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.

*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.
Insurance is too good a bargain. Insurers can’t afford it.

For 225 years, the property/liability insurance business has been providing financial protection to the American public. Today, that system is in jeopardy.

Inflationary claims costs and inadequate rates resulted in nearly $7 billion in underwriting losses in the last two years. No business can suffer continuing losses like that and remain around for long. Thirty insurance companies didn’t. They were declared insolvent or placed in conservatorship in the first 11 months of 1975. Without adequate rates, more companies are threatened.

The effect on the public is to make insurance more difficult to obtain. Today, some people are having trouble purchasing the protection they need. Businesses can’t operate without liability protection. Doctors can’t afford to practice without malpractice coverage. Banks and other financial institutions won’t lend money for cars or houses without insurance protection on the property. Without insurance, people have no financial protection against a catastrophic loss.

The crisis in insurance availability is caused by rates that are just too low to cover costs. For example, property insurance premiums for homes have increased only 35% since 1967, according to the Consumer Price Index. The costs of repainting a living room and dining room are up 117%; residing a house, 92%; reshingling a roof, 125%. Residential construction costs overall are up 75%. Residential fire losses now cost more than $1.2 billion a year, a 100% increase since 1967.

To cover rising losses and to insure insurance availability for tomorrow’s needs, adequate rates must be allowed by the regulatory authorities.

For more background on this problem, contact:

INSURANCE INFORMATION INSTITUTE
110 William Street, New York, N. Y. 10038
(212) 233-7650
NEW DEBATE ON CABLE POLICY  □ House subcommittee staff’s report renews confrontation between conventional broadcasters and CATV; starts one between Congress and the FCC. Recommended: lifting of most federal controls, let marketplace decide. FCC’s role would be lessened, state and local authorities would have more say. PAGE 10.

STATION TRADING  □ BROADCASTING’s annual report on buying and selling of broadcast properties finds business on upswing after decline in 1974 that carried over to 1975. Brokers consider 1976 outlook good. Top transactions of past year are summarized. PAGE 25.

NO PRECEDENT  □ FCC disposes of first of nine petitions to deny that had been filed by Justice Department on grounds of media control. But in renewing Cowles Communications’ KCCI(TV) Des Moines, commission warns others facing challenge not to routinely expect same treatment. PAGE 28.

WMCA FILE CLOSED  □ FCC elects not to take any further action on personal-attack case that was remanded to it by appeals court. Still undetermined is how order should be interpreted in similar proceedings in future. PAGE 30.

MORE NEWS STRENGTH  □ Group W signs with AP Radio and ABC Radio for its AM outlets. Move also will permit Group W’s Washington bureau to provide more specialized news coverage there. PAGE 31.

WESTIN, ABC PART  □ Policy disagreement believed behind resignation. Skinner now in charge of Reasoner nightly show; Sanders heads Closeup unit. PAGE 32.

FORD-REAGAN DEBATE  □ White House counselor Hartmann sends up idea to UPI, but Mead and others shoot it down. PAGE 32.

CIA HELPERS  □ Jaffe’s tale of journalists’ link is generally discredited, but House committee was to come up with report on news organizations that cooperated with intelligence agency. PAGE 33.

PLUG PULLED  □ FCC and IDC Services give up on idea for incorporating identification material into TV pictures. Testing was expected to pave way for regular commercial-monitoring service for advertisers. PAGE 37.

RADIO CO-OP BOOM  □ Radio Advertising Bureau’s Walthius predicts that by yearend all “significant” retailers in U.S. will take advantage of manufacturer’s advertising allowances. PAGE 38.

TWO IN A ROW  □ ABC-TV for second week takes top rating numbers. NBC-TV engineers first second-season cuts with announcement The Cop and the Kid and Grady will end March 11. PAGE 38.

THE PLAINTIFFS’ DEFENSE  □ Family-viewing court action continues as Hollywood people oppose motions to dismiss filed by the major commercial networks, NAB and FCC. PAGE 39.

NOT FAR FROM THE MAINSTREAM  □ CPB-commissioned Roper report concludes that composition of public-TV viewers parallels total population “fairly closely.” PAGE 40.

PROBLEMS BACK HOME  □ State and regional cable association presidents come to Washington with much on their minds. One sore spot: local regulation. PAGE 41.

VIACOM’S NEW ARM  □ In-house unit is formed to acquire pay-cable programing and eventually offer it to West Coast customers. PAGE 42.

GOOD NEWS FROM MERRILL LYNCH  □ Television apparently is one reason why this brokerage firm is bullish on America. PAGE 43.

RECORD GAINS IN ‘75  □ Cox Broadcasting begins 1976 on an optimistic note after reporting new highs in net income and operating revenues. PAGE 43.

