Medford, Ore.

Election ballots will be mailed Jan. 22 and must be returned to NAB by Feb. 17. Those elected will take office the last day of the 1976 annual convention in Chicago, March 24.

Candidates for the radio board, listed by geographic district or market size, are:


District four (North Carolina, South Carolina, Virginia): William Eure Jr., WSSV(AM)-WPLZ(FM) Petersburg, Va.; Carl Venters, WPTFL(AM)-WQDR(FM) Raleigh, N.C.


District 10 (Iowa, Missouri, Nebraska): E.G. (Red) Faust, KJAN-AM-FM Atlantic, Iowa; R.M. McKune, KTRR(AM)-KZNN(FM) Rolla, Mo.


District 16 (Arizona, Southern California): Jack Willis, KHEP-AM-FM Phoenix; Don Speare, KGEE(AM)-KGFM(FM) Bakersfield, Calif.

Class A market (population for 500,000 or more): William Hansen, WOL(AM)-WLLI(FM) Joliet, Ill.; David G. Scribner, KHOW-AM-FM Denver; Lester Smith, KIR(AM)-KISW(FM) Seattle.

Class B market (population of 100,000 to 500,000): Herbert Hohler, WHWH(AM) Princeton, N.J., WPSF(AM) Trenton, N.J.;
Ted Snider, KARN-AM-KKYF(FM) Little Rock, Ark.

Class C market (population of 25,000 to 100,000): Dick Painter, KYSM-AM-FM Mankato, Minn. (incumbent); J.R. Livesay, WLBH-AM-FM Matton, Ill.

Class D market (population of 25,000 or less): Jack S. Younts, WEEB(FM) Southern Pines, N.C. (incumbent); Bayard Walters, WKCMI-AM Hawesville, Ky.

Television board nominees:

- Forest Amsden, KGW-TV Portland, Ore.; Charles Batson, Cosmos Broadcasting, Columbia, S.C. (incumbent); Kathryn Broman, Springfield Television, Springfield, Mass. (incumbent); A. James Ebel, KOLN-TV Lincoln, Neb. (incumbent); Earl Hickerson, WCCO-TV Rockford, Ill.; Douglas Mansfield, WARB(TV) Baton Rouge; Dan Pecora, WGN Continental Broadcasting, Chicago (incumbent); Mark Smith, KLAS-TV Las Vegas; Leonard Swanson, WRI-TV Pittsburgh; Walter Windsor, WFTV(TV) Orlando, Fla.

**PBS board sanctions new top echelon**

Gunn, as vice chairman, will focus on long-range, other plans; Grossman, as president, will oversee day-to-day operations

Lawrence K. Grossman, head of his own New York advertising agency, last week was officially approved as the new president of the Public Broadcasting Service, effective Feb. 1. Hartford N. Gunn Jr., president of PBS since its establishment in 1970, was elected vice chairman.

The new organizational structure will allow Mr. Gunn to devote all his efforts to long-range planning, national affairs and development, with Mr. Grossman overseeing the day-to-day operations of PBS. That separation of responsibility is seen by PBS Chairman Ralph B. Rogers as a necessary prelude before his own replacement could be found. Mr. Rogers, who is unsalaried as chairman, says he devotes close to 60 hours a week to the job—a schedule that many potential candidates might be reluctant to duplicate.

The new organizational structure entails by-law changes that must be ratified by member stations and should lessen the chairman's burden. Any new candidate for chairman will have to be voted on at the Feb. 8-11 annual PBS membership meeting or wait another year until the next election of governors. Mr. Rogers, who is eager to be relieved of the post, said he would stay on another year if asked and in the event no other person is nominated next month.

Mr. Grossman will relinquish his advertising business, which has been PBS's primary outside advertising arm, to his partners, Ron Aigen and Gill Pearlman. Mr. Grossman's extensive background in broadcasting, with both NBC and CBS, was cited by several board members as a key element in the board's electing him.

Mr. Grossman's salary as PBS president will be $63,350 a year—a considerable drop from his income in the advertising business. But, according to Mr. Grossman, "public television is on the verge of a flourishing new era" and he wants to be part of it. He points to the secure income provided in the long range funding bill, increases in membership support and growing audience appreciation as barometers of public television's development.

Now the substance must come, says Mr. Grossman, who wants to see "diverse and innovative programming" cover the framework that has already been set up. PBS must bring a sense of "showmanship and excitement" to its viewers, he feels. And public affairs, especially in a political year, must be developed by PBS to the fullest, Mr. Grossman adds.

Mr. Grossman says he wants the opportunity to make PBS the "partner and companion" to commercial television that its proponents have always promised.

Both Mr. Grossman and Mr. Gunn will be free to make any staff realignments and changes they feel necessary, though such changes are not seen as happening for at least several months. The PBS board also discussed future satellite networking plans at last week's meeting. No definitive action was taken, but a comprehensive report on what is ahead was given by the Satellite Working Group (PBS, the Corporation for Public Broadcasting, National Public Radio and the Ford Foundation). If each group gives the green light, lead applications for earth stations are expected to be filed at the FCC by next fall, with initial operations to begin in the spring of 1977. A cost of between $36-38 million was cited to provide satellite service (via Western Union facilities) to over 250 PBS stations with provisions to "piggy-back" future NPR needs at an additional cost.

The board decided to hold off action on an amendment that would permit board members to be re-elected to another three-year term. At present, all board members serve single three-year terms.

**Prospects poor for meeting with Canadians**

U.S. sends high-power delegation including deputy secretary of state and FCC Chairman Wiley; opposite numbers won't even have power to negotiate, only 'explain'

A U.S. delegation heads north to Ottawa this week for talks with Canadian officials about their government's policies aimed at stopping the flow of Canadian advertising dollars to U.S. television stations along the border. But prospects for a successful talk do not seem bright, at least from the American point of view. The Canadians are sending a relatively low level group of officials with no authority to negotiate, and the Buffalo, N.Y., stations involved are showing an increasing interest in pressing forward with their plan to jam signals that now carry popular entertainment programming into Canada.

Principally at issue in the talks, scheduled for Tuesday, is the requirement of the Canadian Radio Television Commission that Canadian television systems delete commercials from the American programs they import.

However, the Americans will also discuss legislation moving through the Canadian parliament to deny tax deductions to Canadians for advertising they place in American media. The State Department, in response to a letter from Washington state's two Democratic senators, Warren G. Magnuson and Henry M. Jackson, urging that the tax matter be discussed in Ottawa, said that all such matters would be aired.

Indeed, it is understood that the Americans will advance a proposal aimed at persuading the Canadians to withdraw the bill, at least as it affects U.S. television. KYOS-TV Bellingham, Wash., for years has had a Canadian subsidiary which handles advertising sales in Canada and which is taxed by that country. The three other stations that are the target of Canada's policies—WBEN-TV, WGR-TV and WKBW-TV.
all Buffalo—would be willing to consider establishing similar subsidiaries, the Canadians will be told.

However, that idea was advanced before and was rejected by the Canadians. That was when representatives of KYOS-TV appeared before the parliamentary committee considering the tax bill. Another aspect of the proposal is that the tax money obtained from the Americans be funnelled into Canadian television production. Canadian officials have expressed concern over the impact on the Canadian television industry of what they say is the $20 million it loses annually to the American border stations.

FCC Chairman Richard E. Wiley, who will be a member of the U.S. delegation, will take the lead in expressing the American position on the commercial-deletion issue. He is not expected to suggest any quid pro quo for a change in that policy. But he is likely to discuss the equities of a policy which permits Canada to obtain American programming but denies exposure to the advertisers who help make it possible, as well as the policy's broader implications for international telecommunications generally.

The Canadians who will hear these proposals and arguments will have no authority to do more than explain their government's position.

State Department officials were obviously surprised when they learned that this week, along with the names of the Canadian officials who will participate in the Ottawa meeting. None of the Canadians matches in rank Deputy Assistant Secretary of State Richard Vine. Nor is FCC Chairman Wiley's counterpart at the CRTC, Acting Chairman Harry Boyle, a member of the delegation, which will include officials of the Departments of Communications and External Affairs and of CRTC.

An External Affairs spokesman said his government had never envisioned the meeting as a "negotiating" session but, rather, as one in which it could explain its position "at this stage." He also said the government felt the meeting could help in resolving the dispute.

A State Department official would not say whether or not he was disappointed. However, he did say State had looked at the meeting differently, that its intention "was to work out a solution to the problem." Nevertheless, he said, "We can still have a useful meeting."

The three Buffalo stations have filed an application with the FCC for a permit to build a facility that would block transmission of their signals into the Toronto metropolitan area. The purpose would be to persuade Canadian viewers to pressure their government into changing its policies. And on Friday, the Buffalo stations asked the commission for a rule waiver that would permit them to proceed with construction of the jamming facility—which would cost about $300,000—while waiting for the commission to decide whether they could operate it.
FCC takes on heavy schedule

Among big items for next quarter is self-examination that could end in cutback of some projects

The FCC has blocked out its program for the next three months and, as has been true of the three-month calendars issued in the past, the one published last week indicated a busy time ahead. Meetings, congressional hearings and oral arguments are scheduled for at least three days a week, for four days in some.

However, broadcasting and cable television items do not dominate the calendar. Common carrier matters will take a considerable amount of the commission's time.

One new item—scheduled for March 11—involves a program review analysis, Chairman William E. Wiley's idea for evaluating the objectives of commission regulation and the commission's effectiveness in reaching them. Chairman Wiley is expected to suggest a structure for the review, which could result in the elimination or reduction of some programs. He feels such a review is particularly necessary at this time, as now, the administration has placed a lid on regulatory agencies' budgets.

The broadcast and cable items likely to draw attention include a proposed rulemaking to authorize use of automated transmitters (March 3), New Jersey's request for a VHF drop-in (March 4), a policy statement governing decisions in comparative/renewal broadcast cases (March 16), a short-form renewal for radio (Feb. 5), alternatives to the March 31, 1977, deadline for rebuilding cable television systems, which was scrapped (Feb. 26), and definition of a cable television system (March 31).

The schedule of events of interest to broadcasters and cable operators follows:

January—13, commission and State Department officials meet with members of Canadian government in Ottawa on Canada's policy of deleting commercials from television programs imported from U.S.; 15, rulemaking on captioning television programs for the deaf; 21, Senate testimony on legislation increasing limit on fines commission may impose and extending forefooture authority to cable television; 22, network radio matters; 27, oral argument on renewal/comparative hearing involving RKO General's WNET-TV Boston; 28, rulemaking on station ID's and rulemaking on cable television's carriage of specialty stations; 29, testimony before House Oversight Subcommittee (tentative); and 30, notice of inquiry on cable television rates.

February—5, short-form radio renewal: 11, rulemaking on regional concentration of control; 17, on banc meeting with members of public requesting it (thus far, only National Association of Broadcasters has requested time, to discuss commission's cable television policy); 19, petition-to-deny; 24, reserved for oral argument; 26, alternative to March 31, 1977, deadline for cable television rebuild and rulemaking dealing with joint sales and combination rates.

March—3, notice of proposed rulemaking looking to authorization of automated transmitters, and final order on viewability standard to be used in determining whether signals should not be duplicated; 4, New Jersey VHF drop-in rulemaking; 9, oral argument on comparative renewal case involving Western Communications Inc.'s KORK-TV Las Vegas; 11, program review analysis; 17, FM allocations rulemaking; 22-25, NAB convention; 30, oral argument on revocation of WSB(AM) Beaufort, S.C.; and 31, definition of cable system.

Robinson is going back to school

FCC commissioner says he won't sweat out reappointment in an election year, ponders offer from U. of Minnesota, talks with U. of Virginia and Aspen institute

President Ford can add another item to his list of things to do in 1976: Find and nominate a new member of the FCC. Commissioner Glen O. Robinson, who was nominated in May 1974 to complete a term ending June 30, 1976, does not see his future at the commission extending beyond that date.

The commissioner, who fills a Democratic seat on the commission, is on a two-year leave of absence from his job as a member of the University of Minnesota Law School. He said last week he is not about "to walk around, twiddling my thumbs, to see if I'm reappointed, particularly in an election year."

And that would be the case, he said, even if he were interested in another term, "which I'm not much."

It is not that he does not like the job or is bored by it. "I feel the experience has been worthwhile," he said. "But with the term expiring, now is as good a time as any to leave, given the fact of other prospects."

One of the prospects is not merely his old job at Minnesota. Last fall, he was offered a new chair at the law school—a position that would not only be prestigious, since it was offered on a vote of the law school faculty, but also highly remunerative.

Commissioner Robinson, who said he would have been prepared to stay on another year or two if the term lasted that long. But he said his feeling that reappointment in a presidential election year was uncertain caused him to start thinking of where he wanted to spend his future. And the offer from Minnesota, he added, "brought things to a focus. I had to tell them whether I wanted the job."

But the Minnesota law school is not the only possibility. Commissioner Robinson has talked with representatives of the University of Minnesota, including its president and a law professor, and with other institutions.

As Commissioner Robinson suspected, the White House is months away from a decision on whom to recommend to the President for the seven-year term to begin on July 1. White House officials say some names have been received for consideration, but there are as yet no "candidates," and no one at the White House has begun the selection process.

However, there should be no dearth of names flowing in to the White House once Commissioner Robinson's decision to seek his future elsewhere becomes widely known. Scores of would-be Democratic commissioners surfaced several years ago, when Commissioner Nicholas Johnson's term was to expire on June 30, 1973, and then when Commissioner H. Rex Lee suddenly announced his resignation in December of that year.

Commissioner Robinson, a former communications lawyer in Washington who taught administrative law at the University of Minnesota, was probably as well prepared as anyone ever nominated to the commission. He lost little time in participating and in voting in commission meetings.

But his nomination, which had been strongly urged by former Chairman Dean Burch, then a top White House adviser, caused concern among many broadcasters because of the reputation he had acquired through his writings on communications matters. His view seemed to be that the marketplace was to be favored over government as a regulator. And while broadcasters did not object to a de-
regulatory approach, what concerned them was the feeling that Mr. Robinson would favor breaking up newspaper-broadcast cross-ownerships and support pay cable.

As a commissioner, Mr. Robinson has indeed favored a de-regulatory approach, particularly in the area of programming. And he did take the positions on crossownership and pay cable that had been expected. But he had no success in persuading his colleagues to see things his way.

He has also been in the minority on another issue—that of opening commission meetings to the public. However, Congress seems determined to adopt legislation that would assure that Commissioner Robinson’s views prevail, not only at the FCC but at other agencies as well. But the legislation would probably not take effect until Commissioner Robinson returns to private life.

**NAACP mounts strong attack on Florida EEO practices**

Association asks FCC to inquire into what it says is “rampant” discrimination against minorities and women by state broadcasters

Two years after the FCC concluded an inquiry into the equal employment opportunity performance of Florida broadcast stations, that state’s branch of the National Association for the Advancement of Colored People has petitioned the commission to reopen that inquiry, and, “where proper, designate egregious cases” for license-renewal or revocation hearings. Discrimination against minorities and women, “even by commission standards,” NAACP says, is still “rampant” throughout the state.

The commission in January 1974 concluded an inquiry into Florida station’s EEO practices by renewing the licenses of 51 of them. But it conditioned the renewals of 36 stations. They had to inform the commission within 30 days of local minority and women’s groups they would consult in filling openings, and submit with their 1974 and 1975 employment reports detailed statements of efforts made to seek job applicants from those groups (Broadcasting, Jan. 7, 1974).

The NAACP’s petition, said to have been based on a survey of all stations in the state, says that 31 of the 36 emerged from the study with “disproportionate representation of minorities and women employed.” In all, NAACP found 75 licensees that had a “highly disproportionate representation of minorities and women employed.” And this, NAACP said, “translates” into about 21% of stations in the state.

The standard used to determine “disproportionate representation” was the commission’s “zone of reasonableness,” with procedures for determining the parameters of that zone that were suggested by the National Black Media Coalition. It suggested 20% less than parity as the minimum necessary to fall within the zone.

The NAACP also says there is reason to believe Florida stations do not have effective affirmative action programs. It said it analyzed the programs of about 15 stations, and found only one—WINK-FM Fort Myers—had a workforce analysis, and none had a specific program for hiring or training.

This, NAACP said, clearly demonstrates “the failure of Florida broadcasters to assure equal employment opportunities for blacks, Latinos, native Americans and women, and their failure to comply with commission rules and federal mandates.”

It said it has also presented enough evidence to warrant an immediate and full inquiry by the commission “into the state-wide discriminatory employment patterns and practices of broadcasters licensed to serve Florida.”

NAACP said the commission should designate for hearing “any or all of the pending Florida license renewal applications,” particularly those found in the study to fall outside the “zone of reasonableness,” or to institute revocation or cease-and-desist proceedings against such stations.

The stations NAACP says have records falling below the zone are: WBRD-AM-FM Bradenton; WEZY-AM-FM, WKKO(AM), WRTY-AM-FM and WCKS-FM (Cocoa; WMFI-AM-FM, WNDL-AM-FM, WESH-TV, WROD(AM) and WELE-AM-FM Daytona Beach; WKKX(AM) and WETO(AM) Deland; WAYS(AM), WFTL-AM-FM, WSRF-AM-FM, WHY(AM) and

**Will NBC have to eat peacock?**

Ballyhooed introduction of new ‘N’ logo is outdone by uproar over discovery that Nebraska Educational Television Network came up with same design for pennies compared to what its commercial counterpart paid.

NBC’s city-bred “N” logo, designed at a cost of “well under $1 million,” has a country cousin that cost “well under $100.” NBC took the wraps off its new corporate identification program at the beginning of the year, but, it turns out, the Nebraska Educational Television Network has been using an identical logo, although in a different color combination, for the past six months in identifying its programs. NBC’s “N” was developed by the prestigious firm of Lippincott & Margulies. The NETV “N” was developed in-house, by the network’s art director, William Komura.

NBC maintains there should be no confusion between the two. Spokesmen say the “N” will always appear in conjunction with an identifiable company division—the radio or television network or an owned-and-operated station. There could be no confusion, they say, over whether a viewer was watching NBC or NETV.

NETV, for its part, says it can make a strong case that the symbol belongs to it. But for the time being, it seems content with the publicity generated by the disclosure.

And NBC is probably getting more publicity for the new logo than it did when it unveiled it. There were stories in the New York Times, the Wall Street Journal and the Washington Post, all pointing up the cost differential in coming up with the same design.

NBC would not place a price tag on its “N,” although estimates ranged up to $750,000. But spokesmen were quick to point out that the fee was not only for the logo, but for an entire corporate identification program. One said it was “an apple-and-orange situation.”

The NETV version usually appears as all-red (the University of Nebraska’s color) against a gray background. NBC’s is red and blue against a white background. NETV began using its version six months ago in-state and went national last week as the Public Broadcasting Service sent out NETV’s Anyone for Tennyson?
WLOD(AM) Ft. Lauderdale-Hollywood; WSBH(TV), WINK-AM-FM-TV, WCAI(AM) and WMYR-AM-FM Ft. Myers; WFTP(AM), WRA-AM-FM and WTVX(TV) Ft. Pierce; WAKA(AM), WCGB-TV, WDVH(AM) and WRUF-AM-FM Gainesville; WIVY-AM-FM, WJAX-AM-FM, WJCT-FM-TV, WJIK-TV, WJNJ-AM-FM, WMBR(AM), WTVL-TV and WVOI(AM) Jacksonville; WFCB-TV, WINZ-AM-FM, WJSB-AM-FM, WTM(AM), WMCU(AM) and WWOX-AM Miami; WVEU-TV Naples; WTM(CAM) and WKEF(AM) Columbus; WLOI(AM), WORL-AM-FM, WDIZ(AM) and WMFE-FM Orlando; WPAP-AM, WDEL(AM), WGNE-AM-FM and WDTB-TV Panama City; WVIX(AM) and WSRE-TV Pensacola; WPOM(AM) Riviera Beach; WFSU(AM), WJAY(AM), WONS-AM-FM, WTLA(AM) and WNTN-AM-FM Tallahassee: WINQ(AM), WAVE(AM), WQXM(FM) and WCCF-AM-FM Tampa-St. Petersburg; WKAQ(AM), WSB(AM), WWOG-FM, WDBF(AM), WRYZ-AM-FM, WPBR(AM) and WGMW-FM West Palm Beach.

Issues and answers confront INTV at L.A. convention

Regulatory problems, sales advice highlight agenda that also includes reports on news co-op, programing

Programing, sales and profits, Washington problems, the new news cooperative and satellite interconnection are among the topics being explored at the third annual convention of the Association of Independent Television Stations (INTV).

The convention is being held at the Century Plaza hotel in Los Angeles. It started with an informal reception and dinner yesterday evening (Jan. 11), is being followed by business sessions today and tomorrow.

INTV officials expected attendance to reach the 300 mark, topping last year's convention count of 250. Advance registration by last Wednesday (Jan. 7) had already totaled 250.

Reports by INTV Chairman James Terrell, of KTUU(TV) Fort Worth, and President Herman Land, an appraisal of the Washington outlook by Thomas Dowd of Pierson, Ball & Dowd and an updating on research and independent stations by Frank Tuoti of WRIX(TV) New York are among the morning highlights today.

Another: the new Independent Television News Association and its cooperative exchange of news via satellite, to be discussed by Robert J. Worthington of KBMA-TV Kansas City, Mo.; Sherman Bazell of KTUU(TV) Oakland-San Francisco; Leavitt J. Pope of WPX, and Harold E. Potter of KPLR-TV St. Louis.

Programing will be on center stage this afternoon. Future trends will be examined by a panel of Giraud Chester of Goodson-Todman, Norman Lear of Tandem Productions, Lee Rich of Lorimar Productions and Grant Tinker of MTM Enterprises, with John T. Reynolds of Golden West Broadcasters as moderator. Syndication programing, will be explored by Louis N. Friedland of MCA TV, Alan Silverbach of 20th Century-Fox Television and a panelist to be selected, with Crawford Rice of KSTM(TV) Tacoma-Seattle as moderator.

Sales and profits form Tuesday's theme, with discussions at the morning session of "Up Your Bottom Line—Increasing Profits Through Financial Controls" by Lionel Schan of KJH-TV Los Angeles; Gene Adelstein, KAZA(TV) Nogales-Tucson, Ariz.; Harold Christiansen, Metromedia Television, and Warren Larson of KBCI, Los Angeles, with "Building Profitable Local Sales" by Harry Pappas KMPH-TV Tulare, Calif.; Martin Brantley, KPTV(TV) Portland, Ore.; Martin Colby, KXTV(TV) Tijuana, Mex. (San Diego); Roger Cooper, Sacramento, Calif., consultant, and Richard Gifford, KTVT.

President Land, John Sawhill of RTVR Inc. and Robert Somerville of INTV will present an INTV sales review Tuesday afternoon, and "The National Sales Challenge" will be faced by Richard Frank, KCOP(TV) Los Angeles; Oliver Blackwell, Katz Television; Al Masini, Tele-Rep; John Mulderrig, Spotmasters Inc., and Don Robinson, Kaiser Broadcasting Spot Sales. A closed business session and a dinner will wind up the Tuesday proceedings.

Tyler Macdonald, chairman of Ayer/Jorgensen/Macdonald, Los Angeles, will address today's luncheon. FCC Commissioner Robert E. Lee will be the luncheon speaker on Tuesday. Los Angeles independent stations will be hosts at a Monday-evening reception.

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Changing Hands

Announced

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

* WNL(CAM)-WTVD(FM) New London, Conn.: Sold by Thames Broadcasting Corp. to Mercury Broadcasting Corp. for $1 million. Seller is owned by Gerald J. Morey who has no other broadcast interests. Principals in buyer are Joseph B. Somerset, radio consultant; David T. Wright, New York stock broker, and David A. Swiger, partner in New York underwear manufacturing firm. WNL is on 1510 kHz with 10 kw day, 5 kw night. WTVD is on 100.9 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Blackburn & Co.

* KSEN(AM) Shelby, Mont.: 66.7% of Tri-County Radio Corp. sold by John J. Lyon to Jerry W. Black for $560,000. Mr. Lyon retains 19.7% and has no other broadcast interests. Principals in buyer are Joseph B. Somerset, radio consultant; David T. Workman, New York stock broker, and David A. Swiger, partner in New York underwear manufacturing firm. KSEN is on 1150 kHz. Broker: Blackburn & Co.

* WSBW-TV Orlando, Fla.: Sold by Sun World Broadcasters Inc. to Martin Broadcasting of Florida Inc. for $450,000 plus $87,500 noncompetition covenant. Principal in seller is Earl L. Boiles, president and board chairman of Sun World. Buyer is owned by Donald G. Martin (70%) and John R. Hughes, William G. Evans and Johnny Mack Bramlett (10% each) who
also have interests in WEZF-FM-TV
Burlington, Vt. Mr. Martin also has in-
terests in WMSL-TV Huntsville, Ala., and
purchased, subject to FCC approval,
WHO$(AM)-WDRM(FM) Decatur, Ala.
(BROADCASTING, Jan. 6, 1975). WSWT-TV
is on channel 35 with 2,565 kw visual, 507
kw audio and antenna 1,473 feet above
average terrain.
- WSTM-FM St. Matthews, Ky.: Sold by
Scott Broadcasting Co. to Summers Broad-
casting Inc. for $300,000. Seller is equally
owned by T. Jefferson Wright and Edward
B. Schroering who have no other broadcast
interests. Buyer is licensee of WLOU(AM)
Louisville, Ky. Its principals are E. Strat-
ford Smith (43.5%), Vincent A. Pepper
(43.5%) and William E. Summers III
(13%). Messrs. Smith and Pepper are
general partners in Washington law firm,
and Mr. Summers is general manager of
WLOU. WSTM-FM is on 103.1 mhz with 2.95
kw and antenna 135 feet above average
terrain.
- WBHT(AM)-WTBG(FM) Brownsville,
Tenn.: Sold by Brownsville Broadcasting
Co. to Brownsville Broadcasting Corp. for
$775,000. Seller is equally owned by Ben M.
Gaines and Edgar R. Perkins who also have in-
terests in WHDM(AM) McKenzie, Tenn.
Mr. Perkins also owns WARF(AM) Union
City, Tenn. Buyer's principals are William
L. Pope, sales manager of WENK(AM)
Union City, and Dr. Harold Butler, Union
City physician. WBHT is 250 w daytimer on
1520 khz. WTBG is on 95.3 mhz with 3 kw
and antenna 150 feet above average
- WOK(AM) Pawhuska, Okla.: Sold by
Cherokee Broadcasting Co. to Coleman
Broadcasting Co. for $105,000. Principals
in seller are Jim A. Egan (45%), who has
no other broadcast interests, and Galen O.
Gilbert (55%) who has interests in
KTLQ(AM) Tahlequah, Okla.; KSWM-AM-FM
Aurora and KBTV(AM) Neosho, both
Missouri, and KPET(AM) Lamesa and
KZEE(AM) Weatherford, both Texas.
Buyer's principal is Lewis Coleman, a
former principal and general manager of
KTM(AM) McAlester, Okla. WOK is
daytimer on 1500 khz with 5 kw (500 w
during critical hours). Broker: George
Moore & Associates.
- Other sales reported at the FCC last
week include: WQMA(AM) Marks, Miss.;
KKAT(AM) Roswell, N.M. (see page 45).

Approved
The following transfers of station owner-
ship were approved last week by the FCC:
- WENN-AM-FM Birmingham, Ala.: Sold
by Frank S. Blackford, receiver, to Booker
T. Washington Broadcasting Services Inc.
for $650,000. Principals in buyer are Dr.
A.G. Gaston Sr. (30.1%) and Louis J.
Willie (49.9%). Mr. Gaston, through holding
company, owns 92% of Booker T. Wash-
ington Insurance Corp. which has
subsidiaries in fire and life insurance, real
estate, motel, cemetery, funeral and rental
businesses in Birmingham. Through same
holding company, Mr. Gaston owns 98% of
Birmingham nursing home. Mr. Willie
owns 3.85% of parent insurance company.
WENN is 5 kw daytimer on 1320 khz.
WENN-FM is on 107.7 mhz with 58 kw and
antenna 600 feet above average terrain.
- WWCM-AM-FM Brazil, Ind.: Sold by Clay
County Broadcasting Co. to Hausman
Broadcasting Corp. for $550,000. Principal
in seller is Albert Tedesco (90%) who also
has interests in WEXY(AM) Oakland Park
(Fort Lauderdale), Fla.; KTCR-AM-FM
Minneapolis-St. Paul and KDUZ-AM-FM
Hutchinson, Minn. Principal in buyer is
Barry L. Hausman who has interest in
WTOY(AM) Roanoke, Va. WWCM
is daytimer on 1130 khz with 500 w. WWCM-
FM is on 97.7 mhz with 3 kw and antenna
300 feet above average terrain.
- KBRC(AM) Mount Vernon, Wash.: Sold
by Beckley Radio Co. (Leo H. and Louis
L. Beckley) to W.D. Radio Co. (George B.
Dewey and Edward J. Watson Jr., 50%
each) for $500,000. Mr. and Mrs. Beckley
have no other broadcast interests. Mr.
Dewey is Mount Vernon certified public
accountant. Mr. Watson has interest in and
is national sales manager of Chicago found-
dry-sand and fertilizer firm. Both have
Mount Vernon real estate interests. KBRC
is on 1430 khz with 5 kw day, 1 kw night.
- Other sales approved by the FCC last
week include: KPOD(AM) Crescent City,
Calif.; KTEE(AM) Idaho Falls, Idaho;
WBGR-AM-FM Paris, Ky.; WSMN(FM) Sault
Ste. Marie, Mich.; WADD(AM) Brockport,
N.Y.; WIDU(AM) Fayetteville, N.C.;
WNCC(AM) Barnsboro, Pa.; WHPA(AM)
Honesdale, Pa.; WHMT(AM) Humboldt,
Tenn.; WGGT(AM) Richlands, Va. (see
page 45).

FCC rules candidates in presidential
preference primaries deserve cheapest rate
Complaints and compliance chief says that lowest unit charge" applies for period before primaries.

Legally qualified candidates for their par-
ties' presidential nomination who want to
advertise on radio or television now have it
on the word of the FCC staff that they are
entitled to broadcasters' "lowest unit charge"
through the 45 days preceding any
primary election in which they are entered.
The commission's chief of complaints and
compliance, William B. Ray, issued the
ruling in a letter to Frank Fletcher, a
communications attorney, who had asked
whether the "lowest unit charge" applied
to the North Carolina presidential
preference primary. Under that state's law,
national convention delegates are elected
and are bound to reflect the vote of the
electorate in the primary on the first ballot
only. And the state's attorney general has

NORTHEAST
FULLTIME AM
Two Times Gross
$330,000 CASH
ruled that the primary “does not reflect a final nomination.”

However, Mr. Ray noted that neither the federal campaign law nor its legislative history indicated any congressional intent to distinguish between presidential preference primaries which result in the commitment of delegate votes at a party nominating convention from other types of primary elections “which determine with finality the nominees of the respective political parties . . .”

Mr. Ray also pointed out that the commission has ruled that that a person campaigning in a primary election in which delegates will be chosen for a state convention selects delegates to a national convention is entitled to the “lowest unit charge.”

And if the “lowest unit charge” provision applies to that kind of a primary election, Mr. Ray said, it certainly applies to one such as in North Carolina. Accordingly, he said, legally qualified candidates for the respective parties’ presidential nomination “who are entered in any of the presidential preference primary elections are entitled to the ‘lowest unit charge’ during the 45 days preceding the date of such primary election.”

Adams contends review group errs in its approach

NBC executive says relationship between cable and broadcasting has unique considerations

Broadcasters are continuing to respond to questions from the White House’s regulatory reform group now operating on cable television legislation and, in the process, making the point that broadcasters and cable television system operators are anything but classic competitors.

NBC’s David Adams was the latest, in a letter to Paul MacAvoy of the President’s Council on Economic Advisers. He contended the review group’s analysis “is hampered by an oversimplified approach” in dealing with such questions as what effect full copyright liability on cable would have on cable’s impact on small-market stations, and whether such stations could afford the loss of revenue that would result from the importation of programs containing national spot advertising by “changes in local programing.”

That approach, Mr. Adams wrote, “sees cablevision as a technological and service innovation offering competition to broadcasting and possibly diversity of programming—a new service that is being obstructed from achieving these high purposes by regulations which are designed to protect the First Amendment interests of broadcasters.”

But that approach, he added, “is based on analogies from other industries and does not include a full consideration of how the broadcast program distribution system works under an allocation plan, license requirements, and a public interest standard of regulation that, as Justice White has said long ago, makes the FCC more than a traffic cop and, for better or worse, affects the composition of that traffic.”

The letter was the second Mr. Adams addressed to Mr. MacAvoy on the subject. The first, in October, followed the meeting the regulatory reform group held with a number of broadcast industry representatives. In that letter, Mr. Adams suggested that de-regulation of cable follow the imposition of “full copyright responsibility” on cable owners (Broadcasting, Oct. 27, 1975).

Parted. Washington law firm of Finkenstein & Firestone has been dissolved, partners have joined separate firms. Michael Finkenstein is now with Boarsberg, Hewes, Finkenstein & Klors (formerly, Boarsberg, Hewes, Klors & Kass), and Martin Firestone is with Stein, Halpert and Miller.

TV comes to South Africa. More than decade of controversy over impact of television ended last Monday as South Africa’s state-supported SABC-TV began first full nationwide broadcast. Debut of daily five-hour color service included premier episode of The Bob Newhart Show, news, children’s programs, Chopin concert and statement by Prime Minister John Vorster. Broadcast, half in English and half in Afrikaans, reached estimated one million viewers on some 250,000 color sets sold during past six months. Service, however, does not reach most of nation’s 18 million blacks who live without electricity and also could not afford average $1,000 tag for color set. Network officials have expressed hope for second channel—aimed at black majority—by 1980. Expected eventually are three channels: English, Afrikaans and black.

Hold that gavel. Auction of Overmeyer Co.’s WHDQ-TV Toledo, Ohio, by First National Bank of Boston which was pledged stock as loan collateral was halted by injunction after Overmeyer filed bankruptcy proceedings in New York. Overmeyer owes First National $3,350,000 plus $947,465.66 in interest.

Initially renewed. WKKFAM) Key West, Fla., was granted license renewal in proposed decision by FCC Administrative Law Judge Arthur A. Glodstone. At issue was whether John M. Spottswood,

Trimmed. Senate bill (S. 233) that would reimburse North Central Educational Television Inc. for equipment-modification costs of FCC oversight has been revised by House and sent back to Senate for approval. House disallowed $2,943 in anticipated profit loss which reduced amount of claim to $23,288.92. Original incident occurred when FCC overlooked North Central’s pending application for TV channel 2 and gave Canada clearance to use that channel (Broadcasting, May 5).

KQED saved from savages. Incumbent board of KQED Inc., licensee of KQED-TV and KQED-FM San Francisco, has turned back threat of insurgents in ballotting for eight new board seats. All were filled from list of 12 candidates submitted by board. Group calling itself Committee to Save KQED, which opposed present management, has offered several write-in candidates in effort to take control of stations (Broadcasting, Dec. 8, 1975).

Structures opposed. U.S. Commission for UNESCO has passed resolution objecting to report circulated by UNESCO which recommends government takeover and censorship of mass media in Latin America. Resolution was presented by Daniel W. Kops, president of Kops-Monahan Communications, New Haven, Conn., and NAB delegate to advisory group. Resolution called attention to dangers of report which would restrict free flow of information in Latin America and urged State Department to object to these roadblocks to private ownership of stations in Latin America, and to explore precise role of UNESCO in preparation and dissemination of report. Report assertedly has support of Communist bloc and Third World nations.
Atlanta broadcaster buys baseball’s Braves

Turner Communications Corp., an Atlanta-based group broadcaster and outdoor advertising firm, has purchased the Atlanta Braves baseball team for a price reportedly in the neighborhood of $10-12 million. Neither Turner Communications (R.E. [Ted] Turner, 85%) nor the selling Atlanta-LaSalle Corp. would disclose the price, but they did say that it would be paid out on an installment basis.

Under the agreement, Mr. Turner, a 37-year-old communications executive and renowned yachtsman, will become president and chief operating officer of the National League club. He currently serves as chairman and president of Turner Communications, licensee of WTG(TV) Atlanta, WRE-TV Charlotte, N.C., and WGOW(AM)-WYNFo(FM) Chattanooga. According to a Turner company spokesman, Mr. Turner recently has been increasing his interest in the publicly held firm. The agreement also calls for Bill Bartholomay, current Braves chairman, to remain in that post, and, along with outgoing president Dan Donahue, to continue as a director of the Braves. Their company, Chicago-based Atlanta-LaSalle, also publicly traded, has additional interests in wholesale sporting goods distribution and small business investment.

This coming baseball season would have meant the fourth year of a five-year contract giving WTG(TV) television rights to the Braves. Turner Communications claims to have set up the country’s largest regional baseball TV network with 29 affiliates.

The purchase, subject to National League approval, marks the entrance of another communications group into the major league market, following the departure of two others: CBS’s sale of the New York Yankees baseball club in 1973 and more recently Storer Broadcasting Co.’s sale of the Boston Bruins hockey team (Broadcasting, Sept. 1). Other broadcasters with baseball interests are Golden West Broadcasters (Gene Autry, president and chairman), with the California Angels, and John E. Fetzer of the Michigan-based Fetzer group, with the Detroit Tigers. Nick J. Mileti, principal in Ohio Communications, has separate interests in the Cleveland Indians, as well as the Cleveland Crusaders hockey and Cleveland Cavaliers basketball clubs.

FCC to take closer look at WRC-TV EEO efforts

The FCC is going to take another look at employment practices at NBC-owned WRC-TV Washington. Last spring, the commission denied conditionally a petition to deny the station’s renewal filed by the National Organization for Women and alleging sexual discrimination in hiring and promotion. The FCC deferred action on that petition until similar charges before the Equal Employment Opportunity Commission were resolved. Now took that action to court. Since then, the EEOC has notified the commission that talks with WRC-TV were at an impasse, and the commission has now asked the court to remand the case. The FCC says that new employment information supplied by WRC-TV is not conclusive and that further investigation by the Broadcast Bureau is necessary.

UCC says hiring of minorities isn’t keeping pace with growth of workforce

Church of Christ report does say that women did better, however

The Office of Communication of the United Church of Christ reported last week that the hiring of blacks and other minorities by TV stations in 1975 fell off from previous years although workforces increased generally.

The fourth annual report issued by the church group said commercial TV stations added 730 new full-time jobs between 1974 and 1975, a 2% increase, but the proportion of minority employees crept up from 12.4% to 12.7%.

Women did better than the minorities, according to the report. They have risen from 22% of the television station workforce in 1971 to 25% in 1975. Women employment rose by 1% in 1975 over 1974.

The study is titled “Television Station Employment Practices, 1975: the Status of Minorities and Women” and is based on the official annual employment reports filed with the FCC by 639 commercial and 145 noncommercial TV stations.

The report said these stations had 42,320 employees in 1975, a jump of 9% since 1971 and of 2% in the past year. It pointed out that most new jobs are upper-level positions—officials and managers, professionals, technicians and sales workers. In contrast, jobs for clerical and service employees have declined.

Dr. Ralph M. Jennings, associate director, and Veronica M. Jefferson, field director of the Church’s Office of Communication, who conducted the study, said that minority and women employees may be receiving paper promotion at some stations to make employment practices seem better than they are when annual reports are made to the FCC.

“Minority persons made substantial gains in 1972 and 1973, rising from 8.3% of the commercial television work force in 1971 to 11.5% in 1973,” the study stated. “The gain between 1972 and 1973 was two percentage points, from 10% to 12% of the workforce. A falloff began in 1974 when the gain was nine-tenths of one percentage point, and accelerated in 1975.”

The people’s choice: TV is voted best advertising medium

TVB-commissioned survey finds adults favoring television by far as the most influential medium

By a margin of about eight to two, adults consider television the most influential advertising medium. By other overwhelming margins they also consider its advertising the most authoritative, most up-to-date and most exciting.

These results were announced by the Television Bureau of Advertising, based on a poll conducted for it among a national sample of 2,565 adults by R. H. Bruskin Associates, independent research organization. The results, according to TVB, jibed closely with those in 1970 when people were asked the same questions.

The television figures then and now are very enlightening since most retailers’ advertising is placed in newspapers but most retailers’ customers’ confidence rests in television,” TVB President Roger D. Rice said in releasing the latest results. “This overwhelming vote for TV is reflected by stepped-up retailer use of the medium in 1975 and promises even greater activity in 1976.

TVB said 82% of those polled called TV the most influential advertising medium as compared with 11% who named newspapers, 2% radio and 1% magazines (the rest didn’t answer or had no opinion). As to which medium was most authoritative, TVB said, 50% voted for TV, 26% for newspapers, 9% for radio and 9% for magazines. On most up-to-date it was 58% for TV, 23% for newspapers, 8% for radio and 3% for magazines; while the vote for most exciting advertising went 80% to TV, 3% each to radio and newspapers and 4% to magazines.

TVB said that on the question of honesty in advertising, no medium held a dominant position.

TVB does the co-op hop

Thirty-two executives from retailers, manufacturers, distributors and chain stores will participate in the Television Bureau of Advertising’s eight-city regional sales seminar, starting Wednesday (Jan. 14) and ending on Feb. 10. The seminars will be held in Boston on Jan. 14; Dallas, Jan. 20; Atlanta, Jan. 22; Detroit, Jan. 27; Cincinnati, Jan. 29; San Francisco, Feb. 3; Los Angeles, Feb. 5 and Kansas City, Feb. 10. Each session will present four speakers from nearby areas on topics including new trends in co-op advertising and the tailoring of commercials for specific retailers. Officials of TVB will outline plans for generating more TV co-op dollars and issue a report on ways to direct more retail
newspaper budgets to TV. Speakers will include officials from such stores as Jordan Marsh, Boston, and Shillitos, Cincinnati; such manufacturers as Stride-Rite, General Electric and Jantzen; such distributors as Kitchen Aid and Zenith and such chain store groups as Two Guys, Los Angeles, Lucky Stores, San Francisco, and Cunningham Drug Stores, Detroit.

Beating the drums for adflation campaign

RAB sends out new spots pushing radio as a saver in this economy

A presentation taped by the presidents of eight radio organizations will be distributed by closed circuit to affiliates of four national radio networks Jan. 14-17 to encourage participation in the Radio Advertising Bureau’s new “Radio, Adflation Fighter ’76” campaign (“Closed Circuit,” Jan. 5).

The campaign, scheduled to start on the networks Jan. 12 and on stations the week of Jan. 19, includes five one-minute spots featuring radio sales success stories and testimonials, designed to generate local sales leads for stations.

Among those featured on the spots are Jacqueline Da Costa, vice president for media information, Ted Bates & Co.; W. W. Hawkins, vice president for marketing services, Delta Air Lines; John Keaveny, advertising manager, Metropolitan Life Insurance Co.; Lester Boyle, advertising manager, Getty Oil; Irwin Barnett of Barnett-Zlotnick division of Young & Rubicam; Paul Färber, marketing vice president, Blue Nun Wine, and Ed Ramm, head of his own New York agency. Mason Adams, well-known from many commercials, is announcer on the spots.

The spots are being sent at no charge to all RAB members. Other stations may order them from RAB, 555 Madison Avenue, New York 10022, at $5 for the set. Stations’ reps and Keystone Broadening System are alerting their stations to the campaign, whose 1975 version had the support of more than 2,000 stations and the radio networks. RAB officials credit it with contributing to radio’s estimated 10% sales growth in 1975.

Advertising Briefs

Not so sweet. Alleged violation of Federal Trade Commission cease and desist order will cost Amstor Corp. $10,000 and require corrective advertisements for Domino refined sugar on WADO(AM) and WEDV(AM), both New York, and in print. Consent judgment settlement was made in Southern District Court of New York.

TV8 tally. Television Bureau of Advertising added 36 new station members in 1975 and these, with two more in first two days of 1976, have brought station membership to record high of 329, Vice Chairman Norman E. Cash reported. He also noted that station-rep membership has reached 23 firms with the addition of 17 last September (Broadcasting, Aug. 25, 1975).

AMA gears up for battle against FTC

The American Medical Association has armed itself with a law firm and met with a regulatory law expert, former FCC Chairman Newton Minow, as it prepares to defend its ban on advertising by doctors.

The Federal Trade Commission attacked the ban last month with a complaint alleging that the ban restricts competition, and in effect, fixes prices. According to the AMA, the standard has prevented “hucksterism” and has been part of medical ethics for more than a century. Advertising agency executives, however, have predicted that a lift of the ban would have little effect (Broadcasting, Jan. 5).

The AMA again is using the services of a Chicago-Washington law firm, Sidney & Austin, which last year handled AMA’s suit against the U.S. Department of Health, Education and Welfare over Medicaid and Medicare.

The FTC complaint also includes the Connecticut State Medical Society and the New Haven County Medical Society Inc. It is scheduled to be heard before an FTC administrative law judge Feb. 9.