CLIMBING THE LADDER  □ R. Ross Garrett joined 3M in 1947 as PR representative and has risen through ranks to become executive director of staff marketing services. New ANA chairman and all-out company man tells how he got there and where he’s headed now. PAGE 65.
KTWO Radio, Wyoming's pioneer radio station, is in its 45th year of broadcasting. Already the state's most powerful signal with more Wyoming adult listeners than any other station, K-TWO now increases day and night to the maximum power allowed any AM radio station in the United States. * KTWO provides Wyoming with a clear channel radio service all across the state.


Represented nationally by

TORBET-LASKER, Inc.

KTWO RADIO
ON YOUR
DIAL
Uncommitted
President Ford is still keeping options open on future speaking engagements of major interest to broadcasters and allied groups. National Association of Broadcasters is keeping its Monday schedule flexible for March 21-24 national convention in Chicago. And Electronic Industries Association presumably is doing same for its March 24 annual Washington dinner. New procedure at White House is to withhold decision until about two weeks before events.

Birthright
Spinoffs of TV series hits continue to prosper. Premiere of Lawne and Shirley, Happy Days spinoff, last Tuesday (ABC, Jan. 27, 8:30-9 p.m., NYT) drew 35.1 rating and 49 share, among highest-rated series premieres in years. Next night, ABC's new second-season Bionic Woman (8-9 p.m.), spinoff of The Six Million Dollar Man, had third smash week in row with 26.9 rating, 41 share (see page 38). Highest-rated new show from last fall continues to be Phyllis, spinoff of The Mary Tyler Moore Show; and other consistent spinoff winners (with progenitors in parenthesis) are: Rhoda (The Mary Tyler Moore Show), Maude and The Jeffersons (All in the Family), Good Times (Maudie), S. W. A. T. (The Rookies) and Barnaby Jones (Cannon). Upcoming is Superstar (Streets of San Francisco).

Only recent spinoff failure is NBC's Grady (Sanford and Son), and industry sources attribute that fizzle to fact that Norman Lear was not involved (having split with Bud Yorkin after Sanford had established itself as big hit).

Scrubbed
Electronic Industries Association is forgoing presentation of its 1976 Medal of Honor Award, which had been scheduled for presentation at annual government-industry dinner in Washington March 24. Robert W. Sarnoff had been selected but with his retirement from chairmanship of RCA Corp. at year's end he notified EIA he felt it would be inappropriate to accept.

Cable count
National Cable Television Association is projecting 4,500 in attendance at April 4-7 Dallas convention. Same goal was targeted for last year's event, which attracted only 3,482-29% drop from 1974. Initial preregistration mailing that went out in December, earliest ever, has brought in 220 preregistered delegates so far. Exhibit area, about same size as last year, is 75% sold with expectation of more than 100 manufacturers and suppliers attending. Big interest this year is in satellite receive equipment, which 10 companies plan to display.

Hangup
FCC staff is split on ways to enforce part of fairness doctrine that says broadcasters must deal with controversial issues of public importance (kind of programing that triggers fairness disputes). General counsel says over-all performance should be reviewed at license renewal time, though broadcasters would be notified of complaints when received. Broadcast Bureau wants to deal with complaints as they arise. Staff division of opinion is one reason FCC has been delayed in disposing of petitions for reconsideration of June 1974 fairness report.

When it finally acts on petitions for reconsideration, in week or two, commission is expected to take up, and bury, Chairman Richard E. Wiley's suggestion that fairness doctrine be suspended for radio in several large markets. U.S. Court of Appeals in Washington is regarded as having raised serious if not insurmountable obstacle to implementation of plan when, in opinion last month, it expressed view that Congress "enacted" doctrine into law in its 1959 amendment to Section 315 (Broadcasting, Jan. 26).

Hot prospect
Up-and-coming is term increasingly applied by colleagues to 40-year-old Bob Wussler, vice president, CBS Sports. Installed as sports chief in July 1974, he's brought innovations, new events and generally better ratings to CBS sports coverage. He already had strong track record as vice president-general manager of CBS-owned WGN-TV Chicago and, before that, as CBS News director of special events, executive producer of political convention, election and space-shot coverage.

There are those in CBS who say Mr. Wussler is qualified for almost any bigger job that becomes available, presidency of CBS News, for example, or CBS Television Network.

Party time
Celebration of NBC's 50th anniversary year, opening with 50th birthday banquet for WNBC(AM) New York last week under auspices of Broadcast Pioneers Foundation (see page 31), will feature series of events. Next will be high-level reception in Washington March 10. Eight days later International Radio Television Society will present company with Gold Medal Award at banquet in New York (Broadcasting, Jan. 26). Biggest event will be joint convention of radio and TV affiliates in New York, June 20-22. On June 27 network will give reception in Los Angeles for creative and production community.