CBS comfortably in front in Nielsens

It’s now full point ahead of NBC for the season; shuffle of Tuesday-night shows is a success

CBS-TV, with an over-all 19.2 rating, continues to widen its season-to-date (Sept. 8-Dec. 28) lead over second-place NBC (18.2 rating) and third-place ABC (17.7 rating).

CBS won the 16th week (Dec. 22-28)—its sixth weekly win in a row—with an 18.0 rating, compared to NBC’s 16.3 and ABC’s 15.1. And with the first three days of the 17th week (Dec. 29-31) snugly in its pocket, CBS figures to keep on increasing its lead, particularly since the second-season shows it has both introduced and shuffled appear to be holding up in the ratings.

For example, CBS has completely turned around its Tuesday performance since it moved M*A*S*H to 8-9 p.m., NYT (a 27.0 rating and 41 share on Dec. 30), added the new Norman Lear comedy One Day at a Time at 9:30 p.m. (25.1 rating and 39 share on Dec. 30), and pushed Switch back an hour, to 10 p.m. (19.6 rating and 34 share on Dec. 30), to replace the anemic Beacon Hill. Each of these shows is consistently winning its time period.

CBS’s new cop show, The Blue Knight (Wednesday, 10-11 p.m.), got its best numbers of the year so far (an 18.0 rating and 38 share) on Dec. 31. And CBS’s Hawaii Five-O (a 21.4 rating and 33 share on Jan. 1, 9-10 p.m.) and Barnaby Jones (a 19.7 rating and 33 share on Jan. 1, 10-11 p.m.) continued to post survival numbers in their new time periods.

ABC begins ushering in its second-season schedule this week (starting with the time-slot shift of On the Rocks tonight, Jan. 12, at 8 p.m.). The only new second-season show presented by NBC so far, Goodby (an 11.3 rating and 25 share on Thursday, Dec. 25, 8-8:30 p.m.) and The Cop and the Kid (an 11.1 rating and 23 share on Dec. 25, 8:30-9 p.m.), have done so poorly that NBC will flip-flop the two next week in a last-ditch attempt, industry sources say, to save The Cop and the Kid, a family comedy that NBC programmers are reportedly high on.

Trans-American Video sold to Sammy Davis firm

Systel Industries, Los Angeles, has purchased Trans-American Video, including all assets, from Chicago businessman W. Clement Stone. The West Coast television production facility was acquired by Systel principals Sammy Davis Jr. and Jack B. McClenahan for an undisclosed cash amount. Systel says it has injected over $300,000 into the firm’s physical
facilities, particularly in the postproduction area.

Negotiations are under way that will add more than 150 production hours to TAV’s schedule, according to Mr. McClanahan, Systel president. So far the only firm commitment from new production sources has been The Meru Griffin Show, which switched from Hollywood Palace to TAV (Broadcasting, Dec. 22, 1975).

Sammy Davis Jr.’s show, Sammy and Company, will resume production Feb. 1 at the TAV facility.

**Writer residuals slip a bit in 1975**

But December receipts go up— with network use of reruns

Residuals earned by members of the Writers Guild of America added up to $9.6 million last year. But that figure wasn’t high enough to match 1974’s record-breaking $120.7 million. The reason for the drop, however, 1975 provided the second best year to date for residuals.

Yearly television residuals declined 4.2% from 1974, from $8.6 to $8.3 million. Domestic residuals fell from $6.4 to $5.9 million; foreign residuals rose from $1.6 million to $1.4 million. Royalty percentage compensation under the guild’s plan for the years 1962-66 dropped from $647,990 to $563,729. This compensation—4% of distributors gross, worldwide—was established prior to the current residual formula.

Theatrical residuals on films played on television slipped considerably further, from $1.7 million in 1974 to $1.3 million last year, a drop of 22.9%. According to Maureen Beattie, WGA residual administrator, this drop results from less major motion-picture use by the networks. The brightest percentage gains, however, came from the guild’s newest source: supplemental markets, which in their second year rose 90.3% from $15,029 to $28,592. Residuals in this category come from cable and cassette use.

In comparing the months of December in 1974 and 1975, the picture looked up. Over-all, residuals rose 4.4% up more than $125,000 over 1974’s $501,402. The reason for the December increase, according to the residual administrator, was that networks began their reruns earlier than usual and chose to pay the full 30 days to pay for the privilege. December 1975, earnings: domestic, $364,825; foreign, $120,730, and royalty compensation, $9,530.

**Program Briefs**


P & G markets mount. Procter & Gamble Co., Cincinnati, which is making its debut as barter television advertiser with new half-hour syndicated Andy Williams show (Broadcasting, Dec. 1, 1975), has placed show in 62 markets for fall 1976 start. Grey Advertising, New York, which is clearing stations, said WIZ-TV Baltimore; KCRA-TV Sacramento, Calif.; Witar-TV Norfolk, Va.; KTEW(TV) Tulsa, Okla., and KGMB-TV Honolulu are latest to sign.

Horrors. SuperFright Collection, five 25-minute horror programs for radio, is being syndicated for three airings this year—Feb. 13, Oct. 31 (Halloween) and Nov. 13. Collection includes: “The Monkey’s Paw,” “The Telltale Heart,” “Cask of Amontillado,” “The Legacy” and “Winthrop Oil Painting.” O’Connor Creative Services, P.O. Box 8888, Universal City, Calif., 91608.

That, too. National Association of Broadcasters has included FCC order repealing its pay cable rule dealing with series-type programming in association’s effort to obtain judicial review of commission’s pay-cable rules. NAB, in supplemental statement filed with U.S. Court of Appeals, called rule of ‘arbitrary and capricious,’ and asked court to annul it.


Pre-schooler viewing. Playmates-Schoolmates, 13-week experimental children’s series produced by Group W, starts today (Jan. 12) on five Group W stations. Staff from Gesell Institute of Child Development, Boston, is assisting in initial production (taped at WGB-TV Boston). Aim is to encourage active rather than passive TV watching.

**Pierce predicts: growth again for ABC, year-round premieres for new programs**

Network TV billings this year will return to pre-recession growth rates and advance at least 12%-13% beyond 1975 totals, with ABC’s growing by an even bigger margin, according to Frederick S. Pierce, president of ABC Television.

He offered the projection at a luncheon in New York for more than 40 TV editors and writers for major newspapers and magazines.
Rochester asks: Whom do we believe?

Conflict between government, state cable regulation poses stumbling blocks, says city that wants to entertain franchise bids; petition to FCC asks clarification of state power over program content

Cable television systems are not alone in their concern over conflicts among the rules the FCC, states and local authorities have adopted to regulate them. The situation worries cities, too, as Rochester, N.Y., indicated in a request for a declaratory ruling it filed with the FCC.

The requested ruling would declare several provisions of New York state's cable television act and some regulations adopted by the state's Commission on Cable Televisions "unlawful, inoperative and/or pre-empted" to the extent they are in conflict with commission rules or policy.

Rochester, which expects to request bids for a local CATV franchise said the conflicts between federal cable regulations confront local franchising authorities and cable systems with a dilemma: Should they comply with state regulations and face certification denials or delays at the FCC, or should they comply with FCC rules and become entangled in the state certification process?

The city accused New York's CCT of "espousing compliance with FCC rules on the one hand and enforcing conflicting, obsolete CCT regulations on the other," and said the alleged practice must stop. "Anything less," it added, "is blatantly unfair to New York cable television system franchisees and local government franchisors."

In all, the city's petition seeks rulings voiding eight provisions of the state's cable television law and four regulations. The subjects involved include technical and construction standards, franchise fees, regulation of other than subscriber rates, enforcement of standards inconsistent with federal standards, and the regulation of leased channels.

Another provision of the law the city has asked the commission to declare void—and one that is said to be particularly disturbing to officials—is one barring the CCT from interfering with program content. The city contended the provision bars CCT from adopting rules prohibiting the transmission of obscene or indecent material.

Thus, the city added, "there is a clear conflict between federal and state regulation." It noted that "the resulting confusion" has resulted in the cablecasting of "what appears to be obscene and indecent programs" on Teleprompter and Manhattan cable systems in New York City.

The petition is not the only asking the commission to pre-empt state laws and regulations said to be inconsistent with federal regulations. Last February, the same Washington law firm representing Rochester in its cable television matters—Pitman Lovett Ford & Hennessey—represented several cable systems in New Jersey in urging the commission to declare a number of provisions of that state's cable law and regulations adopted under it "inoperative." Failure to act, the firm said then, would condone "incredible delays" facing cable systems attempting to start or expand service in New Jersey, and invite challenges to its authority over cable in other states (BROADCASTING, March 3, 1975).

The commission, which did not receive final pleadings in the matter until November—it received an opposition from the state, a reply by the law firm and, in November, an updated response by the firm—has not yet acted on the petition.

Cable Briefs

No more time. National Cable Television Association has told FCC that 30 days is ample time for public hearing on granting of cable certificate of compliance. Committee for Open Media has petitioned commission to extend that time to 120 days. COM has also asked that 30-day deadline for filing oppositions to granted certificates be extended, also to 120 days. Thirty days is also plenty there, said NCTA. Association said that most cable franchises are granted only after public hearing at local level; more delay at federal level would only deny "a public-wanted service."

Construction. C-Cor Electronics, State College, Pa., will construct cable facilities for Community Antenna Inc.'s system to serve Laurelburg and Maxton, both North Carolina. Contract covers both new construction and rebuilding in area where 11-year old Entron-built system covers 32 miles. Total cost is projected at $250,000.

Awards nominees. National Cable Television Association is accepting nominees for Larry Boggs Award, Ideall Kaitz Memorial Award, outstanding committee chairman's award, award for outstanding contributions through state or regional association activity and Robert H. Beisswenger Memorial Award. Nominations should be sent to NCTA, 918 16th Street, N.W., Washington 20006. Awards will be presented at this year's annual convention.

Moved. GTE Sylvania Inc., Stamford, Conn., has moved its cable-TV installation and equipment operation's southeast regional sales office to Marietta, Ga. It was located in Dayton, Ohio. New address: 3046 Covington Road, Marietta.

Cable talk. National Cable Television Association has established speakers bureau, that will make cable speakers available to noncable industry meetings, social groups and schools. Spokesmen will include cable operators, NCTA board and staff members.

Acquired. Falcon Communications, newly formed Los Angeles-based cable TV operator, has acquired systems serving magazines who were taken by ABC to Innsbruck, Austria, last week for a look at the site of the upcoming winter Olympics to be covered by ABC-TV next month (Feb. 4-15).

Mr. Pierce also ventured that the networks' practice of introducing new shows primarily in September and in December-January would eventually give way to introductions throughout the year. He noted, for instance, that ABC-TV plans to introduce Good Heavens and Viva Valdez in March or April, and Family some time in the spring.

Questioned about the three networks' already disclosed plans to defer the start of the 1976-77 prime-time season to late September to give producers more time on new series (BROADCASTING, Dec. 15, 1975), Mr. Pierce offered ABC-TV's timetable. He said the network plans to announce its new fall schedule by about March 26 and schedule its premieres six months later, between Sept. 22 and Sept. 27.

In answer to another question, he said he thought the networks were evolving toward and eventually would have reached the kind of programming that now occupies the so-called "family hour," even if the family-viewing concept for the pre-9 p.m. period had not materialized. He also agreed that there are probably too many action shows in the post-9 p.m. period but also said there are several different kinds of action shows and they should not be lumped together into a single category. As for ABC-TV's post-9 p.m. schedule, he said it contains only one series, The Rookies, that was moved there from the family hour.

CBS has one 'world series'

"World Series of Golf," which for 12 years has been on NBC-TV, will be carried on CBS-TV on Sept. 4 and 5. The Tournament Players Division of the Professional Golf Association of America signed a five-year contract for the broadcast coverage, which is estimated at more than $200,000 a year on an escalating scale. Cox Broadcasting Corp. had sold its 25% interest last year and PGA assumed full ownership (BROADCASTING, April 28, 1975); new contract is 50-50 partnership.
Cable systems offer a la carte, fixed menus to customers

There is more than one way to sell pay cable. The traditional method has been to offer a pay channel as an add-on service for a monthly fee, but several cable operators are experimenting with marketing pay as a stand-alone service or as part of the basic cable television service.

Either way, the object is to increase subscribers, particularly in major markets where over-the-air reception is adequate and basic retransmission service is more difficult to sell. Telecommunications Inc.'s system of Sunnyvale, Calif., offers basic service at $6.95 per month, both pay and basic service for $11.95 and pay only for $8.95. Telecommunications' spokesmen point out that over-the-air signal reception is good in the Sunnyvale market, there is a demand for pay-only service. They cautioned that the three-option approach is experimental and will be extended to other Bay Area systems only if successful. It is not likely to be extended to "classic" cable areas, where over-the-air reception is poor, they said.

A similar marketing approach will begin at Telecommunications' system at Bloomington, Minn., by the middle of the month.

Pay-only service is also being offered at General Television Inc.'s system at Fridley, Minn., but the service has evolved from customer demand. According to Sarah Hayes, pay TV coordinator, people who planned to disconnect from the cable suggested they would remain subscribers if they could get the pay movie channel—"Cinema 3"—by itself. Fridley, like Sunnyvale, is close to a major market (Minneapolis) and is served with good over-the-air reception.

By allowing subscribers to take the "Cinema 3" channel alone, Chuck Hungerford, Fridley sales manager, estimated about one-half of those planning to disconnect stayed on the cable.

Nevertheless, General TV does not plan to solicit a cheapening pay-only option. Mr. Hungerford said the system will continue to gear its marketing efforts at gaining regular cable subscribers and those willing to take both the regular service along with "Cinema 3." Gill Cable Inc., San Jose, Calif., will be the first cable television system to offer a pay movie channel as welded to its basic cable service.

The concept calls for Gill Cable to add two dollars to the basic monthly cable charge to all subscribers, raising the rate to $8.95. For that added charge, all subscribers will have access to a new movie every two weeks—a total of 26 films a year.

That is smaller than other pay cable packages, for example the Home Box Office offering that provides 96 films a year. But according to Del Henry, Gill Cable management consultant who initiated the concept, it will provide greater economy for both subscribers and the cable company. For eight new movies a month, said Mr. Henry, it would be necessary to charge $5 or more. By booking up all subscribers to the movie channel, Gill Cable has avoided the expense of converters and traps. Gill Cable also hopes the new channeling method will increase subscriber penetration in the San Jose market which is relatively well served by over-the-air signals. Currently, Gill Cable has about 37% penetration in its market (or about 57,000 homes), but anticipates an increase to 50% penetration within the next 12 months with the new pay movie concept.

The Gill Cable system is a dual 24-channel system and will introduce pay at the end of this month. Film bookings will be handled by Telelam Program Services and include only films with a "G" or "PG" rating.

Gill Cable was one of the earliest cable systems to file an earth station application at the FCC in anticipation of receiving the HBO program package via satellite. Aside from the $65,000-plus cost of an earth station, Gill Cable has also saved about $1 million in converters and traps by going the pay movie route it has chosen.

Mr. Henry believes the basic cable service that it offers is the best way to go in major market systems where penetration is low. "Why inject more money when you're losing with what you have now?" he questioned. The "black box" or converter with its related risks may not be the only way to provide pay cable, Mr. Henry added.
EBS hardware maker blasts NAB's position favoring delay in system implementation

McMartin says it and other manufacturers have equipment ready now and cheaper than if a postponement were granted

The National Association of Broadcasters was rapped sharply last week for petitioning the FCC to postpone for six months the April 15 deadline broadcasters face for installing the new, two-tone Emergency Broadcast System equipment (BROADCASTING, Jan. 5). The rap was administered by Ray B. McMartin, president of McMartin Industries, Omaha, an associate member of NAB, which builds the equipment used in the new system.

Mr. McMartin, in a letter to NAB's general counsel, John Summers, said that postponing the effective date would be unfair to the broadcasters who have already purchased the new equipment as well as to the manufacturers (and associate members of NAB) who "have already invested huge sums in inventory buildup, and anticipat- ing an orderly flow of systems to the broadcasters."

He also said there is no basis for the argument that the necessary EBS equipment is not now available to broadcasters. "At least 14 suppliers have now been certified by the commission, he said, "and a heavy advertising campaign is being waged by the competing firms to reach broadcasters, who "are having no difficulty choosing the systems most appropriate to their needs."

"There is no reasonable need to defer decision-making until NAB convention time [March 21-24]" Mr. McMartin added. "While this might enhance the justification for attending and participating in the NAB convention, it does so at the expense of associate members engaged in supplying EBS equipment."

Mr. McMartin also warned that, contrary to what he said were suggestions that a postponement in the effective date might produce price reductions, it is more likely that further delays will cause prices to rise. He said quantity buying has already occurred and that labor costs after Jan. 1 will reflect "the substantial higher minimum wage increases." He said the maximum average cost for each broadcaster for the equipment will be $425.

Two petitions seeking extensions of the deadline are pending before the commission—one, by the Louisiana Association of Broadcasters, seeking a one-year delay, and the NAB's. The commission is expected to act on those petitions this week.

General agreement on ABC's push for FCC satellite grand design

Cable and broadcasters do argue, however, over who gets what

ABC's petition to the FCC asking for a rulemaking on "the establishment of a basic over-all design for the development of domestic communication-satellite services" (BROADCASTING, Oct. 20) has been recognized in comments to the FCC as representing by broadcasters in cable TV and common carrier interests. There was however, disagreement over specific proposals suggested by ABC.

ABC in its petition had said that guidelines must be adopted soon or "satellite capacity in the 4/6 ghz band will be depleted within the next five years on a 'first-come, first-served' basis." ABC went on to suggest that broadcasting be given priority on the 4/6 ghz band and expressed concern over possible erosion of spectrum space if the commission allows earth station antennas smaller than the 10 meter (33-foot) ones normally recommended. These proposals were supported by the National Association of Broadcasters and CBS.

The National Cable Television Association did not go along with the antenna proposal. It said that "questions regarding the regulation of the design of ground station installation must be avoided. These should be left to the markets." The ban against smaller, less expensive antennas, NCTA added, would have the effect of restricting "the use of the 4/6 ghz band to broadcast network uses and shift other users . . . such as CATV to the 12/14 ghz band." The result of ABC's proposal, said NCTA. Hughes Aircraft and Home Office, would be to "remove the necessary flexibility from the development of nonbroadcast services utilizing satellites."

A combination of these two positions was taken by Eastern Microwave Inc., a common carrier, which said that no antennas smaller than 10 meters should be
allowed until the commission has determined that they would not produce "serious adverse effects" over the next five to 10 years that ABC had claimed they would. At the same time, however, Eastern said that CATV should not have to use 12/14 but rather, "broadcast and program services for cable television should be accorded the most reliable and cost efficient service in the 4/6 ghz band" and assign 12/14 for private or industrial uses.

Some manufacturers unhappy with plans to have separate radio and TV halls at NAB '77 convention

A half-dozen broadcast equipment manufacturers have written to the National Association of Broadcasters protesting a proposal by the NAB Radio Information Office Committee to segregate radio from television exhibitors at the 1977 convention in Washington.

The proposal, voted by the committee early in December, would further round out the design for separating radio and TV programs at the annual convention (Broadcasting, Dec. 22). But there was a logistical reason for the committee's recommendation: The association is having difficulty locating a single hall in Washington big enough to accommodate all the exhibitors. Plans now are to spread the exhibits over two or three hotels.

The proposal is not set in cement; to be implemented it must first be approved by the NAB convention committee and the NAB board.

The complaint from the several exhibitors so far has been that separate exhibits for radio and television would work a financial hardship on those exhibitors that sell to both radio and TV, particularly the smaller firms. A letter from Belair Electronics Laboratory Inc., Devon, Pa., for example, complains, "It is bad enough that manufacturers support the NAB as associate members with a substantial amount of cash every year, without having a voice within the association. Now the suggestion is being made that the corporations that consider both radio and television as customers rent two exhibit areas, assign additional personnel to the convention, and invest in duplicate display furniture."

NAB spokesmen last week said Belair and the others have nothing to worry about if the consensus among exhibitors of both radio and TV equipment is against separate exhibits. "The RIO committee's recommendation will probably come to naught," said Charles T. Jones, NAB vice president and Radio Information Office director.

The association does have plans, however, to subdivide the exhibit floor at this year's convention at Chicago's McCormick Center, putting radio-only manufacturers on one side, TV manufacturers on another and makers of both radio and TV products in between. As an accommodation to radio broadcasters that have complained in the past that radio exhibits have been difficult to locate in the forest of TV exhibits, the radio-only area will be specifically flagged.

NAB has already smashed all previous records with its advance sales of exhibit space for Chicago. To date, it has sold "just under 95,000" square feet, one staffer reports. At a cost of $7 per square foot—a dollar more than last year—the total comes to nearly $665,000 in space leases. That compares to roughly $470,000 for 78,000 square feet of exhibits in Las Vegas last year.

RCA unloads British firm

The RCA Corp., which suffered a $9.3 million loss on one of its British TV-parts factories in fiscal 1975, said last week it would close that facility down within the month.

The factory, located at Skelmersdale, near Liverpool, makes color-television tubes and employs about 1,370 people. It's jointly owned, 49% by RCA and 51% by a British firm, Thorn Electrical Industries Ltd. RCA sources said that closing the plant would allow the company to write off about $12 million pre-tax against 1975 earnings. (RCA's 1976 fiscal year ends on March 31.)

The NEW schafer 903E...

You could pay 10% more for an automation system.
You could pay 10% less.

Here are some reasons you SHOULDN'T.

Pay less and you get less. It's as simple as that. Pay more and you still won't get all you get in a Schafer 903E.

If you want the most for your investment, now and in the future, you'll live to regret a compromise.

The Schafer 903E is designed to do more for you today, and do more for you tomorrow, too. The 903E has built-in expansion capability, so you won't outgrow it. The 903E has a full three day memory so you can program it in advance, or for over a long weekend. The 903E also has the lowest per-event cost of any automation system on the market. And it's so easy to operate that in most stations the traffic person handles all the day-to-day changes in scheduling.

We know the Schafer 903E is more automation for the money than anything else you'll find. Why not compare for yourself? Call or write for the Schafer comparison pamphlet, and see why the 903E is the leader in value.

tell me more about the 3-day-memory 903E!

NAME __________
TITLE __________

STATION __________
ADDRESS __________

CITY __________ STATE __________ ZIP __________

Broadcasting Jan 12 1976

38
The Broadcasting
Playlist Jan '82

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 terms of The Pulse Inc. audience ratings for the reporting station or stations on which it is played and for the part of the day in which it appears. A (g) indicates an upward movement of 10 or more chart positions over the previous Playlist week.

<table>
<thead>
<tr>
<th>Over-all rank</th>
<th>Last week</th>
<th>This week</th>
<th>Title (length)</th>
<th>Artist/label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>1</td>
<td>Saturday Night (2:56)</td>
<td>Bay City Rollers—Arista</td>
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<tr>
<td>2</td>
<td>2</td>
<td>2</td>
<td>That's the Way I Like It (3:06)</td>
<td>K.C. &amp; Sunshine Band—TK Records</td>
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<tr>
<td>3</td>
<td>3</td>
<td>3</td>
<td>Love Roller Coaster (2:52)</td>
<td>Ohio Players—Mercury</td>
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<tr>
<td>4</td>
<td>4</td>
<td>4</td>
<td>I Write the Songs (3:39)</td>
<td>Barry Manilow—Arista</td>
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<tr>
<td>5</td>
<td>5</td>
<td>5</td>
<td>Fly Robin Fly (3:05)</td>
<td>Silver Convention—Midland Int'l.</td>
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<tr>
<td>7</td>
<td>7</td>
<td>7</td>
<td>Theme from 'Mahogany' (3:19)</td>
<td>Diana Ross—Motown</td>
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<tr>
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<td>8</td>
<td>8</td>
<td>Sky High (2:53)</td>
<td>Jigsaw—Chelsea</td>
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<td>9</td>
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<td>9</td>
<td>Fox on the Run (3:24)</td>
<td>Sweet—Capitol</td>
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<tr>
<td>10</td>
<td>10</td>
<td>10</td>
<td>Convoy (3:48)</td>
<td>C.W. McCall—MGM</td>
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<td>11</td>
<td>11</td>
<td>11</td>
<td>The Way I Want to Touch You (2:35)</td>
<td>Captain &amp; Tennille &amp; M &amp; M</td>
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<td>12</td>
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<td>Let's Go Again (3:28)</td>
<td>Staple Singers—Custom</td>
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<td>Feeling (3:27)</td>
<td>Morris Albert—ABC</td>
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<td>Nights on Broadway (2:52)</td>
<td>Bee Gees—RSO</td>
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<td>15</td>
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<td>Walk Away from Love (3:18)</td>
<td>David Ruffin—Motown</td>
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<td>Love to Love You Baby (3:12)</td>
<td>Donna Summer—Oasis</td>
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<td>Sing a Song (3:26)</td>
<td>Earth, Wind &amp; Fire—Columbia</td>
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<td>You Sexy Thing (3:30)</td>
<td>Hot Chocolate—Big Tree</td>
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<td>Country Boy (3:05)</td>
<td>Glen Campbell—Capitol</td>
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<td>50 Ways to Leave Your Lover (3:29)</td>
<td>Paul Simon—Columbia</td>
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<td>My Little Town (3:52)</td>
<td>Simon &amp; Garfunkel—Columbia</td>
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<td>23</td>
<td>23</td>
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<td>Rock &amp; Roll All Night (3:20)</td>
<td>Kiss—Casablanca</td>
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<td>25</td>
<td>Evil Woman (3:15)</td>
<td>Electric Light Orchestra—United Artists</td>
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<td>26</td>
<td>26</td>
<td>26</td>
<td>Olivia Newton-John &amp; John Denver—RCA</td>
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<td>27</td>
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<td>Over My Head (3:17)</td>
<td>Fleetwood Mac—Reprise</td>
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<td>Breaking Up Is Hard to Do (2:53)</td>
<td>Neil Sedaka—RCA</td>
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<td>S.O.S. (3:22)</td>
<td>Abba—Atlantic</td>
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<td>31</td>
<td>31</td>
<td>Bad Blood (3:12)</td>
<td>Neal Sedaka—Rocket</td>
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<td>Love Hurts (3:03)</td>
<td>Nazareth—A&amp;M</td>
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<td>Miracles (3:25)</td>
<td>Jefferson Starship—Grunt</td>
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<td>34</td>
<td>34</td>
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<td>Who Loves You (4:04)</td>
<td>Four Seasons—Curtis Circle—Warner</td>
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<td>35</td>
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<td>Times of Your Life (3:19)</td>
<td>Paul Anka—United Artists</td>
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<td>36</td>
<td>36</td>
<td>36</td>
<td>Squeeze Box (2:39)</td>
<td>Who—MCA</td>
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Over-all rank

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<th>This week</th>
<th>Title (length)</th>
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<tr>
<td>44</td>
<td>38</td>
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<td>Theme From S.W.A.T. (4:07)</td>
<td>Rhythm Heritage—ABC</td>
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<td>39</td>
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<td>Lyin' Eyes (3:58)</td>
<td>Eagles—Asylum</td>
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<td>36</td>
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<td>36</td>
<td>Games People Play (3:29)</td>
<td>Spinners—Atlantic</td>
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<td>Schoolboy Crush (3:40)</td>
<td>Average White Band—Atlantic</td>
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<td>43</td>
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<td>All By Myself (4:22)</td>
<td>Eric Carmen—Arista</td>
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<td>Slow Ride (3:45)</td>
<td>Fosthat—Bearsville</td>
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<td>Take It to the Limit (3:48)</td>
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<td>Heat Wave (2:48)</td>
<td>Linda Ronstadt—Asylum</td>
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<td>46</td>
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<td>I Feel Like a Bullet (4:08)</td>
<td>Elton John—Rocket</td>
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<td>#18 with a Bullet (3:30)</td>
<td>Peter Wingfield—Ireland</td>
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<td>Let's Live Together (3:22)</td>
<td>Road Apples—Polydor</td>
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<td>Fanny (Be Tender) (2:26)</td>
<td>Bee Gees—RSO</td>
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<td>50</td>
<td>50</td>
<td>50</td>
<td>Baby Face (3:15)</td>
<td>Wings &amp; a Prayer—Wings &amp; a Prayer Record Co.</td>
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Country

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<th>Rank by day parts</th>
<th>6-10a</th>
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<tr>
<td>Convoy (3:48)</td>
<td>1</td>
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<tr>
<td>Sometimes (2:52)</td>
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<td>When the Tingle Becomes a Chill (2:59)</td>
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<td>This Time I've Hurt Her More Than She Loves Me (2:27)</td>
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<tr>
<td>Let It Shine (2:26)</td>
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<td>Last Game of the Season, (Blind Man In The Bleachers) (3:30)</td>
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<td>Country Boy (3:05)</td>
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<tr>
<td>Amazing Grace (Used to Be Her Favorite Song) (3:17)</td>
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<tr>
<td>Easy as Pie (2:58)</td>
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<tr>
<td>Happiness of Having You (2:16)</td>
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<td>10</td>
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<tr>
<td>Where Love Begins (3:00)</td>
<td>12</td>
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<td>Overnight Sensation (2:45)</td>
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<td>Mickey Gilley—Playboy</td>
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<td>Warm Side of You (2:45)</td>
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<td>Sometimes I Talk in My Sleep (2:57)</td>
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<td>Don't Believe My Heart Can Stand Another You (2:48)</td>
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<td>Tanya Tucker—MCA</td>
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<td>Secret Love (3:35)</td>
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<td>Love Put a Song in My Heart (2:45)</td>
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<td>Johnny Rodriguez—Mercury</td>
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<td>Since I Met You Baby (2:30)</td>
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<td>Freddy Fender—GRT</td>
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<td>Jason's Farm (3:29)</td>
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<td>Col Smith—MCA</td>
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<tr>
<td>Blue Eyes Crying in the Rain (2:17)</td>
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Broadcasting Jan 12 1976
### Broadcasting

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<tr>
<th>Stock Symbol</th>
<th>Exchange</th>
<th>Opening Wed. Jan. 7</th>
<th>Closing Mon. Dec. 29</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High</th>
<th>Low</th>
<th>1974-75 P/E ratio</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
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#### Broadcasting with other major interests

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<tr>
<th>Name</th>
<th>Stock Symbol</th>
<th>Exchange</th>
<th>Opening Wed. Jan. 7</th>
<th>Closing Mon. Dec. 29</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High</th>
<th>Low</th>
<th>1974-75 P/E ratio</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
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### Cable\-**

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<tr>
<th>Stock Symbol</th>
<th>Exchange</th>
<th>Opening Wed. Jan. 7</th>
<th>Closing Mon. Dec. 29</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High</th>
<th>Low</th>
<th>1974-75 P/E ratio</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
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### Technical Data

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<th>Name</th>
<th>Stock Symbol</th>
<th>Exchange</th>
<th>Opening Wed. Jan. 7</th>
<th>Closing Mon. Dec. 29</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High</th>
<th>Low</th>
<th>1974-75 P/E ratio</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
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### Stock Performance

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<th>Stock symbol</th>
<th>Closing Med. Jan. 7</th>
<th>Closing Mon. Dec. 9</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>1974-75 High</th>
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<th>Approx. shares outstanding (000)</th>
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<td>8 3/8</td>
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<th>HARVEL INDUSTRIES</th>
<th>INTERNATIONAL VIDEO</th>
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<th>3M</th>
<th>MOTOROLA</th>
<th>N. American PHILIPS</th>
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<th>RCA</th>
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<th>SONY Corp.</th>
<th>TEKTRONIX</th>
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### Standard & Poor's Industrial Average

| Standard & Poor's Industrial Average | 105.0 | 109.9 | +4.1 |

| A- American Stock Exchange | M- Midwest Stock Exchange | N-New York Stock Exchange | O- over the counter (bid price shown) | P- Pacific Stock Exchange |

**Notes:**
- "Stock did not trade on Monday, closing price shown is last traded price.
- "No P/E ratio is calculated, company registered net loss.
- "Stock split.


**Weekly low-high data are drawn from trading days reported by Broadcasting. Actual figures may vary slightly.

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

C.B. Rogers, general manager, WPLQ-AM-FM, Atlanta; Martin Cohn, general manager, WCOP-AM-FM, Boston; James Johnson, general manager, WQAM (FM), Clearwater, Fla.; Don Boyles, general manager, WSNF (AM), St. Petersburg, Fla.; W.E. Crump, national public affairs director, Plough Broadcasting Co., Memphis, named Plough VP's.

Robert W. Harkness, general manager, WBNG-TV, Binghamton, N.Y.; Donald F. Snyder, general manager, WLYM-TV, Lancaster, Pa., named VP's of licensee, Gateway Communications, Cherry Hill, N.J.

Ian N. Wheeler, co-founder/general manager, Trinity Broadcasting Systems, Charlotte, N.C., named VP/station manager, WZZY (TV) Nashville (formerly WTLT (TV)).

William W. Williams, sales manager, WREC (AM)-WZXR (FM), Memphis, named general manager.

Shelly Schwab, local sales manager, WAAQ-TV, Atlanta, named station manager, replacing Terry McQuirk, now VP/general manager, WTTN (TV), Albany, N.Y.

Roy Morris, general manager, WWOD-AM-FM, Lynchburg, Va., named to same position, WCBB-TV, Charlotte, N.C.

Mary Marty, business manager, WEYI-TV, Saginaw, Mich., named to same position, WROC-TV, Rochester, N.Y. Both are Rust Craft Broadcasting Co. stations.

Ann Berk, manager, broadcast operations, WNBC-TV, New York, named director of broadcast operations with responsibility for station's advertising and promotion, editorial services, technical operations, broadcast standards and programming.

Cal Arnold, sales manager, KKYK (AM), San Antonio, Tex., named station manager.

James T. Embrescia, general sales manager, WWVE-AM-FM, Cleveland, named station manager.

Hal Bender, program/trade publicity staff, NBC, New York, named administrator, special events publicity.

Roy Cooper, manager trainee, WIBC (AM)-WNAP (FM), Indianapolis, named station manager, both stations.

Rod Krebs, sales manager, KIR (AM), Seattle, named station manager of co-owned KIRB (AM), Spokane, Wash.

Hailie M. Crambo, assistant community affairs director, WISI-TV, Indianapolis, named community affairs director.

Robert F. Wolfe Jr., programing/promotion, WRAL-TV, Raleigh, N.C., named promotion manager.

James P. Williams, salesman, WWBF (FM), Framingham, Mass., named VP/general manager, succeeding George Corwin, VP/general manager, co-owned WROK (AM) there.

Judith W. Cook, station manager, WNRK (AM), Newark, Del., named executive VP/general manager.

Nancy Hamburger Soreck, independent public relations consultant in New York, named project coordinator for 1976 auction in public information department of noncommercial WNET-TV, New York.

Broadcast Advertising

Stephen D. Seymour, president, TVAR, Group W's national sales representative, New York, elected to newly created additional position of VP corporate television sales.

Byron Mayo, group head, Foote, Cone & Belding, New York, Los Angeles, named president, Jennings & Thompson Advertising, Phoenix, subsidiary of FCB Communications.

Murray Rosenblum, senior analyst, WABC-TV, New York, named research/sales development manager, ABC-TV Spot Sales there.

Gene Yvetteich, account supervisor, Benton & Bowles, Chicago, named VP.

Richard P. Hogue, associate manager, market development, CBS Television Stations, New York, named retail/developmental sales manager, CBS's KNXT (TV) Los Angeles.

Leighton T. Saville, manager, advertising standards, NBC, New York, named director, advertising standards.

Barry Weintraub, account executive, Benton & Bowlie, New York, named marketing director, pre-school toys, Hasbro Industries there.

Joann Blackman, coordinator, product and package development group, Max Factor & Co., Los Angeles, named account coordinator, Foote, Cone & Belding there.

Peter Murray, national sales manager, WAGA-TV, Atlanta, named general sales manager, succeeded by Dianne Harnell, account executive.

Jack Brennan, general sales manager, Wisconsin TV Network, Madison, promoted to VP, sales. (Network includes WKWY-TV Madison; WAWT-TV Wausau and WXXW-TV La Crosse.)

Geno Cloe, VP/radio sales manager, Katz Agency Inc., Detroit, appointed president, Media Payment Corp., New York, subsidiary of Katz which provides billing, payment and credit services for TV and radio stations. He succeeds Kenneth P. Donnellon, who has been given special assignment within company.

Ronald W. Kuhl, manager, in-house advertising, world headquarters, Christian Science church, Boston, named account executive, BBDO, San Francisco.

Ted Ringo, media director, Weber Cohn & Rieley, Chicago, named VP.

Olivia F. Lawrence, production coordinator, Sears account, IBL Productions, Chattanooga, named assistant VP.

Karl Engel, Graham Walsh, account executives, Allerton Berman & Dean, advertising/PR, New York, named VP's, account management.


Dave Orrell, Mike Stephens, account executives, KKAS-TV, Fort Worth, named Fort Worth sales manager, Dallas sales manager, respectively.

Joel B. Day, sales manager, KOA-TV, Denver, named marketing manager, KOA (AM)-KOAN-AM there. Bill Donahue, sales specialist, KOA-TV, named TV general sales manager. L.A. Sturdivant, sales representative, KOA-TV, named sales manager.

Sol Blumenfeld, senior VP/creative director, Rapp, Collins, Stone & Adler, New York, named partner/general manager, TLK Direct Marketing, division of Tatham Laird & Kudner there.

Jay Sondheim, West Coast sales manager, Kaiser Broadcasting, Los Angeles, named general sales manager KTVN (TV) San Francisco.

Michael Boden, account executive, WSB-AM-FM, Atlanta, named local sales development manager.

Sandi Iwataki, agent for photographers, designers, illustrators, named commercial division director, Wes Farrell Organization Music Group, Los Angeles jingle producer.

Tim Scanlan, local sales manager, KSTV (TV) Tacoma, Wash., named national sales manager, succeeded by Scott Fairley, account executive.

Charles Edwards continues as assistant general manager/sales manager but relinquishes national sales manager post.

Joel L. Levy, sales representative, WRGB (TV) Schenectady, N.Y., named sales manager, succeeded Ray Schonbok, now general sales manager.

Charles Robbins, account executive, WTVT (TV), Orlando, Fla., named local sales director, succeeding Milton Lang, named to newly created position, western area sales director.
David J. Sankovich, regional sales manager, WIXL-TV Onondaga, Mich., named assistant general sales manager, WANE-TV Fort Wayne, Ind.

Jack Davies, account executive, KJR(AM) Seattle, named sales manager.

Mike Gehring, spot sales director, John Blair Co., Chicago, named general sales manager, KREM-TV Spokane, Wash.

Ross Adkins, sales manager, KTBY-AM-FM Santa Barbara, Calif., named to same position, KSOM(AM) Ontario, Calif.

Carl P. Brodhun, sales representative, WCB-AM Charlotte, N.C., named general sales manager of co-owned WBTV-Jackson, Tenn.


Allen Johnson, salesman, co-owned WBF-FM there, named WBWF sales manager.


Ray Maselli, sales manager, KTIV(TV) Sioux City, Iowa, named general sales manager.

Dan R. Riley, account executive, KAYO(AM) Seattle, named local sales manager.


J. Bruce Jarvis, in promotion for Seattle Seahawks, National Football League expansion club, named merchandising/sales promotion director, KIRO-AM-FM there.

John Varel, graduate, Broadcast Center, St. Louis, named regional sales manager, KMO(AM) Jefferson City, Mo.

Charles A. Radatz, account executive, WKT5(AM) Sheboygan, Wis., named sales manager.

Programming

Lawrence M. Clamage, program director, WWXT-TV Detroit, named program manager, WXBD-TV there.

Robert M. Greenway, daytime-log coordinator, operations department, ABC-TV, New York, appointed to newly created post of manager of program planning, ABC's Wide World of Sports there.

Betsy Goff, of Aranow, Brodsky, Bohlinger, Benetar & Einhorn law firm, New York, named contract attorney, ABC Sports there.

Ronald Schubert, manager, music rights, ABC-TV, named director, music department, ABC Inc., succeeding Harry Sosnik, who retires but will serve as independent music consultant.

Bruce Liljegren, general manager, WAWT-TV Wausau, Wis., named VP, programming, Wisconsin TV Network, Madison.


Charles W. Larsen, program manager, WLVCTV Columbus, Ohio, named to same position, WKYC-TV Cleveland.

Jerry Stevens, program director, WMRR(AM) Philadelphia, named to same position, WCAU-FM there.

Bob Starr, sports announcer, KMOX-AM St. Louis, named play-by-play announcer for St. Louis Cardinal baseball broadcasts.

Milo Hamilton, voice of Atlanta Braves, named Pittsburgh Pirates play-by-play announcer, KDKA-AM-FM-TV there.

Allan Simpson, announcer, WNDV-AM Sullivan, Ind., named program director/announcer.

Patricia D. Cahill, news director, KMWU(AM) Wichita, Kan., named program director.

Bob Caudie, weather forecaster, WRL-TV Raleigh, N.C., named program director. Earl Ashe, producer/director there, named production manager.

Les Howard, program director, WQPD(AM) Fort Pierce, Fla., returns to WQPD(AM) Leland, Fla., in same position.

Bob Wilson, production manager, WJAG(AM) Pittsburgh, opens Bob Wilson Productions, 1940 Wallace Road, Allison Park (Pittsburgh), Pa.

Broadcasting Journalism


Hal Levinson, managing editor, news department, WNEW-TV New York, named news director, WTTG(TV) Washington. Both are Metromedia stations.

Steve Powers, network correspondent, ABC News, New York, named anchor, WMAQ(AM) there.


Chris Clark, news director, WTVF-TV Nashville, named VP.


Dick Byrd, reporter/producer/assignment editor, WMCTV Memphis, named executive news coordinator, WSHA-TV Montgomery, Ala.

Jo Interrante, news staff, KFRG(AM) San Francisco, named news director.


Thomas Rosenbaum, assignment manager, WABC-TV New York, named news director, WGAN-TV Portland, Me.

Brad Lacey, public affairs director-anchor, WBBH-TV Fort Myers, Fla., named anchor/special assignment reporter, WSOCTV Charlotte, N.C.

Richard T. Connell, assistant news director, KRNA(AM) Iowa City, Iowa, named news director.

James Cameron, with WNCN(AM) New York, named news coordinator, WHCN(AM) Hartford, Conn.

Jack Bowen, assignment editor, KOKO-TV Oklahoma City, named weekend anchor, succeeded by Tom Parris, photographer.

Armin J. Ott, PhD candidate, University of Wisconsin-Milwaukee, named part-time meteorologist, WTMJ-TV there.

David A. Waterman, producer/reporter, non-commercial WRRV-FM Pensacola, Fla., named community affairs editor.

Bill Lambdin, film producer/reporter, WRRV-TV Chattanooga, given additional duties as assignment editor.

Jerome E. Gill, news director, WJAG(AM) Norfolk, Neb., named to same position, KODY(AM) North Platte, Neb., succeeding Jim Huttenmaier, media coordinator for U.S. Representative Virginia Smith (R-Neb.).

Cheryl Jones, weather reporter/producer/air personality, WRR-FM Knoxville, Tenn., named weather reporter, KMBC-TV Kansas City, Mo.

Barbara Bernhard, producer/reporter/air personality, non-commercial WBUF(AM) Boston, named news/public affairs producer, non-commercial WBCN(AM) Chapel Hill, N.C.

Cable

Robert E. Brodhead, former president/general manager, World Football League's Portland (Ore.) Thunder, named president, Continental Communications, Canton, Ohio, succeeding Thomas Picara, chairman Richard C. Dreyfuss, CC program development director, named general manager.

W. Thomas Oliver, marketing director, Home Box Office, New York, named to coordinate introduction of feature film/sports special programming in newly affiliated cable TV systems.

Sylvia Caso, customer services manager, Patrick Caruso, sales manager, and James W. Elmore, engineering director, Cablevision, Jericho, N.Y., named VP's.

Walter Breede Jr., public-relations specialist, White Plains, N.Y., appointed director of public
relations, Teleprompter Corp., New York.

Herb Claassen, corporate system operations, Teleprompter, New York, named general manager, Optigram Systems, subsidiary of LCS/Industries, Pelham Manor, N.Y.

Bill Pedalino, business manager/assistant program director, Continental Cablevision, Findlay, Ohio, named operations manager.

Equipment & Engineering

Lyle O. Keys, co-founder/president, W. Paul Warnock, VP, finance, Telemation Inc., Salt Lake City, named board chairman and chief executive officer, respectively.

Gerald M. Astor, director, corporate strategy, Gyro Products, Odetics Inc., Los Angeles, named video marketing director, Akai America Ltd., Compton, Calif.

Masaru Ibu, chairman, Sony Corp., Tokyo, named honorary chairman, succeeded by Akio Morita, who continues as chief executive officer. Kazuo Iwama, deputy president, named president/chief operating officer.

Daniel A. Roberts, district sales manager, broadcast products division of Harris Corp., Quincy, Ill., named industry relations/government sales manager, Washington office.

Jack K. Daniel, marketing manager, Harris Communications land-mobile radio systems, Quincy, Ill., named marketing director, VEGA division, Cetece Corp., El Monte, Calif.

William L. Starling, field service manager, Capitol Magnetic Products, Los Angeles, named Western regional manager, professional products.

Gerry Hei 1, VP, marketing, International Video Corp., Sunnyvale, Calif., named to same position, Reconeer there.

William J. Jeit, Dallas district sales manager, Phelps Dodge Cable & Wire Co., New York, named central regional manager, Chicago.

Henry Suto, planning manager, Panasonic Communications Division, Secaucus, N.J., named advertising manager.

Donald M. Luby, VP/general manager, Wabash Tape Corp., Huntley, Ill., named president. Timothy W. O'Gorman, marketing director, named VP, sales.


Marc Karrmann, chief engineer, WLS(AM) Port Huron, Mich., named to same position, KDTH(AM) Dubuque, Iowa, succeeding Don Abitz, retired.

Glenn Callison, engineering director, McNonden Stations, Dallas, resigns to form own consulting firm there.

Daniel R. Wells, engineering/technical operations director, Public Broadcasting Service, Washington, named VP, distribution.

Allied Fields

Arthur R. Taylor, CBS Inc.: president, named to U.S. Industrial Payroll Savings Committee by Treasury Secretary William E. Simon, to head motion pictures and broadcasting industry phase of campaign to increase employee enrollment in payroll savings plans.


Gary Arlen, public information manager, National Cable Television Association, Washington, joins American Film Institute there in public relations.


James Quello, FCC commissioner, has received honorary degree of doctor of public service from Northern Michigan University, Marquette, Mich.

Marlyn L. Gerson, systems consultant for CompuNet Inc., New York, computer-based service that performs traffic and accounting functions for stations, named Eastern manager, sales/operations. CompuNet is subsidiary of Control Data Corp.

Jerry Bassett, western division manager, Systems Marketing Corp., Bloomington, Ind., named VP, sales marketing, Media Tours, Las Vegas.

Paula Green, Green Dornich Inc., New York, and Victor C. Diehm, WAZL(AM)-WCD(AM) Hazleton, Pa., elected chairman and vice chairman, respectively, national public information committee, board of directors, American Cancer Society.

Bill Mack Carter of Good Housekeeping; Mr. Diehm succeeds J. Leonard Reinsch, chairman, Cox Cable Communications and retired president of Cox Broadcasting Corp.

Robert O. Mahlan, ABC Radio Network, named new member of committee.

James A. Gammon, communications attorney, and John L. Tierney, from Greley, Bernard & Tierney, Washington, have formed communications law firm, Gammon & Tierney, 2011 Eye Street, N.W., Washington, 20006; (202) 293-7979.

Deaths

Marvin Marx, writer and producer with Jackie Gleason’s TV series, died Dec. 13 of apparent heart attack in Miami nursing home. He wrote for 17 years The Honeymooners, when it was part of Mr. Gleason’s variety series and when it was separate program. He was creator and producer of That’s Life, TV series starring Robert Morse and E.J. Peaker in 1968-69. Mr. Marx is survived by his wife, Doreen; two sons, Myron and Gregory; brother and two sisters.

H. Raymond Stadham, 56, president/part owner, WLBR(AM) Lebanon, Pa., died Dec. 21 after heart attack at Good Samaritan hospital there. He was co-founder of Lebanon Valley Cable TV and president of WUWM-FM there. He is survived by his wife, Rachel, one son and one daughter.

William Lundigan, 61, actor in TV and movies, died Dec. 20 at the City of Hope medical center, Duarte, Calif., after apparent heart failure. He was host of two TV shows and filmed his own series, Men Into Space. He is survived by his wife, Rena, and one daughter.

**SRDS 4/74 Consumer Spendable Income
**Johnstown-Altoona, F/M 1974 ARB & NSI, Sunday -- Saturday 9 A.M. -- Midnight
Data Subject To Qualifications In Reports
Represented Nationally by HARRINGTON, RIGERT and PARSONS
and sent to full committee. Subcommittee Chairman B.F. Sisk (D-Calif.) is optimistic about resolution's chances for passage; if all goes according to plan, system could be in operation by July 4, 1976. Resolution by Senator Lee Metcalf (D-Mont.) to do same thing in Senate is pending in Senate Rules Committee, but has received no attention.

**Cable rebuild deadline.** FCC has canceled 1977 deadline for cable systems to comply with 1972 rules (Broadcasting, July 14, 1975). National Black Media Coalition and Philadelphia Community Cable Coalition have appealed that action in U.S. Court of Appeals in Washington. Commission also has outstanding rulemaking (Docket 20506) that is considering possible alternatives to 1977 deadline. Comments on 20508 have been filed (Broadcasting, Oct. 13, 1975).

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 Washington 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 establish national council to study effects of advertising on children and recommend regulatory reforms if needed (Broadcasting, July 21, 1975).

**Citizen agreements.** FCC has adopted policy statement (Docket 20495) on citizen group-broadcaster agreements (Broadcasting, Dec. 15, 1975).

**Community ascertainment.** FCC has issued new rules designed to modify procedures commercial stations follow in ascertaining community problems (Broadcasting, Dec. 22, 1975). Rulemaking (Docket 20816) for noncommercial stations has also been issued; comments have been filed (Broadcasting, Oct. 20, 1975).

**Consumer agency.** Both houses of Congress have passed bills to create new agency for consumer protection (consumer advocacy is Senate's term for agency), but two bills differ in one respect significant to broadcasters: Senate bill (S. 200) has exemption that prohibits agency from becoming involved in FCC license renewal proceedings, but House bill (H.R. 7575) does not. However, committee report that accompanies House bill says agency's "active participation should be discouraged" in renewal proceedings. Agency would have no regulatory powers; its function is to represent consumer interest in agency and court proceedings. Bill will go to conference between houses to resolve differences, but veto by President is expected.

**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 Administration of Justice, meantime, has concluded hearings on House's measure. H.R. 223, and will begin markup early this session.

**Crossownership (newspaper-broadcast).** FCC order banning newspaper-broadcasting crossownership prospectively and requiring breakup of 16 crossownerships has been appealed by various parties to three different circuit courts of appeals. Suits have been transferred from Fourth and Eighth Circuits to one in Washington, where they have been consolidated (Cases 75-1064 et al.). However, court has yet to designate circuit in which they will be argued.

**Crossownership (television-cable television).** 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, 1975). Affecte are eight crossownerships 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 seeking appeals court review.

**EEO guidelines.** FCC has issued proposed rulemaking on equal employment opportunity guidelines. Comments have been filed (Broadcasting, Oct. 27, 1975). Commission is also considering EEO policy for cable ("Closed Circuit," Oct. 6, 1975).

- **Emergency Broadcast System.** April 15 deadline for implementation of new two-tone EBS set-up is under fire from broadcasters, and FCC has been put in a "no exit" position by Chairman Wiley has indicated decision on petitions will emerge within week (Broadcasting, Jan. 5).

- **Fairness doctrine bills.** Senate Communications Subcommittee conducted five days of hearings on two bills intended to eliminate fairness doctrine. S. 2 by Senator William Proxmire (D-Wis.) would delete Section 315 from Communications Act, and in fact would prohibit FCC from influencing broadcast programming in any way. S. 1178 by Senator Roman Hruska (R-Neb.) would do that and address other practices which "discriminate" against broadcasters (lowest unit rate, cigarette ad ban, postal service and armed forces advertising). There will be more hearings, as yet unscheduled on ten measures. Proxmire bill has twined in House, H.R. 2189 by Robert Drinan (D-Mass.), and Mr. Hruska's bill is duplicated in H.R. 4928 by Charles Thome (R-Neb.). There is no sign of movement on two House bills.

- **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, 1975). However, Public Telecommunications Policy is preparing draft legislation that would permit commission to do that in top-10 radio markets (Broadcasting, Oct. 13, 1975). Also, commission's fairness statement exempting product commercials from application of fairness doctrine, rejecting concept of reasonable access to broadcast media and otherwise modifying fairness doctrine (Broadcasting, July 1, 1974), is subject of petitions for reconsideration filed with commission as well as appeal filed with FCC in San Francisco in case of Pacifica Foundation's application for license in Los Angeles.

- **FCC fees.** Sixteen parties have appealed FCC's order modifying its fee schedule (Broadcasting, Jan. 20, 1975) (Cases 75-1053 et al.); more than 70 appeals have been filed by broadcasters and others from commission's refusal to refund fees paid under previous schedule, which was held by Supreme Court to be illegal (Cases 75-1087 et al.). Briefs have been filed in that case (Broadcasting, Sept. 15, 1975). Over 90 parties seeking refunds have filed in U.S. Court of Claims (Cases 82-74 et al.) (Broadcasting, Nov. 3, 1975). FCC has suspended collection of 1973, 1974 and 1975 cable fees pending final court decision on legality of commission order requiring payment of those fees (Broadcasting, Aug. 4, 1975).

- **Format changes.** FCC has instituted inquiry (Docket 20682) to determine if it can or should be involved in regulating program formats (Broadcasting, Jan. 5). Comments are due Feb. 15, replies March 1.

- **Family viewing suit.** Writers Guild of America, West and Tandem Productions have filed suit in U.S. Court for Central District of California (Los Angeles) aimed at blocking implementation of family viewing concept adopted by networks and National Association of Broadcasters (Broadcasting, Nov. 3, 1975). FCC is defendant along with networks and NAB in both suits, which are based on antitrust laws and Federal Communications Commission's policies, besides seeking injunction, wants $10 million damages. Defendants are scheduled to file motions to dismiss in both suits today (Jan. 12), with hearing on motions scheduled for Feb. 13. Trial date in Writers Guild suit is set for April 6.

- **Indecency.** FCC's declaratory ruling on indecent broadcasts (Broadcasting, Feb. 17, 1975) 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, 1975). Commission also fined WXPX(FM) Philadelphia $2,000 for obscene and indirect broadcast, may set station's license for hearing on ground of license abdication of responsibility (Broadcasting, Dec. 8, 1975).

- **KRLA (AM).** FCC has affirmed earlier decision regarding Pasadena, Calif., frequency to Western Broadcasting (Bob Hope and others) following remand of that decision to commission by U.S. Court of Appeals in Washington for "clarification." Commission reiterated its position that it could award license on basis of engineering efficiency alone (Broadcasting, Jan. 5).

- **Leapfrogging.** FCC has repealed rules that require cable systems to select closest stations in impinging distant signals (Broadcasting, Dec. 22, 1975).

- **License renewal legislation.** More than 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 agenda of communications subcommittee in either house. Torbert Macdonald (D-Mass.), chairman of House Communications Subcommitteee, has promised hearings in 1976. Meanwhile, National Association of Broadcasters Association (formerly National Association of FM Broadcasters) has as first priority drafting of radio-only renewal legislation (Broadcasting, Sept. 22, 1975).

- **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, Briefs have been filed (Broadcasting, Nov. 7, 1975). 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, 1975) is being opposed by broadcasters and cable operators in U.S. Court of Appeals in Washington. Briefs have been filed (Broadcasting, Nov. 7, 1975). Commission has removed restrictions on the use of series-type programs by pay cable (Broadcasting, Nov. 10). 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, 1975); more were held in July (Broadcasting, July 14, 21, 1975) and last month (Broadcasting, Dec. 15, 1975).

- **Payola.** Grand jury 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, 1975). Trial of record promoter Fred Rector for alleged failure to file income tax returns was set to start Dec. 2 before U.S. District Judge Malcolm Lucas in Los Angeles. Group of Brunswick Record officials has 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—acting at request of full nine-judge circuit—vacated its own earlier decision (Broadcasting, July, 14, 1975). Petitioner, Accuracy in Media, had requested full-court rehearing of panel's order, but was turned down. AAM has asked for Supreme Court review of that decision (Broadcasting, Nov. 10, 1975).

- **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 26, 1975). 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 WMCA(A)M New York violated personal attack rules has been appealed by licensees. House Communications Inc., which claims rules are unconstitutional (Cases 75-1083 and 75-1084). Briefs have been filed and arguments heard (Broadcasting, Nov. 24, 1975).

- **Public broadcasting funding.** First-ever long-range funding bill for Corporation for Public Broadcasting has been signed by President Ford (Broadcasting, Jan. 5). Bill authorizes expenditure of federal funds for CPB for next five years in amounts increasing from $26 million in 1976 to $160 million by 1980. Funds would be matched with private money CPB raises on its own: one federal dollar for every $2.50 in private contributions. Parallel appropriations were stricken from bill due to objections of House Appropriations Committee, and will be provided for in separate legislation later. Appropriations Committee has said, however, it will appropriate funds for no more than three years.


**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, 1975). Decision is being appealed to U.S. Court of Appeals in Washington and oral arguments have been held (Broadcasting, Dec. 1). House Communications Subcommittee Chairman Torbert Macdonald (Mass.) has obtained all FCC documents involved with commission’s order; hearings may result (Broadcasting, Nov. 3, 1975). Commission’s action was also dealt with in oversight hearings before Senator John Pastore’s (D-R.I.) Communications Subcommittee (Broadcasting, Nov. 10, 17, 1975). Also, Senator Pastore has bill (S. 808) that would exempt presidential and vice-presidential candidates from equal-time requirements which has been considered in hearings on fairness-doctrine bills (Broadcasting, May 5, 1975). 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 reply to any partisan broadcast address by President. There will be more hearings on Pastore measure before action is taken; no hearings have been scheduled yet on Macdonald bill.

Sports antiblackout. Legislation to renew sports antiblackout law, which expired Dec. 31, 1975, was stalled when House-Senate conference failed to agree on compromise (Broadcasting, Dec. 22, 1975). Conference committee will try again when Congress reconvenes late this month. Current law provides that professional baseball, football, basketball and hockey games sold out 72 hours in advance cannot be blacked out on home TV. Bill passed by House (H.R. 9566) would make law permanent. Senate-passed bill (S. 2554), on other hand, would extend law experimentally another three years. Both bills would reduce 72-hour cutoff to 24 hours for postseason games in baseball, basketball and hockey.


UHF. FCC issued notice of inquiry in May 1975 on UHF tabooos to determine if restrictions on proximity of stations could be reduced (Broadcasting, June 2, 1975). In July, Council for UHF Broadcasting filed Action Plan for UHF Development and in August submitted to FCC petitions for rulemaking to reduce noise levels of receivers and to require indoor UHF antennas to be attached to sets permanently, as with UHF (Broadcasting, Aug. 18, 1975). Both petitions are under study by chief engineer’s office.

VHF drop-ins. In April, FCC adopted inquiry (Docket 20418) into feasibility of dropping as many as 83 VHF channels into top 100 markets. Inquiry resulted from United Church of Christ petition which substantially embodied study by Office of Telecommunications Policy suggesting channels could be added if mileage-separation standards are reduced. Comments on economic and technical feasibility of drop-ins have been filed at commission (Broadcasting, Dec. 15, 22, 1975).

Washington Star transfer. FCC has approved transfer of Washington Star Stations to Texas banker Joe Allbritton, conditioned on his selling WMAL-AM-FM-TV Washington and WLVA(AM) or WLVA-TV Lynchburg, Va., within three years, in order to come into compliance with commission’s new crossownership standards (Broadcasting, Dec. 22, 1975). Mr. Allbritton had previously reached deal with some of citizen groups that had opposed Star transfers. FCC at same time dismissed petition of Midwestern publisher John McGoff, who sought to block Allbritton transfer in favor of his own offer to purchase Washington Star without its broadcast properties. Mr. McGoff has said he will accept FCC decision as final, not appealing to court (Broadcasting, Jan. 5).

WPIX(TV). FCC’s Administrative Law Judge James Tierney has issued 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, 1975). Commission in August of last year refused to approve agreement under which Forum would withdraw its application.


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Broadcasting Jan. 12 1976

For the Record

AM applications

*Burbank, Calif. — Baker-Smith Communications Co. seeks 1500 khz, 10 kw-D, 1 kw-N. PO address: 1818 S. Western Ave., Suite 301, Los Angeles 90066. Estimated construction cost $421,280; first-year operating cost $450,000. Format: popular black. Principals: Joseph E. Baker (55%) and William H. Smith (45%). Mr. Baker is attorney, Mr. Smith owns life insurance agency. President is in Funeral Home.


*Frankfort, Ky. — D & R Broadcasting Inc. seeks 1130 khz, 500 w-D.A-D. PO address: 1543 East Main St., Frankfort 40601. Estimated construction cost $60,480; first-year operating cost $60,000. Format: contemporary. Principals: David R. Roederer (51%) and David E. Rogers (49%). Mr. Roederer is chief engineer at WKY-TV Lexington. Mr. Rogers is video engineer at WKY-TV. Ann. Dec. 31.


*Bryan, Tex. — Brazos Metro seeks 1510 khz, 250 w-DPO address: 633 No. Holly, Sherman, Tex. 75090. Estimated construction cost $24,050; first-year operating cost $35,000; revenue $69,000. Format: C & W.
**FCC tabulations as of Nov. 30, 1975**

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<th>CP's on</th>
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<td>Total TV</td>
<td>920</td>
<td>10</td>
<td>930</td>
<td>62</td>
<td>992</td>
</tr>
</tbody>
</table>

*Special temporary authorization*  
**Includes off-air licenses**

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**Summary of broadcasting**

- **WQAMA (AM)** Marks, Miss. (120.5 kHz, 250 W) - Seeks assignment of license from Quitman Broadcasting Co.  
  Buyer: Tom Johnson  
  Selling price: $42,750

- **WMT (FM)** St. Matthews, Ky. (95.3 MHz) - Seeks license transfer from Shelby Broadcasting Co. to Summers Broadcasting for $235,000.  
  Seller: Larry Bell  
  Buying price: $235,000

- **WJFK (AM)** Danville, Ind. - Broadcast Bureau granted transfer of control of Midway Broadcasting Corp. from Gordon D. and James G. Graham and Walter A. Able (21.25% each), as A Family

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**FM actions**

- **Turlough, Calif.** - Turlough Union High School District. - Broadcast Bureau granted 90.9 MHz, 10 kw.  
  PO address: 1574 E. Canal Dr., Turlough 95380  
  Estimated cost $5,500, first-year operating cost $6,000; Principal: Frank M. Martin, district superintendent (BPED-2053).  
  Action Dec. 19.

- **Cranbury, Iowa** - C&H Broadcasting. Broadcast Bureau granted 102.3 MHz, 3 kw, HAAT 220 ft.  
  PO address: 201 S. Fifth St., Cranbury 10120  
  Estimated construction cost $15,000, first-year operating cost $18,000; Principal: Lyle A. Hargreaves, manager (BPED-9231).  
  Action Dec. 19.

- **Selma, Mass.** - Salem State College. Broadcast Bureau granted 101.7 MHz, 10 kw.  
  PO address: 352 Lafayette St., Selma 01701  
  Estimated construction cost $3,025; first-year operating cost $3,000; Principal: James Allen, station manager (BPED-2047).  
  Action Dec. 19.

- **Otego, Mich.** - Allegan County Broadcasters. Broadcast Bureau granted 100.9 MHz, 3 kw, HAAT 280 ft.  
  PO address: 706 E. Allegan, Otego 49078  
  Estimated construction cost $41,722; first-year operating cost $12,584; license fee $18,000; Format: variety; Principal: Robert V. Dole (100%) owns WAOP(AM) Otego, and has interest in WTR-E-AM-FM Greensburg, Ind. (BP8-9439).  
  Action Dec. 19.

- **Pleasant Grove, Ala.** - Alabama School Broadcasters. Broadcast Bureau granted 88.1 MHz, 12.5 kw.  
  HAAT 45 ft. PO address: 30 Center North, American Fork, Utah 84003  
  Estimated construction cost $1,865; first-year operating cost $2,000; Principal: Dan W. Peterson, superintendent of broadcast (BPED-2041).  
  Action Dec. 19.

- **Toppenish, Wash.** - Radio Broadcasters. Broadcast Bureau granted 47.4 MHz, 470 W.  
  HAAT 55 ft. PO address: Box 350, Toppenish 98948  
  Estimated construction cost $3,750; first-year operating cost $450; revenue $950; Principal: David M. Peters (100%) owns KENOA(AM) Toppenish (BP9-9435).  
  Action Dec. 19.

- **Salem, Va.** - Salem College. Broadcast Bureau granted 91.1 MHz, 10 kw.  
  Address: West Main St. and Pennsylvania Ave., Salem 24626  
  Estimated construction cost $3,570; first-year operating cost $6,885.  
  Principals: Duane L. Peters, manager, WVSAC(AM) student radio station (BPED-20545).  
  Action Dec. 19.

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**Ownership changes**

**Applications**

- **KSLY(AM)-KUNA(FM)** San Luis Obispo, Calif.  
  AM: 1400 kHz, 1 kw-D, 250 W; FM: 96.1 MHz, 3 kw  
  - Seeks assignment of license from KSLY Broadcasting Co. to KSLY Inc. and KUNA Inc. for $335,000 plus $50,000 noncompetition covenant. Buyers: Michael C. Lovell, Gerald Winegard, Daniel Lasmania, Pasquale Di Ambrogio; Wayne A. Marobart, Mr. Rover, is attorney. Drs. Winegard and Lasmania are dentists. Drs. De Marco and Rosenberg are physicians.  
  Action Dec. 19.

- **WNLC(AM)-WTYD(FM)** New London, Conn.  
  AM: 1510 kHz, 10 kw-D, 5 kw-N; FM: 100.9 MHz, 3 kw  
  - Seeks assignment of license from Thames Broadcasting Corp. to Mercury Broadcasting Corp. for $1 million. Buyer: Joseph B. Somerset, David T. Workman and David A. Swger (each 1/3); Mr. Somerset is radio consultant. Mr. Workman is stockbroker. Mr. Swger is partner in women's underwear manufacturing company.  
  Action Jan. 2.


- **WSTM(AM)** St. Matthews, Ky. (101.3 MHz, 2.95 kw) - Seeks license from Soil-Bea- 
  consting Co. to Summers Broadcasting for $300,000. Seller: T. Jefferson Wright and Edward Scheban Schneier, partners; Buyer: Vincent A. Pepper and E. Stratford Smith (each 43.5%), and William E. Summers (13%). Summers Broadcasting is licensee of WLOV(AM) Erlanger, Ky.  
  Buyer: Sumner R. Peck, general manager of WLOM, Memphis, Peck and Smith are at- 

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**WQRS(AM)** Danville, Ind. - Broadcast Bureau granted transfer of control of Midway Broad- 
  casters from Gordon D. and James G. Graham and Walter A. Able (21.25% each), as A Family
They own

Group, wholly granted

move to

penter

Bureau granted

Fuller

Frank

from Brockport

more

Illinois. Buyers:

Ferguson

Group (BTC-

Fla.; Newsweek Stations, Florida to

cast

tion

(50% before; none

(BAPL

Reams Broadcasting

WVOR(FM)

WADD(AM)

They own WCWA(AM)-WJOT(FM) Toledo, Ohio (BAL-8518). Announcement Dec. 22.

WKBZ(AM) Muskegan, Mich. (850 kzh, 1 kw-

) — Broadcast Bureau granted assignment of license from Reams Communications Corp. to


WSMM(FM) Sault Ste. Marie, Mich. (92.7 mhz, 3 kw-


WADD(AM) Brockport, N.Y. (1560 kzh, 1 kw-

) — Broadcast Bureau granted assignment of license from Spectrum Broadcasting Inc. to Canal Communications Inc. for $10,000. Seller: Brockport Broadcasting, Erwin L. Durera, president, has no other broadcast interests. Buyers: Donald W. Fuller, Jr., Frank E. Penny and Warren E. Haas each (1/3). Mr. Fuller is employee at WINR Binghamton, N.Y. Messrs. Penny and Haas each own 1/3 of WECB-FM Oswego, N.Y. (BAL-8537). Announcement Dec. 30.


WIDU(AM) Fayetteville, N.C. (1600 kzh, 1 kw-

) — Broadcast Bureau granted acquisition of positive control of WIDU-Broadcasting Inc. from D. F. Oen (50% before; none after) to W.B. Belche (50% before, 100% after) for $195,000. Seller: Mr. Belche is general manager of WIDU (BTC-7904). Announcement Dec. 17.


WLWC(TV) Columbus, Ohio (ch. 4) — FCC granted assignment of CP and license from Ace Broadcasting Corp. to The Outlet Co. for $16,100,000.


KABR(AM) Abererken, S.D. — Broadcast Bureau granted assignment of positive control of Transmedia of South Dakota Inc. from Alfred C. Sandvig, Lloyd C. Richardson, et al. (50% before; none after) to Preston A. Solem (50% before; none after), under plan of consolidation (BTC-7883). Announcement Dec. 17.

WHM(TM) Humboldt, Tenn. (1190 kzh, 500 w-

D) — Broadcast Bureau granted transfer of control of Communications Associates Inc. to Frank J. Ford Jr. et al. (54% before; none after) to Donald Stevenson (46% before; 100% after). Consideration: $120,000 (Principal: Mr. Stevenson is president of own company (BTC-1848). Announcement Dec. 17.

KKDA(AM) Grand Prairie, Tex. (730 kzh, 500 w-

D, DA) and KEZ(TF)FM (Dallas 104.5 mhz, 100 kw) — Broadcast Bureau granted assignment of license from Republic Broadcasting Co. (KKDA) and Crescent Communications Corp. (KEZ(TF)) to Service Broadcasting Corp. for $750,000. Seller: Robert Stuart, president, Crescent Communications Inc., et al. Buyers of KKDA and KEZ; Hymen Childs (40%), Arnold Boyd Kelly (30%), et al. Messrs. Childs and Kelly both have interest in Republic Broadcasting. Mr. Kelly also owns media brokerage and has interest in several stations, including KBID-FM Wichita Falls, Tex. Announcement Dec. 17.

KAWA(AM) Waco—Marlin, Tex. — Broadcast Bureau rescinded grant of assignment of license from Centrum Corp. to Jammar Media Inc., pending further consideration. Action: Announcements Dec. 22.


WGH(TM) Richards, Va. — Broadcast Bureau granted acquisition of positive control of High Knob Broadcasters by Charles R. Buskill (50% before, 80.6% after) through purchase of stock from Gene Little and Delores Little (each 2% before). Consideration: $9,500 (BTC-7915). Announcement Dec. 22.


Facilities changes

TV application

*KYNE-TV Omaha — Seeks CP to change ERP to vis. 1000 kw, aur. 100 kw; change trans.; type ant.; decrease AAT to 6 ft. Announcement Jan. 2.

AM applications

*WEZQ Winfield, Ala. — Seeks CP to increase daytime power to 5 kw. Announcement Dec. 23.


*WIKI Chestertown, Va. — Seeks CP to make changes in ant. system. Announcement Jan. 2.

AM action


FM applications


*WDUZ-FM Green Bay, Wis. — Seeks CP to change frequency from 98.5 mhz to 95.9 mhz; trans. location to 1 mile west of Flinville on Highway B; change ant.; trans.; TPO: ERP: 100 kw; HAAT 500 ft. Announcement Dec. 31.
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FM actions


* KCOU Columbia, Mo. — Broadcast Bureau granted CP to change studio and remote control location at 102 Pershing Hall, University of Missouri on Hill St., Columbia, Mo.; change frequency to 88.1 mhz, ch. 201; install new trans.; install new ant.; make changes in ant. system (increase height); change TPO, ERP 430 w (H); ant. height 110 ft. (H); remote control from main studio (BPED-2063). Action Dec. 19.

* WGCN Groove, N.Y. — Broadcast Bureau dismissed application to increase effective radiated power (BPED-2009), as inadverently accepted for filing. Action Dec. 15.

WDDS-FM Syracuse, N.Y. — Broadcast Bureau granted CP to change studio location and remote control to Andrews Rd., Dewitt, N.Y.; install new trans. and ant.; make changes in ant. system; ERP 97 kW (H&V); ant. height 660 ft. (H&V) (BPB-20703). Action Dec. 17.

* WGLD-FM High Point, N.C. — Broadcast Bureau granted CP to install new trans. and ant.; make changes in ant. system; ERP 100 kw (H&V); ant. height 370 ft (H&V); condition (BPB-9541). Action Dec. 18.

* WDDK-FM Kingstree, S.C. — Broadcast Bureau granted change of frequency to 98.3 mhz; ch. 252; change location to 314 Academy St., Kingstree; ERP 3 kw (H); ant. height 210 ft. (H) (Doc. 19827). Action Dec. 22.

* WBJS Charlotte Amalie, St. Thomas, VI. — Broadcast Bureau granted grant of Application (BPMP-14248) for major changes prohibited by rules on duplopy due to overlap of 1 mV/m field strength contours of WIVS-FM/VI, Frederiksted, St. Croix, VI., and returned to pending status. Action Dec. 15.

In context

**Designated for hearing**


Procedural rulings


Review board decisions

* Kirkville, Mo., facilities change proceeding: KTVO Inc. (KTVO-TV) (Doc. 20100) — Review Board reinstated record for additional hearing and granted KTVO’s motion to amend application to propose use of directional ant. Action Dec. 16.

* WWLE (AM) Conway-on-Hudson, N.Y. — renewal proceeding: WWLE Inc. and WMVI (AM) Mechanicville, N.Y. — license proceeding: Mechanicville Broadcasting Co. (Docs. 20591-2) — Review Board added issue to determine whether programming of WWLE has been meritorious, particularly with regard to public service programs, to hearings. Issue was added at request of WWLE Inc. Action Dec. 29.

FCC decision


Fines

* KBBC (FM) Phoenix — Broadcast Bureau ordered to forfeit $250 for failing to utilize SCA and limit use of

SCA to those purposes specified on current instrument of authorization and failing to maintain program log describing material transmitted on SCA. Action Dec. 17.

* KNEA (AM) Jonesboro, Ark. — Broadcast Bureau ordered to forfeit $50 for having station operated during 1974 by Dale M. Sanders who did not have third license class endorsement for broadcast and who made log entries. Action Dec. 22.

* WWDA (AM) Hackensack, N.J. — Broadcast Bureau ordered to forfeit $200 for failing to take required field strength measurements. Action Dec. 12.

* WMTR (AM) Morristown, N.J. — Broadcast Bureau notified it incurred apparent liability of $500 for failing to make weekly inspections of transmitting and monitoring systems. Action Dec. 16.

* WCWN (AM) Knoxville, Tenn. — Broadcast Bureau ordered to forfeit $300 for failing to complete required equipment performance measurements. Action Dec. 16.

* WELW (AM) Willoughby, Ohio — Broadcast Bureau ordered to forfeit $400 for not making required equipment performance measurements for 1974, operators not signing log when going off duty, and not entering in log time station ceased to supply power to ant. Action Dec. 22.

* *KQED-TV, *KQET-TV San Francisco — FCC renewed license for *KQED-TV. At same time, it deferred action on renewal application for *KQET-TV. Action Dec. 17.

* KSJO (FM) San Jose, Calif. — FCC denied petition of Committee for Open Media, San Jose Chapter, to deny renewal application of KSJO (FM). Action Dec. 17.

* Washington Star (Doc. 20559) — FCC approved granting waiver of rules to permit Perpetual Corp. of Delaware to acquire stock of Washington Star Communications, Inc., WSCI. Broadcasting Co., licensee of WMAL-AM-FM-TV; First Charleston Corp., licensee of WVCY (TV) Charleston, W.VA., licensee of WLVA (AM-TV) Lynchburg, Va. It also is parent corporation of The Evening Star Newspaper Co., publisher of The Washington Star, of Columbus’s two daily newspapers. FCC first granted petitioners’ request to amend their application and then, on basis of record before it, granted waiver of one-to-one-market and broadcast-newsroom cross-ownership provisions of multiple ownership rules, which Commission held applicable to the transaction.

* WTOP-AM Washington — FCC renewed the license of WTOP-AM. Commission denied petition by Mendaro Sanchez, individually and as President of Washington, D.C., Inc., to deny renewal. Sanchez had charged that WTOP engaged in discriminatory employment practices and station’s programming failed to serve area’s Hispanic population. Action Dec. 17.

* WGLF Fort Lauderdale, Fla. — Broadcast Bureau granted request to identify as Ft. Lauderdale-Miami, Fla. Action Dec. 3.

* WCNZ (AM) and WWCK (FM) Flint, Mich. — Broadcast Bureau granted license to change name to Gencorn Corp. (BML-2563). Action Nov. 28.

* WZZM-AM Grand Rapids, Mich. — FCC renewed license of WZZM-AM subject to outcome of civil antitrust suit pending before Circuit Court of Appeals for Sixth Circuit. A petition to deny WZZM-AM’s application, filed by Mary Jane Morris, was denied. Action Dec. 16.


* KCCV (AM) Independence, Mo. — Broadcast Bureau granted license to change name to Bott Broadcasting Co. (BML-2564). Action Nov. 28.


* *WYDC Dillsburg, N.Y. — Broadcast Bureau denied license to renew. Action Dec. 17.


* WQY (AM) — WQFM (FM) — WQISM (FM) — Schenectady, N.Y. — FCC renewed licenses of WQY and WQFM, and deferred action on renewal of WQISM pending resolution of engineering questions. Action Dec. 17.

* Tulsa, Okla. — FCC renewed licenses of nine Tulsa stations and denied application renewal application. Stations receiving renewal grants are: KEJIL (AM) KAKC-AM-FM, KKKO (AM) and KKMD (FM), KRMG (FM), KRWG (FM), KMFD (AM) and KRAT (FM). Action on renewal application of KVOO (AM) was deferred. Action Dec. 17.

* WFLL-AM-FM Philadelphia — FCC renewed licenses of WFLM-AM-FM. However, licenses was ordered to furnish with its 1978 renewal applications, summary data on all new employees hired during license period and an updated job structure analysis so Commission could assess licensee’s continued adherence to principles of equal opportunity employment. A petition to prevent continued license violation of Commission’s equal employment opportunity rules by James C. Whittaker, individually and as chairperson of Communications Coalition, was denied. Action Dec. 17.

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applications for KELO
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FCC took
Action
WRNY(AM)
first FM
assignments. Petitions.
Rulemaking
Harriman, Tenn.—FCC
renewed
license fee.
applications for
FCC rejected petition
by Freeman L. Crowder, resident of Harriman, to deny
license renewal.
Action Dec. 17.

Translators

Application

K97BR Kakalau, Hawaii—Seeks CP to change frequency from ch. 79 to ch. 67, and change primary station to KHET Honolulu (BPTT-2947). Ann. Jan. 2.

Cable

Applications

Following operations of cable TV systems requested certifications of compliance (stations listed are TV signals proposed for carriage):

- Lebanon Valley Cable TV Co., Richland (borough of), and Millcreek township, Pa. (CAC-05579-00): Add WTV-E to TV service.
- Lykens TV Co., in response to petition by Charles W. Larkin, was granted, and expressed its intention to serve minority needs if ch. 35 were assigned. Action Dec. 17.

- KQED Stockton; KHSL TV Chico; KTVN Oregon; and KXED, KGB-TV, KTHK-San Francisco, and KSGC-San Jose, Calif. In event KFTV Santa Rosa returns to air, Komet TV shall revise its signal carriage to be consistent with smaller market rules (CAC-5471). Action Dec. 22.

Other action

- Naples, and Marco island, Fla.—FCC will permit Gulf Coast television, Florida cable operator, to carry blacked-out home games of Miami Dolphins football team via an unauthorized distant network television signal. WBSB-TV, NBC affiliate in Fort Myers, opposed Gulf Coast proposal. WBSB-TV is carried by systems. Action Dec. 18.

In context

- Durango, Colo., ceased and desisted proceeding. Cable TV of Durango (Dec. 20593)—al j. Thomas Fitzpatrick directed Cable TV of Durango to cease and desist from violation and ordered cable system to carry KNBTV, Cablevision of Durango, and only unincorporated basis, and terminated proceeding. Action Dec. 29.

Rulemaking

- FCC amended its rules to grant cable television systems limited increase in network news programs. Commission said change would give some cable systems modest increase in news availability without significant risk of adverse impact on over-the-air broadcast service to the public. New rule will allow cable to carry network news not broadcast on TV stations carried by cable systems when no station in market is broadcasting local news program (Doc. 10049). Action Dec. 23.

- FCC proposed amending rules concerning regulation of cable television subscriber rates. Under rules, local or state franchising authorities are required to review rates charged to eligible classes of customers charged for service of remote and local television service. Commission said this regulation applies to being a class of intended recipients of programming, and requires notice to affected rate charged subscribers for approval of new rate. Commission proposed amending Section 76.3(a)(14) to read: "If the franchisor has the appropriate authority and elects to exercise rate regulation of regular subscriber services it shall do so only after adopting procedures to ensure public notices of any formal consideration of rate increases and the public to be heard." (Doc. 20681). Action Dec. 22.
Help Wanted Management

Station Manager. To help build 50,000 Religious FM. Religious radio sales and programming experience needed. Existing facility, changing format. Box A-3, BROADCASTING.

Are you a strong, proven sales manager looking for your first management position? We may have just the situation you're seeking. In appealing southeastern metro resort city. Reply with resume and detailed sales performance particulars. Box A-72, BROADCASTING.

Radio Sales Manager, medium sized Northeast market looking for experienced local AM and FM sales manager with strong leadership qualities. Must have proven track record to handle sales force and build sales team, good salary and incentives with growing broadcasting operation. Professionals only need respond. Replies in confidence to Box A-89, BROADCASTING.

Radio Station Manager. Full time AM radio in small market desires quality manager interested in year range career and excellent pay. Must have extensive sales experience with management experience also preferable. Good salary with fringe benefits. Location in southeastern U.S. Please send resume to Box A-94, BROADCASTING.

Sales Manager for progressive Pacific Northwest small market station. Must be aggressive and be a leader. Equal Opportunity Employer. Send resume to Box A-98, BROADCASTING.

Profitable AM-FM Pittsburgh metro area radio station seeking experienced, self-starting station manager. Salary, other benefits negotiable. EOE Employer. Our people know of this advertisement. Give complete resume and track record in reply to Box A-110, BROADCASTING.

Operations Manager for Texas 50 kw AM. Strong engineering background and first class license required. Send complete resume and salary requirements to Box A-117, BROADCASTING.

Care to try the Arctic? KOTZ-AM, a 5 kw educational station in Kotzebue, Alaska needs a station manager. Antique adding a facility during the coming year. Would look with special favor on a manager also qualified as chief engineer. Salary DOG, liberal vacation, sick leave, and holiday benefits. Send detailed resume and letter of application to: Stan Jones, Kotzebue Broadcasting, Inc., Box 78, Kotzebue, AK 99752, 907-442-9229. Let the Arctic surprise you.

Outstanding opportunity for do-it-all general manager at one of the top medium market black stations in the country. $30K base with conservative estimate of first year earnings. Require knowledge of black programing, sales, FCC. All replies answered. Call or write Rick Davenport, Ron Curtis & Company, O'Hara Plaza, 5725 East River Road, Chicago, IL 60631. 312-693-6171.

Sales Manager for Eastern N.C. country AM and Contemporary Regional FM, Strong in sales and leadership. Excellent position, send resume to G.M., PO Box 229, Farmville, NC 27828.

Major group broadcaster is searching for sales and sales management talent. Expansion during 1975 has created several openings with good income and excellent growth potential. Women and minority applicants encouraged. Contact Jerry Norman, V.P., Director of Sales, Roundabout Radio Stations, 6101 Sunset Drive, Miami, FL 33143.

Ready to move into sales? WCUM is looking for an experienced broadcaster. Good opportunity for advancement with a young growing organization. Resume to Box 360, Cumberland, MD 21502 or call Ken Riggle or Mike Kirchen 301-724-5400.

Help Wanted Sales

Small market Maryland station. Individual with sales and engineering ability to assist manager. Must have first phone. Age no barrier. Box A-18, BROADCASTING.

Salesperson needed immediately, St. Louis Adult AM. Good commission plan and fringe benefit program, plus excellent sales training program. Equal Opportunity Employer. Please rush resume, including earnings history, to Box A-43, BROADCASTING.

Eager go getter with limited experience to learn beautiful music sales our way: low-key, cadillac approach. Box A-32, BROADCASTING.

Gospel radio station in growing Southwest market needs aggressive sales oriented sales manager. Ownership opportunities offered. Guaranteed salary plus bonus. Reply Box A-64, BROADCASTING.

Come to the good life. An account executive that has some experience with go-getter, self-starter and ambitious person is needed by a contemporary station in a small south central Nebraska city. Salary, commission, car and security make this an unusual opportunity for someone who wants a good future. Send resume and references to KRFS, Superior, NE 68978, EOE.

Madison, Wl. Excellent career opportunity for bright, problem-solving salesperson on the way up, strong on creativity and campaign building. Six station group seeks person with management potential. Job opening is result of promotion. Our people earn far more. City offers superb living. Young. Have opportunity for management and equity. WISM, Madison, WI 53701, A Midwest Family Station. EOE.

Start '78 with brighter future and title. If you're satisfied with track record, ready to build and manage sales department in area offering great recreational, cultural and income opportunities, send us full into first letter. WPDC, Elizabethown, PA, EOE/ME.

7-station small-market group in Oregon and Idaho seeking our qualified salesperson or sales trainee. Excellent opportunity to learn and advance while living in choice areas. Send resume, references and particulars to D.N. Capps, Box 346, Twin Falls, ID 83301. An Equal Opportunity Employer.

Major group broadcaster is searching for sales and sales management talent. Expansion during 1975 has created several openings with good income and excellent growth potential. Women and minority applicants encouraged. Contact Jerry Norman, V.P., Director of Sales, Roundabout Radio Stations, 6101 Sunset Drive, Miami, FL 33143.

Ready to move into sales? WCUM is looking for an experienced broadcaster. Good opportunity for advancement with a young growing organization. Resume to Box 360, Cumberland, MD 21502 or call Ken Riggle or Mike Kirchen 301-724-5400.

Help Wanted Announcers

Are you a comer? Adult/MOR Station, 10,000 watts needs a night personality who isn't disturbed by being pre-empted by sportscasts. Pay is not sensational, but is respectable, a good job for the right person. Send resume and salary requirements to Box A-51, BROADCASTING.

Mike open only one minute in sixty, so you must be perfect. Pleasant voice and appreciation of beautiful music essential. Third phone, copy ability and production know-how a must. EOE. Box A-63, BROADCASTING.

Creative, funny clever country jocks preferred by us. Young, modern progressive station want to know your whereabouts. Send resume and tiny extra to Box A-109, BROADCASTING.


We are growing and will need experienced personnel. Any combination announcers, sales, news, MOR and country music formats. Send resume, full details first letter to KROMKITB, 2306 West Main Street, Houma, LA 70360, Equal Opportunity Employer.

Wyoming AM with 100kw FM applied for has immediate need for a 100kW morning host. Will also direct expanded operation. We are also looking for a good music director who can handle 6-10 p.m. slot for this “together” contemporary in state’s booming market. Contact Bill Luzmore, KKRR, Rock Springs, WY 82901. 307-362-3793.


KXYY, Billboard finalist for station of year needs to air personality, no beginners, modern country No. 1 rated, EOE. Send tape, resume to Rusty Reynolds, PO Box 8389, Longview, TX 75601.

Immediate opening, afternoons Up/MOR-Light rock format, send tape, resume, salary requirements to: Manager, WITY, Box 142, Danville, IL 61832, An Equal Opportunity Employer.

New Maine FM seeks mature rockers. Young organization, good pay. Tape and resume to: WNYY, 15 Pleasant Street, Norwich, NY 04266.

South Florida 100 KW prog. Top 40 rocker wants strong aggressive personality; minimum 2 years experience with management experience also preferable. Must be strong on production. Indicate whether morning or afternoon shift. Send tape, salary requirements and resume Hudson Millar, WOVV-FM, Fort Pierce, Equal Opportunity Employer.
Help Wanted Announcers Continued

Announcer-sales person, medium market; resort area; MOR up-tempo; proven sales ability; salary plus commissions; WVWTR-FM, Box 366, Bethany Beach, DE 19930. EOE.

One Newperson, one job, experienced communicator at our full service adult station. Top medium market. Send tape to Greater New York Radio, 509 Madison Ave, New York, NY 10022.

Radio as a career? Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact: DeVore Broadcast Enterprises, Box 966, Powell, WY 82435. An Equal Opportunity Employer.

I am consulting a major radio station with an opening for a truly entertaining personality. If you measure up to this opportunity, rush resume and resume to: P.O. Box 205, Washington Depot, CT 06794, An Equal Opportunity Employer.

New York City Suburban: Requires MOR person with first class ticket, Excellent salary and opportunity. Send tape and resume to: Sound of America, Inc., 2711 Magnolia Road, Vineland, NJ 08360. EOE.

Virginia O.E.S. seeks 1st ticket, all-nile job, good station, excellent working conditions, will train right individuals for 1st if needed. Tapes, resumes, PO Box 25026, Richmond, VA 23220.

Help Wanted Technical

Chief Engineer, Mid-Michigan AM directional and FM. Experienced, knowledgeable, takes over leadership type person. Complete resume to Box A-39, BROADCASTING.

Chief Engineer, $18,000, AM-FM in major resort market. Must know-directionals, automation, audio, FCC rules, programming. Strong on maintenance. All new equipment. Experienced required in all phases. Full details in first letter. EOE. Box A-93, BROADCASTING.

Wanted experienced chief engineer for top rated stereo FM station in Dallas, Texas. Must have experience in high power FM transmitters and maintenance of Ampex reel to reel tape machines used in music service operation. Contact Bart McLendon, KNUS, AC 214-651-1013. Need is immediate!

Chief Engineer for WBVPH/WKWS Beaver Falls, Pa. Class IV AM, 50 KW Stereo FM. Must have experience in all phases of maintenance, R.F., audio and automation. EOE. Contact Keith Lash, V.P., Engineering, Hall Communications, PO Box 551, Norwich, NY, 13815, 203-887-1613.

Chief engineer with first phone for number one rated “top 40” Class IV AM in Harrisburg, Pennsylvania. Must have transmitter and audio experience. We are interested in an outstanding main-stay technician along with quality audio processing. All candidates must also have FM stereo-quad working knowledge. Purchasing FM in York, Pennsylvania area. Good working conditions, excellent salary and fringe benefits. Send resume and salary requirements to: J. Albert Dame, WKBI, 41 S South 40th Street, Harrisburg, PA 17111, An Equal Opportunity Employer.

Unchallenged as a chief engineer? I'm looking for a bright, aggressive man or woman to do sales and engineering. The ideal candidate will have background in operational broadcasting, audio systems—dual digital, computers, prototyping, and professional product sales. Salary 15-18K. Resumes and references to Eric Smale, 271 Columbus Avenue, San Francisco, CA 94113.

Help Wanted News

Mid-West radio station seeks professional newscaster. Pleasant working conditions and town. Experience required. Send resume and salary requirements to Box A-66, BROADCASTING.

News/sports director needed now for 5 KW California FM news-talk station. Proven sales ability plus primary responsibility for sports, football, basketball, and baseball required. Send tape to Mike Thomas, KBBO Radio, Ventura, CA 93003.

Help Wanted News Continued

Medium market AM looking for solid morning newscaster, strong on-air, good writer, able to run beats, some TV, KLWW, c/o Jim Holland, Box 878, Cedar Rapids, IA 52406.

Upper Midwest News leader wants aggressive reporter/producer in fast moving news operating environment. Writing, tape, and reporting skills most important. Personal letter, tape, resume to News Director, WZIM, La Crosse, WI 54601. A Midwest Family Station.

News Director wanted for small Southwestern market. Good bucks, good working conditions, aggressive station needs good manager with an ability to dig for and deliver news while managing department. Tapes, resumes, PO Box 25026, Richmond, VA 23220.

Help Wanted Programing, Production, Others

Top 100 Illinois market seeks copywriter with production experience. Salary commensurate with ability. Excellent fringe benefits. Send sample of copy with resume. An EOE. Box A-24, BROADCASTING.

Ideal Florida community AM-FM traffic/continuity director. Fully experienced. Send resume, work samples, salary required. Manager, WBDR, Box 240, Bradenton, FL 34205. EOE.

Immediate openings for two pros at prestige CBS MOR. (1) Top copyproduction specialist, with announcing ability. (2) Experienced announcer with production ability, must be able to handle bright MCM and beautiful music formats. Send tape, writing samples to: Rick Becker, WSGW, Box 1945, Saginaw, MI 48635.

Program director for AM/FM combo in Bend, Oregon. Good pay with excellent advancement opportunities with seven station medium group market. Send resume and tape with sample production material to Gary Capps, Juniper Broadcasting, PO Box 550, Bend, OR 97701.

Program director, would you like to work for a company that believes program directors make good general managers? We need a program director now to grow our group of six stations in our states. To qualify, you need five years radio experience, must be a program director now, and like medium markets. Send a tape and resume to John Gorby, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631.

Situations Wanted Management

Presently employed, GM, heavy sales, family references, 15 years small to medium markets. Experience, all phases, available, 30 days. Box A-5, BROADCASTING.

GM or GSM position wanted. Medium size market. Nine years excellent sales and management with National Representative plus agency experience. Prime references. Box A-40, BROADCASTING.

Attention Pennsylvania: currently employed, strong direct sales man. RAB trained, lots of ego & empathy desires return to mgmt. career in Penna. Box N-94, BROADCASTING.

Manager/Sales, proven record sales, P&L, FCC, sports, management, training. Consider small medium, medium major market opportunities, auto. Write works with. Write PO Box 329, Kingsville, TX 78363.

Situations Wanted Sales

Want to move into sales. Thirteen years in programming administrative capacities. Presently with top rated medium market 50kw AM. Box A-67, BROADCASTING.

Sales experience: Former Senator press assistant titled of Washington, looking for small NE radio sales breakin. Great copy, announcing experience, 3rd endorsed. Call 617-853-3255 or write Box A-113, BROADCASTING.

Five years on the street. Complete radio background! Dick Holiday! 141-748-7261 Write 442 Melanie Lane, Ripon, WI 54971.

Situations Wanted Announcers

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

Top-rated morning man in competitive small market, looking for good small to medium market station. Any format considered. 3 years experience. If willing to accept odd going voice for pleasant personality, write Box N-113, BROADCASTING.

Basketball play-by-play. One of the best Radio or TV. Box N-223, BROADCASTING.

Jack of all trades, master of few! PBP, telephone talk, PD, jock, ND, 4 yrs experience; 3rd, 34 and road map. Box A-26, BROADCASTING.

Talented, hardworking announcer with 1 yr experience & 1st ticket looking for work in ND, SD, MN, Wyo. MOR Top 40 format. Box A-53, BROADCASTING.

Professional communicator, top personality, programing, production, automation available now. Agency contact. Top NE. N.E. markets, stable, non drinker with excellent professional financial credentials. University P.R., Management background. Will relocate any reputable medium to major operation growth potential. Resume and tape from Box A-73, BROADCASTING.

Annor over 20 years experience with good references. 15 in Ig Ohio markets. Talk, news MOR etc. Prepaid calls to 803-826-3374. 3rd endorsed, good production man. Or write Box A-76, BROADCASTING.

Performer, wants to settle down in Top 50 mkt, Pop/ pop MOR. Box A-89, BROADCASTING.

Announcer: 2 yrs exp. news, prod. M.D. looking for starting position in medium market. Excellent small market. Temp. MOR or adult rock station with eventual advancement to P.D. possible. Available immediately. Box A-87, BROADCASTING.

Tight, fast, lots of personality in the morning, medium size market. 3rd, 1st. Doesn't sound like anyone else. Hubbell Jerry W. Tuna Inhernmoring, Box A-100, BROADCASTING.

Two air personalities who can set? Married couple with proven talk show format and sales experience. College grads with four kids want new radio home. Box A-101, BROADCASTING.

Used Disc Jockey for hire. Nine years experience but plenty of mileage left. Many options included first phone, quick will and nice legs. Exceptional 1975 ARP stations at WENY Syracuse. (Actual rating may vary depending on use). A real top 40 or MOR cream puff! Pretres Northeast. Call John Simmons at 315-451-2665.

Top 40 Jock 1 yr experience med market. Looking for same or "together" small market. Top 40. Good references. Will relocate within 150 mile radius Hartford, CT. Call Pete aternoon. 1-203-223-4323.

Bobby Morgan High energy rock jock, first phone, 6 years, wants medium market jock gig or small market PD. 1-812-454-5848. 5316 Sherbrooke, Evansville, IN.

Sports, pbp, six yrs, several awards; desire small medium market, will do board trick, "workhorse". Rill 612-544-3276.
Situated Wanted Announcers Continued

Experienced, mature communicator with excellent copy and production skills reaching for attaining full-time voice acting. Excellent references. Box A-57, BROADCASTING.

Southwestern lower Michigan area seeks well-educated, very experienced, well-endorsed, some experience. For more information contact Martin J. Mazer, c/o 310 S. Jefferson, Sturgis, MI 49091. 816-651-4248.

Personality, contemporary. Medium to large market preferred but will consider anything. 3rd phone. Let me capture your audience. 30 Chase Street, Lakewood, CO. 303-237-2914.

Dependable, experienced, 1st phone D.J., seeking fulltime employment. In Southwest. Willing to learn engineering and/or sales. Call Gary 505-307-9476.


Creative Top 40 jock with some experience needs break in small market. Hard worker, willing to learn. Dependable. 3rd. John Dial 312-773-2782.

Attention small markets. Young third phone announcer with some experience as D.J./newsman seeks position to learn and grow. Excellent references and the ability to take direction. Mike Redmond, 421 "H" Street, Philadelphia, PA. 19124. 215-533-6562.


First phone D.J. seeks gig in Western US. Three years experience, top forty or Contemporary format. Small to medium market. Call McKee 513-334-5632, 962-0725.

Experienced D.J. light show good personality. Third. Contemporary. Western and Southern states. All considered. 1-904-255-6950.

Announcer, 5 years experience looking for stable Progressive or MOR. Position in n. traffic. Don Mathison, 552 High St., Pottstown, PA. 19464. 215-326-4000.

22 yrs exp. radio/TV news, sales, jock. 1st. Bob Lansing 808-271-3367.


Situations Wanted Technical

First phone, age 22. Production transmitter and board experience. Versatile broadcast background. Excellent references. Box A-1, BROADCASTING.

First phone young maintenance-repair potential. Good broadcast electronics education, some experience. Box A-7, BROADCASTING.

Experienced all phases, broadcast engineer with excellent references seeks position as technical director, or chief. Box A-65, BROADCASTING.

First phone, 15 years experience. 911 Tanner Drive, Scituate, MA 02067. 404-224-1585.

Situations Wanted Technical Continued

Temporarily resigned field engineer-chief, AM, magnetic fields, stereo, quad, automation, proofs, construction, single, will relocate. Paul Sokol 617-992-8677.


Situations Wanted News

Reporter-lawyer. Strong beat coverage. 3 years television experience. Top producer wanted to move up. Box A-71, BROADCASTING.

Talking now in Top 25 market. News oriented who is "red hot" but made more dollars in 1986! Infatuation forces me to relocate. Am own producer. Give me a show and forget "acerbities" problems. Your confidential reply gets yesterday's aircheck etc. Box A-74, BROADCASTING.

Growth opportunity sought by thoroughly experienced newswoman (14 years). Now in NYC suburban. Organized administrator. Like public affairs. Box A-80, BROADCASTING.

News is my forte. Creative, experienced writing, air; also talk some TV. College. Looking for medium market. 813-689-9171.

Southern California news directors: make our days brighter here. Let's get together early this years chances are we've already met. Call 714-539-9093 evenings/weekends, or keep handy for future opening. Five years on current job.


Reporter seeks southwest station with strong news commitment. 3rd endorsed, 3 yrs radio/TV media. Degrees: SDX. Joy Lovenjoy 714-499-0368.

Seeking news or program directorship at small market station. Experienced, employed. PA award. journalism. Major market experience. Prefer Northeast. Carl. 201-859-6605.


Situations Wanted Programming, Production, Others

Radio copywriter continuity director with 4% years experience seeking position at station that appreciates talent, who pays accordingly. If you want the best, write Box A-46, BROADCASTING.

Black programer, administrator, jock, successful, winner. Working, looking for bigger challenge. Box A-60, BROADCASTING.

Modern country: Take-charge PD or operations manager. Many years experience, first phone, now with top rated 50,000 watt station. Sought for major market size considered. Box A-68, BROADCASTING.

Top 50 market contemporary PD. After 7 years and best ratings here, time to move. Will sustain and improve good Top-40 or create one for your market. Responsible experienced, good. Composite format tape available. Box A-90, BROADCASTING.

Contemporary MOR, AM or FM pro. Heavy on production. Friendly, even tempered, strictly professional. 12,500 to start. Box A-102, BROADCASTING.

Experienced PD and morning man looking for similar position with MOR or CW station. Prefer New York or New England states. 603-532-6401.

Air personality 12 years experience in small to medium market, looking for吗? position as program director, Top 40 or MOR. Creative and plenty of ideas. Consider any size market. Call CB 907-278-1375.

Situations Wanted Programming, Production, Others Continued

Creative, innovative writing by experienced pro. in news, production, publicity and public affairs. Willing to do free-lance. N.Y. metropolitan & New England areas only. Contact Stan 212-525-1831 after 4 p.m.

TELEVISION

Help Wanted Sales

Immediate opening for experienced, aggressive TV salesperson with highly-rated mid-America network station in sparkling city of 300,000. Strong emphasis on network packaging and creative production, meaning pre-sold opportunity for profitable selling. Excellent incentive remuneration plan. Other company benefits. Including profit-sharing plan. Send resume to Box A-19, BROADCASTING.

Southeastern Public radio station seeks radio development manager to be responsible for established listener membership program, corporate and development soliciting, major fund-raising events including annual Art Auction, establishing Friends organization and complete records of all above. Position now available. An Equal Opportunity Employer. Box A-47, BROADCASTING.

Television Sales. We are looking for a "blue-chip" broadcast person, one to fill a vacancy created by the promotion of a top producer. If you have you have research and potential for managerial responsibility. If you want to join an innovative, aggressive, enthusiastic sales and management team, send complete confidential resume with earning record to Don Meinerske, General Sales Manager. WLVDTV 2, 4590 Avco Drive, Dayton, OH 45401. An Equal Opportunity Employer M/F.


Help Wanted Announcers

Announcer for group-owned WVH NBC-TV affiliate. Experienced in commercial announcing and weather. Applications should be accompanied by resume and audition tape (2" or 3" cassette). Write Director of Broadcast Operations, WWSFA-TV, Montgomery, AL 36105. An Equal Opportunity Employer.

Help Wanted Technical

Chief Engineer for Group owned, network VHF in Northeast. Strong on administration, heavy technical. Send complete resume and salary req. first reply. EOE. Box N-107, BROADCASTING.

Broadcast Engineer w/1st class phone experience in maintenance of color cameras, VTR/Meltral scan equipment. Union scale to start. Send resume to Don Smith, Chief Engineer. 5629 Farnsworth, Chicago, IL 60634. An Equal Opportunity Employer.

Television Technician. 1st class FCC license. Experience in television studio or trans-mitter operations and maintenance. Contact Don Smith, Chief Engineer. Phone 301-278-1212 or write WRWD-TV, Drawer 1212, Augusta, GA 30903.

New patented MATV system needs part-time installation supervisor your city. $2000.00 per day possible. Send resume; Melvin Cohen, 1620 N. Federal Highway, Boynton Beach, FL 33435. Enclose 13c addressed envelope.

Home box office, a subsidiary of Time, Inc. The national terrestrial and satellite program distributor to the cable industry, is looking for an experienced TV & audio engineer, with background in microwave, cable & pay TV hardware. Duties include signal quality control & interfacing with cable systems. 30% travel in Northeast anticipated. Send resume to Mr. George Gilbert, Director of Network Operations, Time/Life Building, Rockefeller Center, New York, NY 10020.

New VHF station in Black Hills needs transmitter supervisor and technicians with design installation experience. Resume, Chief Engineer, Dakota Broadcasting Company, Box 677, Rapid City, SD 57704-3477.777.
Help Wanted Technical
Continued

Production/Maintenance Engineer. Excellent opportunity with a commercial production facility for a well qualified engineer familiar with RCA tape, RCA and Norelco cameras, and Grass Valley switching. Top salary and benefits. Qualified applicants only, apply to: Chief Engineer, E.J. Stewart, Inc., 388 Reed Road, Broomall, PA 19008.  215-543-7500.

Engineering Maintenance Supervisor, KPBS-TV, San Diego has an opening for an experienced television engineer to supervise and be responsible for the installation, and maintenance of a broadcast color television production facility. FCC First Class license required. Four years experience in maintenance of broadcast color cameras, Ampex VR 1200/2000 video tape recorders, television switching and television equipment. Supervisory experience desirable; thorough understanding and practical working knowledge of solid state electronics and the NTSC color television system is essential. Contact Employment Division, Personnel Services, San Diego, State University, San Diego, CA 92182.

Help Wanted News

Experienced meteorologist with personable approach to weathercasting. Upper Midwest station with a fully equipped weather office, weather radar and many bulletin boards. Excellent opportunity with a major television network affiliate. Operated in an exciting public service environment. If you supply equipment, you'll get a piece of the action. Send resume and salary required. Equal Opportunity Employer, Box A-38, BROADCASTING.

Top quality TV anchor talent sought for southwest market. Experienced with future News Director ability. Market rank in mid-50's. Submit resume to Box A-89, BROADCASTING.

One of America's most prestigious TV stations looking for reporter with solid experience and good credentials. Must be a 'digger', general assignments, ENG experience helpful. Also, need Assistant Assignment Editor with ENG experience. Good pay in a warm climate. Equal Opportunity Employer. Reply to Box A-76, BROADCASTING.

Experienced reporter with anchor potential who desires challenging position with other news pro's. Mountain West TV and radio. Send resume and why you should have the job to Box A-83, BROADCASTING.

Weekend anchor/reporter for strong news operation in medium market. Send resume, and salary requirements. Box A-84, BROADCASTING.

Meteorologist: Excellent position for the right person. All forecasting and two shows daily. Progressive station. Three years experience, and minority applicants encouraged to reply. Replies to Box A-95, BROADCASTING.

Major SE market seeking dynamic interviewer, sparkling personality to host morning show. Take over for gal who moved to another market. Includes field reporting for newspaper department. Good fringe. Equal Opportunity Employer. Box A-107, BROADCASTING.

Assignment Editor. Experienced person to take charge of day-to-day operation of growing News Department. Location is the best in the nation, sun, surf, and mountains. Person who performs in this position will eventually report to Assistant News Director. Network affiliate. Operated by major group owner, new facility. A growing station in an exciting growing market. We are an Equal Opportunity Employer. Send resume and salary requirements to Bill Peterson, KCST, 8330 Engineer Road, San Diego, CA 92111.

News Director, NTW Network, 4 station commonly-owned group in Nebraska. Call collect, VP/FM Jim Johnson, KHGI-TV, 308-743-2494.

Television news writer-reporter and weekend anchor. Midwest market. Contact News Director 612-543-1111.

Female or male reporter for general assignment work. Education and experience desired. Weather knowledge and production ability helpful. Long hours and low pay. 315-797-5220.

Help Wanted News
Continued

Boise ABC affiliate seeks experienced person(s) to write, produce, and anchor newsteak show. Contact News Director 208-336-0500. No collect calls.

Help Wanted Programming, Production, Others

Top market station seeking Producer-Director with emphasis on news and public affairs. Three to five years experience required. Send resume immediately to Box A-20, BROADCASTING.

Responsible, creative 18mm photographer needed immediately for Rocky Mt. VHF station. 1 to 3 years experience in TV commercial photography a must! Also should be able to program, MCR/TR/TV operations and complete productions. Send resume, references and salary requirements first letter. Box A-75, BROADCASTING.

Cinematographer, not a photographer, who would like to set up own shop at a TV station. Commercial and documentary work. Double system essential. If you supply equipment, you'll get a piece of the action. Send resume and salary required. Equal Opportunity Employer, Box A-85, BROADCASTING.

Production Manager needed for network affiliate. Must be creative and experienced in all phases of TV production. Right person will be capable of making a good team, producing an outstanding and unique show. Station is an Equal Opportunity Employer. Submit complete resumes to: Box A-88, BROADCASTING.

Director wanted with minimum two years experience. To work in one-hour magazine news format with electronic news gathering facilities, some remote, and commercial studio production. Top 40 market, Southwest VHF, network affiliate. An Equal Opportunity Employer. Box A-92, BROADCASTING.

Mid-West CBS affiliate looking for an experienced commercial photographer. Processor operations and major motion picture equipment experience. An Equal Opportunity Employer. Box A-105, BROADCASTING.

Great opportunities in Alaska, the great land. Young, dynamic public station staffing up for local programming. Immediate openings for TV meteorologist to host aviation weather program. Producer/director to take charge of prime time newsmagazine, and first phone engineers for operation and maintenance. Let- ter and resume to KAKM, 3211 Providence Dr., Anchorage, AK 99504. An Equal Opportunity Employer.

Creative producer director needed by progressive PTV station. Three years film and video production experience. TV/ITV responsibilities. College degree or equivalency. Resume and salary requirements by 1/18/87 to WDCN-TV, Box 12555, Nashville, TN 37212. Equal Opportunity Employer.

Producer-Director: 3 years experience, degree or equivalent experience. Available January 5, 1976. Salary $12,000 annually. Reply to: Production/Engineer-Manager, Auburn Television, Auburn University, Auburn, AL 36830. Auburn University is an Equal Opportunity Employer.

Situations Wanted Management

Administrative Assistant or assistant manager for station or group operation. B.S., M.A., and engineering background, Box A-54, BROADCASTING.

Program Director position wanted by experienced production manager, Relocation no problem for a good opportunity. Excellent references. Box A-98, BROADCASTING.

Situations Wanted Sales

5 years television sales. Top 10 Midwest market. Depression proof record, strong in new business. Presently earning 30K. Finest references. Interested in growth situations only. Box A-114, BROADCASTING.

Help Wanted Technical
Continued

Sunshine weatherman to brighten your news. Your public relations, Box A-52, BROADCASTING.

VHF Chief or Director of Engineering. Experienced in all phases of TV engineering, AM directionals, FCC procedures, MSIE, 15 years experience, age 36, hands-on engineer. Require 30K. Box A-77, BROADCASTING.

Black female first phone technician with college broadcast experience, looking for placement in TV production department. Flexible. Box A-81, BROADCASTING.

Situations Wanted News

News Director. Mature, 35 years experience with all phases capable administrator, management oriented. Medium market. Call 405-384-6611 or Box A-91, BROADCASTING.

State capitol correspondent for major market, with management experience, seeks advancement to news director. Box A-99, BROADCASTING.

Meteorologist. AMS seal holder with strong meteorology background that is able to communicate. Knows the value of public relations and community involvement. Able to produce educational weather features. Box A-105, BROADCASTING.

Young newswoman 24, three years experience in TV as writer/photographer. Seeking reporting slot in small, medium market. Communications degree. Good news for news. Box A-112, BROADCASTING.

Experienced reporter wants reporter or anchor in medium market. Tony Pagnotti 717-347-1149.

Multi-talented individual, news, production. Award-winning cameraman. Prefer small station South or West. Excellent credentials, R. Forester, 302 Jackson, Wausau, WI 54401. 715-842-1262.

Finally, BA in Mass Comm. Three years commercial radio exp. I would like to learn TV news/prod. with you. Bruce Markman, 313-545-5459 or 253-0404.

Need a reliable experienced man now? One who can bridge the gap successfully, with both viewer appeal and good journalism. Three years in television at anchor position, investigative and documentary. Working in West, consider all offers, furnish audition print. Gary at 512-672-3061 after eight central.


Top 50 anchor/reporter available. Intelligent, degree, 31, family, award winner. 305-295-3024.

Situations Wanted Programming, Production, Others

Producer-Director. Degree, 3 yrs, experience videoplace and all phases double-system film. Strong background commercials and docs. Awards. Box N-255, BROADCASTING.

Producer-Director seeks new challenge. 10 yr. background includes PTV, commercial TV/radio, newspaper/public affairs & remotes. Available immediately. Salary open, will relocate. VTR/References upon request. Box A-37, BROADCASTING.

WEBER $\times 3$ - sales

BUY - SELL - TRADE


WANTED TO BUY EQUIPMENT

Need 5 or 10 KW FM transmitter and 1 KW AM transmitter. Box A-5, BROADCASTING.

WANTED: Used zoom lens for Ampex BC-2308 camera. Must be at least x14. Also consider purchase complete used BC-2308 camera chain in good condition. Write Box A-115, BROADCASTING.

We used 250, 50, 1 KW, 10 KW AM and FM transmitters. Contact: John J. Herlihy, Radiocraft Supply Corp., 1314 Hurvide St., Laredo, TX 78040.

FOR SALE EQUIPMENT

Schafer Automation, Model 800, 5 Ampex AG 440, network joiner, 3 carousels, 12 RS-3, logger, SMC Card reader for programming cassettes, presently running htparcade format, $14,500.00 803-279-2330, WZZW, P.O. Box 1564, Augusta, CA 30903.

350 ft. IDECO self-supporting heavy-duty galvanized truss steel tower. Dismantled, with two beams, clearance lights, photo electric controls and flasher, bolts and nuts. Bundled, ready to ship. $35,000.00. Have prints, 806-784-7377. William Bruner, WLLA, La Crosse, WI 54601.

RCA Low and TV transmitter model TT30FL. Brand new, less than 2000 hours. Also brand new ADC switcher 553 and television receivers Sony and IVC editors. Broadcast Automation Associates. 305-777-4762.

Two RCA TX-42 color cameras including Houston Frieartis deluxe pedestals, controls, monitor, waveform at $10,000 each. Contact Luster King 618-235-7921.

CCA FM-10,000 DS, 10 kw FM, 2 years old, immaculate. Replacing due to power cut. Contact Clarence Beverly, Collins Radio, 10-104 M Woodlake Drive, Cokceysville, MD 21030. 301-666-7059.

Hellex-styroflex. Large stock—barge price—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23782, Oakland, CA 94623.

For Sale: (1) 1 IVC 870 1" color video recorder editor; (1) IVC 8254 "video recorder; color; (1) Spectra Vision Backlight space for above. Good to excellent condition, $7500 package, or best offer. (2) Sony VP 1000 Video cassette player, $550. (3) 1 RCA 25" color monitor receiver, $380. (4) 130 3M 460 & 481 IVC, Ampex format, high energy tape) 1/2 hour and 1 hour reels). Good to excellent condition. Best offer. Contact John E. Rock, Sun Life of California, Wellesley Hills, MA. Phone: 217-6030.

Videocassette reeding service. Reload your damaged 3/4" videocassettes at a considerable saving. Call or write for a quote. All cassettes reloaded with new 3M tape. American Cassette Corporation Division, Liberty Corporation, Box 2751, Orlan- do, FL 32802; 305-843-9882.


CCA Exciiter, tubelex, Jampro 5 Bay Antenna with new connector cables: 120 feet, 3' Coax, RDC, 10 Gates receiver; SEL 200 channel stereo console; Six gray tone arms, 4 good, 2 fair. Two Ampro record, play cartage tape recorders (approx. one year old). Bogens mic pre-amp model number KWM-A. Two 20 KW harmonic filters. One Gates, 20 KW FM 208 transmitter (need some work). Contact: Jimmie Joylet, KYK Radio, 713-985-2543, PO Box 2307, Port Arthur, TX 77640.

MISCELLANEOUS

Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E Superior St, Chicago, IL 60611, call collect 312-944-3700.

INSTRUCTION

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. 312-236-8105 or 414-445-3090.


1st Class FCC, 6 wks, $450.00 or money back guarantee. VA appvd. NAi. Inst. Communications, 11488 Oxend St., N Hollywood, CA 91606.


For 38 years, Industry leader, Don Martin School of Communications trains for 1st phone license, in just five weeks. For details, 213-482-3281, or write: Don Martin School, 7080 Hollywood Blvd, Hollywood, CA 90028.

Omega State Institute, your best choice for FCC license training. Learn to work tests right. Survive FCC updates. Veterans approved. Financing. Out of state students will receive call or write today. 312-649-0927, 333 East Ontario, Chicago, IL 60611.

KilS Radio's Broadcasting Workshop for Professional DJ's & News training. Both in studio and on-air training. Write: Kils, 8560 Sunset Blvd, Los Angeles.


Job opportunities and announce d-j 1st class FCC license training at Announcer Training Studios, 152 W. 42nd St., 3rd floor, NY, N.Y., Licensed and V.A. benefits.


For Fast Action Use BROADCASTING'S Classified Advertising

RADIO

Help Wanted Management

Sales Manager/Southeast—Strong street-selling Sales Manager needed for AM-FM in Nashville coverage area. Chance to earn $31,000 first year. Call or write Jim Mishler, Ron Curtis & Company, O'Hara Plaza, 5725 East River Road, Chicago, IL 60631, (312) 693-6171.

Help Wanted Technical

TOP FLITE ENGINEER

Ready to take complete charge of directional station in New York City. Ability to direct the efforts of engineering staff plus do-it-yourself know-how a must. Excellent salary plus fringe. All replies in complete confidence. Reply Box A-79, BROADCASTING.

Chief Engineer for radio stations KITR-KZKN FM. We are stereo-fm; fm-automated SMC DP-1); have our own weather radar. If you can handle it... send your resume to Bob McKune, Box 727, Rolia, Mo. 65401.

CHIEF ENGINEER—group broadcaster has opening for chief engineer for 25kw FM station in Eastern Long Isand, N.Y. Must be technical school graduate, have 2-5 years experience and first-class license. Good salary and "special" company benefits. Please submit resume, including salary history, cover letter to: MEDIA, P.O. Box 2776, Grand Central Station, New York, N.Y. 10017.

Situations Wanted Management

RADIO GENERAL MANAGER

I have operated successful powerhouse stations in the top five markets. P&L oriented. Available at once. No employment agencies. Will answer all replies in confidence.

Box A-59, BROADCASTING.

27 yr. old radio station mgc, NBC affiliate, currently working but looking for a more liveable situation. Experienced in all areas and still willing to learn.

Box A-70, BROADCASTING.

17 years all phases in major markets... seeking GM or Prog. spot. Best references. Reply Box A-103, BROADCASTING or Call: 313-774-9532.

Situations Wanted Announcers

TOP FORTY OR CONTEMPORARY MOR. Eastern Biggles looking for Top Talent and Hot So-Big- gloes looking for an On-Air PD... A real live gull-blower can be yours! Currently employed Top 3 Market complete with 11 years experience, heavy resume, stability, creativity, even ratings. Looking for an excellent opportunity with a top right operation. Reply in confidence to Box A-116, BROADCASTING.

Broadcasting Jan 12 1976 54
T.V. Broadcast Equipment

We're a leading producer of T.V. and radio broadcast equipment with 2 unusually interesting and rewarding career opportunities for:

T.V. TRANSMITTER SPECIALIST
VIDEO SPECIALIST

Each position calls for a minimum of a 2 years Associate's Degree in Electronics plus 3-5 years appropriately related experience. Technical strength, ability to work with a minimum of supervision, and willingness to travel are essential. After thorough training in our superior product line, you'll be given responsibility for T.V. studio equipment and transmitter installation and on-site troubleshooting. You'll each enjoy a salary fully commensurate with your experience and abilities; excellent benefits including travel expenses, profit sharing, and hospitalization; stable employment; opportunities for advancement; and relocation expenses. Send resume, indicating specific area of expertise in confidence to:

Box A-104, BROADCASTING.
An Equal Opportunity Employer M/F

Help Wanted Sales

Sales Manager Wanted

Needed: an experienced, aggressive individual for immediate opening with vhf affiliate in a top western market. Salary plus incentive. National and retail background useful with emphasis on successful record in the latter preferred, plus good administrative record and abilities. Advancement opportunities. An equal opportunity employer. Send complete details including resume to Box A-57, BROADCASTING.

Help Wanted Technical


in the ascertainment?
Read: IN OUR VIEW
For details, write to: 2019 Monroe
Belmont, CA. 94002

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

Box A-120, BROADCASTING.
An Equal Opportunity Employer M/F

Help Wanted Programing, Production, Others Continued

CONTROLLER
RADIO & TV

Outstanding opportunity in Central Minnesota community with NBC Television and radio affiliate. Successful candidate must have college degree and strong background in Accounting and Financial Planning. Excellent salary and fringe benefits. Please submit detailed resume including educational background, job experience and salary requirements to:

Central Minnesota Television Co.
702 Hawthorne Street
Alexandria, MN 56308
All replies strictly confidential.
An Equal Opportunity Employer.

Public Notice

CABLE TV FRANCHISE APPLICATIONS are being solicited by Teaneck, New Jersey. Teaneck is the largest community in Bergen County with approximately 12,500 residential units, a density of 6,800 people per square mile and a median income of $18,000 (as of 1972).

Formal applications, conforming to the regulations of the New Jersey Office of Cable Television, are requested to be submitted during the week of March 6, 1976 to:

The Township Clerk
Municipal Building
Teaneck, New Jersey 07666

YOU BELONG IN BROADCASTING!

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

Broadcasting Jan 12 1976 55
**Programing**

**ATTENTION ALL MARKETS**

Authority on beautiful music programing is available on a consultation basis to build a proven Beautiful Music Format for 3 stations this year.

My past association has been with 2 of the nation's most successful stations, including major market. No contracts that will jeopardize your license.

Reply in complete confidence for a demonstration.

PO. Box 42
West Palm Beach, Florida 33402

**Tower Service**

**SWAGER TOWER CORPORATION**

CABLES PRESTRESSED FOR TALL TOWERS

Sockets Attached

All work supervised by Certified Engineer

Box 656, Fremont, Indiana 46736

219-495-5165.

**Wanted To Buy Stations**

Radio broadcaster wants to buy Class B or C FM, metro market, preferably in eastern half of United States but will consider West.

$400,000 facility's, $120,000 available downpayment. Please call our banker collect: Alex Steele 615-749-3556.

**For Sale Stations**

**MIDWEST AM, PROFITABLE, DAYTIME PSA, 5000 WATTS, GOOD RATINGS, 1.4 X CURRENT BILLING LEVEL REPLY TO OWNER.**

Box A-23, BROADCASTING.

**New England**

1 KW single station market with FM potential. Excellent track record. $50,000 down, cash flow will amortize remainder, $350,000.

Box A-61, BROADCASTING.

**ATLANTA, GA.**

AM Daytimer with PSA. Analyses indicates high profit potential with switch to all black format due to 3 very important advantages of this facility. Price $275,000. Must sell due to other interests.

Box A-87, BROADCASTING.

**You belong in Broadcasting**

The newsweekly of broadcasting and allied arts

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**For Sale Stations Continued**

**Qualified buyer interested in majority ownership in profitable medium market AM or AM/FM operation. Can pay all cash if required. Send complete market and financial information with response. All replies held in confidence.**

Box A-119, BROADCASTING.

**KBET, AM, Reno, Nevada**

1M Watt daytime, 250 Watt nighttime.

Price includes excess real estate. For details phone (702) 784-3292 or (702) 784-3266.

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**MID-SOUTH**

**Black Format**

1975 Gross $140,000

**Price—$240,000 On Terms**

**NORTHERN ILLINOIS**

**Single FM Station Market**

**Price—$160,000 On Terms**

**MEDIA BROKERS APPRAISERS**

**RICHARD A. SHAHEEN**

**35 NORTHERN ILLINOIS CHICAGO 60611**

**312-467-0040**

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**For Sale Stations Continued**

**NEW ENGLAND FULLTIME**

Profitable small-market AM with FM CP in excellent, growing business area. Asking $250M with 29% down, balance over 10 years. Contact Horton Associate Bob Kimel at 802-524-5983, Box 270, St. Albans, VT 05478.

**MID-WEST MAJOR**


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**Coming Down This Season?**

**Let's Talk About Available FLORIDA Stations**

**REGGIE MARTIN**

(305) 361-2181

731 S. Mashta, Key Biscayne, Fla. 33149

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**BROADCASTING'S CLASSIFIED RATES**

**Payable in advance. Check or money order only.**

When placing an ad indicate the EXACT category desired.

- Television or Radio, Help Wanted or Situations Wanted, Management, etc. If this information is omitted we will determine, according to the ad enclosed, whether an ad should be placed. No make sales will be run if all information is not included.

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

Copy: Deadline is **MONDAY** to follow the Monday's issue. Copy must be submitted in writing.

- No telephone copy accepted.

- Reprints to ads with a box number should be addressed to Box Number c/o BROADCASTING, 1375 Desales St. N.W., Washington, D.C. 20036.

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

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**Word Count:**

- Include name and address. Name of city (or state) must be included. Zip Code or phone number excluding 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, including single figure or group of figures or letters as a word. Symbols such as $5mm, COG, PG, DK, etc. count as one word. Hyphenated words count as two words.
A foot in the door opens it wide for Don Saraceno

Don Saraceno embarked on a new career last week as general manager of KCRA-TV Sacramento, Calif., snapping a 23-year association with John Blair & Co., where he had climbed to the presidency of Blair Television Station Division in New York.

Under normal circumstances the transfer of a superstar athlete or top-level executive from New York to Sacramento might be construed as a demotion. But Mr. Saraceno 

In more ways than one, Mr. Saraceno's career has been influenced by his family. He was recruited into broadcasting not by some executive with a sharp eye for young talent but by his girl friend (and future wife). She had located a bottom-rung job for him in the mailroom at WLS(AM) Chicago in 1944.

Mr. Saraceno did make it clear to her, however, that he would take the job only if provided the opportunity to move upward. And shortly after he began at the lower levels at WLS, he did, advancing to the sales traffic department and shaping the future direction of his career—though at the time, he wasn't so sure of himself.

"I had no idea of what I would or could do in the radio field," Mr. Saraceno says. "I had come from a working-class family in Chicago. My father was a laborer, and I was happy just to be working in a white-collar environment. But that initial exposure in sales traffic did move me into the direction of sales."

The young Mr. Saraceno may have lacked direction, but he made up for that with motivation. He was determined to become a radio salesman and he steeped himself in the support services of this sector.

Mr. Saraceno, tall and trimly built at 49, does not fit the stereotype of the fast-and-smooth-talking salesman. He radiates a quiet confidence, a passion for the work ethic and a penchant for organization.

Harry Smart, president of Blair Television's Market Division and a longtime business associate and friend, remarked that he is not surprised by Mr. Saraceno's success.

"He is quietly aggressive—but aggressive," Mr. Smart said. "He has good business judgment in sizing up people and situations. And he'll work hard. I remember one time he had worked 14 nights in a row but we asked him to fly down to San Antonio on business and he accepted the assignment without hesitation."

"Another thing about Don—once you've become a friend of his, you're a friend forever. He has a strong sense of loyalty."

Mr. Saraceno's upward climb was a steady but gradual progression. Along the way, he confides, there were a number of associates who were helpful in advancing his career growth.

"Glenn Snyder and George Cook of WLS(AM) Chicago kept their word and promoted me into sales," he said. "John Norton, who is now retired, gave me my first on-the-street sales job with ABC-TV in Chicago. Harry Smart kept me from joining NBC Spot Sales and helped me to get into Blair. And Jack Fritz promoted me to New York and to the presidency of Blair Television's Station Division."

Mr. Saraceno was with Blair since 1953 though he tried to join the company even sooner. "While I was working for WLS I ran into salesmen for Blair and wanted so much to work for them," he says. "And, finally, I got my chance."

Mr. Saraceno was a home-town boy until 1968, remaining in his native Chicago for the first 24 years of his broadcast tenure. Wanting to widen his horizons, Mr. Saraceno accepted an offer from Blair Television to become vice president and manager of the San Francisco office in 1968.

"I love San Francisco and still have a home there where one of my married daughters lives," he says. "But I wanted the challenge of working in New York in an important job. And I was overjoyed when I was offered the job of vice president and general manager of the Station Division in 1973.

Mr. Saraceno says his principal mission as president of the division was the acquisition of new stations and the retention of old ones. (Blair Television's Station Division operates in the top 45 to 50 markets, while the Market Division, under Mr. Smart, functions in the remainder.)

During his three-year stewardship of the division, Blair landed eight TV stations while losing or resigning three. Added to those Blair owns now are WTVT-TV Nashville, KXAS-TV Dallas, WLWI-TV Indianapolis, KTVX(TV) Salt Lake City and WRTV-Toledo, Ohio. Mr. Saraceno's domain stretched over 11 offices, which employ 45 to 50 sales executives and a research and promotion complement of 35 to 40, plus secretarial and clerical help.

The division represents 28 TV stations, most of which are owned by group operators including Capital Cities, Scripps-Howard, Genaral Electric Broadcasting, LIN Broadcasting, Hearst Broadcasting, King Broadcasting and 20th Century-Fox.

Mr. Saraceno estimates that his division's sales in 1975 topped 1974 by about 12%. He is optimistic over prospects for 1976, pointing out it is a national election year as well as the Bicentennial.

During a work day that began at 8 a.m. and continued through 7 p.m., Mr. Saraceno was occupied with myriad responsibilities, including overseeing sales and financial administration. A new activity falling within his command was the installation of computer systems at the 11 Blair offices.

Though he confesses he lost his heart to San Francisco, he was stimulated by New York, saying "That is where it all happens." He and his wife, Rita, lived in Manhattan while he was with Blair.

Mr. Saraceno relaxes by playing handball and occasionally golf. But his favorite pastime is to visit with his children. His closeness to his children and his penchant for visiting them often led some Blair executives to refer to Mr. Saraceno fondly as "The Don."
The club

There is, it seems to us, a fundamental misconception in the National Press Club’s survey of White House relations with the press. The survey, as reported here a week ago, assumes that Presidents ought to be unfailingly candid and accessible and their press secretaries fountains of objective information to be turned on at the approach of any deadline.

Those conditions may prevail some day, but not while humans inhabit the White House.

The press club, as noted, has conceded that Gerald Ford and his administration are a welcome contrast to the Nixon regime which engaged in calculated efforts to manage news and discredit news media. Still, things could be much better, in the press club’s eyes. A yearning is expressed for more “openness and candor” from the President. Ron Nessen, the press secretary, is criticized for ignorance in foreign affairs and inadequate knowledge of other subjects.

There is in all of this an added idealism that ill suits professionals who are supposed to be telling the public what really goes on in Washington. Journalists are losing touch with political realities if they begin to hope that Presidents will answer every question fully or that information officers in presidential employ will suddenly begin acting like disinterested gatherers of unadulterated news. However high minded a President or his press secretary, their perceptions of the public good will often differ from the journalists’. It is often the conflict between those perceptions that makes news.

For the National Press Club’s next study of White House news coverage, things might usefully be turned around. How much hard grubbing are reporters doing in the White House outside the oval office or Mr. Nessen’s briefing room? Is television devoting enough time to the reporter’s unillustrated report, based on sources that cannot be pictured? Is the abrasiveness of questions and answers at daily briefings distracting reporters from their basic job of getting at the facts?

Is the press club ready for that survey?

Star performance

Washingtonians, bureaucrats and ordinary citizens alike witnessed a unique demonstration of adversary journalism at its best at the year end. It was unusual because the opponents are under the same corporate tent.

On Dec. 30 the Washington Star in a lead editorial laid it on the government, National Association of Broadcasters and the networks for throwing blocks in the path of pay television. It was an inaccurate, outdated and inept portrayal of the existing conditions, although correct in the premise that most broadcasters oppose siphoning of programs.

Came Richard S. Stakes, president of the Washington Star Station Group, who also happens to be chairman of the NAB Committee on (against) Pay Television, with an op-ed rejoinder using double the space occupied by the Star’s eruption. It answered the newspaper’s attack with arguments largely familiar to all broadcasters—and cable operators.

The Star’s new owner—Joe L. Allbritton—is under FCC mandate to dispose within three years of all broadcast properties whose ownership involves him in violation of the commission’s crossownership rules. These include WMAL-AM-FM-TV Washington and WLVA(AM) or WLVA-TV Lynchburg, Va. These, plus WCTV(TV) Charleston, S.C., are the properties directed by Mr. Stakes.

What happened here does not establish precedent. These days it isn’t unusual for newspapers and stations under the same top ownership to take opposing positions on local issues or even on candidates for public office. Most newspaper ownerships have completely separated broadcast operations from their newspapers with separate corporate entities in separate buildings.

That was not how it was two decades ago. While it is perhaps after the fact, it is now evident that whatever misgivings government might have had about concentrations of media in the same market have to a great degree been voluntarily dispelled.

Hardy perennials

Television soap opera was discovered all over the press last week, as though it had suddenly emerged as a new quirk on the cultural scene. Time had a cover story of unusual length of the whole genre. Newspapers coast to coast were full of previews of Norman Lear’s new Mary Hartman! Mary Hartman!, starting in syndication.

If any significance can be read into this, it is that television itself is always a dependable subject for journalistic treatment. In a slow news week, how better to sell magazines than with a cover piece headlined “Sex and Suffering in the Afternoon”? Almost as sure-fire as that sex-and-violence-in-prime-time speech that politicians have used so dependably in slow legislative periods.

N for nothing

Now that the laughter has subsided after the discovery that NBC paid “well under $1 million” for a corporate symbol that a staff artist ran up for the Nebraska educational television network while working on company time, an accommodation must be reached. If the Nebraska people are as smart as they seem to be, they will abandon their use of the logo in exchange for one concession from NBC.

In its promotion accompanying its introduction of the new logo, NBC asserted that Lippincott & Margulies submitted 1,000 designs before the N was ultimately chosen. Having already rejected them, NBC would surely be willing to let the Nebraska educational television network take its pick from the discarded 999. Designers we know say Nebraska couldn’t lose.

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The Adams Chronicles has been made possible by grants from the National Endowment for the Humanities, The Andrew W. Mellon Foundation, and Atlantic Richfield Company.