Breather
Inactivity of Justice Department on such matters for past year should not be taken as sign it won't proceed with more petitions to deny license renewals to stations that it considers part of undue concentrations of media ownership, officials there say. It's waiting to see what happens to nine petitions it has on file at FCC. "We don't have enough people to run an FCC practice on a daily basis," one official said, though he added that case with unusual characteristics would probably lead to action.

FCC last week rejected one of department's petitions, against KCCI-TV Des Moines, Iowa, but in no way to set precedent (see page 28).

Fading red carpet
Whether it's backwash of Watergate and political clean-ups or simply lower political sensitivities of new generation in broadcasting, government officials, including those at FCC, are complaining of disappearance of amenities they used to get when traveling. Recent complaint came from commissioner who wasn't met at airport by car from station on which he had agreed to do interview, wasn't fed dinner he expected. Going it alone on government travel allowances could keep officials home.

Experience counts
Stations are not making as many January changes in their prime-time access periods as in previous years, according to syndication sources. Main reason, says one veteran syndicator, is that it's pretty much race among network affiliates in access time. There are few failures among access-time shows this season because stations have learned how to program those periods. "They're not making the mistakes they made in the first years of the rule," says another syndication official.
Procter & Gamble □ Camay soap by P&G, Cincinnati, will be advertised in 60 markets in TV campaign March 1 to April 11. Fringe 30's are geared to women, 25 to 49, are handled by Leo Burnett, Chicago.

General Motors □ Annual push on behalf of company's trucks will be launched in late February on spot TV in 203 markets for three or four weeks, depending on market. Campbell-Ewald, Detroit, is in process of making buys to reach men, 18 to 49 and 25 to 54.


Xerox □ Company's 800 ETS automatic typewriter will be advertised on spot TV in extended list of markets for four weeks, starting in early March. Needham, Harper & Steers, New York, is seeking to reach men, 25 to 54.

Monarch Wine □ Manischewitz and various other wines by Monarch Wine Co., Brooklyn, N.Y., are featured in spring campaign beginning end of February and running through early April in two-week flights. TV 30's in network and spot, and radio 60's in network and spot are scheduled to include upwards of 50 spot markets. Budget is in range of $750,000 to $1 million. Savitt Tobias Balk, New York, is agency; R.D.R. Associates/Time Buying Services, New York, handles placement.

Texas Instruments □ Consumer Products Division of Texas Instruments, Dallas, will run campaign for calculators March 1-28. Fringe and prime 30's are targeted to men, 25 to 54, in substantial number of mostly major markets. Tracy-Locke, Dallas, is agency.

Colgate □ Company's Ajax cleanser, through Norman, Craig & Kummel, will be accorded major nationwide seven-week radio campaign, both network and spot, beginning later this month. Ajax's buy on ABC, CBS, NBC and Mutual will be supplemented by spot buys, in still undetermined number of markets, through stations serviced by Katz, John Blair; Eastman and other radio rep firms.

Alpo □ Dog-food company will join with S.C. Johnson Co., maker of Johnson's Wax, to partially sponsor new 26-week cycle of 90-minute late-night talk-variety Sammy & Company, with Sammy Davis Jr., as host. Alpo's agency is Weightman, Philadelphia, and Johnson's is Foote, Cone & Belding, Chicago. Weekly series, which starts its third 26-week cycle in April, has signed up 83 stations, for 76% coverage. Key stations include WNBC-TV New York, KNBC-TV Los Angeles, WGN-TV Chicago, WCFL-Washington, WJZ-TV Detroit, KGO-TV San Francisco and WVEU-Cleveland. There are seven national minutes with each 90 minutes. Stations get Sammy & Company free with those seven commercial minutes factored in, and are accorded 11 minutes to sell locally Syndicast Services Inc., New York, is bartering series.

John H. Breck Inc. □ Breck Clean Rinse will be supported by spot radio effort to 19 major markets for four weeks, starting March 22. Richard K. Manoff Inc., New York, is slanting commercials toward women, 12 to 24.

Bachman Foods □ Potato chips and pretzel products will be advertised via spot radio in substantial list of markets in Northeast for two weeks, starting in mid-March, Women, 18 to 49 and 25 to 49, are target of agency, Lewis & Gilman, Philadelphia.

Sperry & Hutchinson □ S & H Green Stamps will be spotlighted in spring spot-TV campaign to begin March 24 and continue until end of May. SSC&B, New York, is in process of lining up extensive list of markets to reach women, 18 to 34 and 18 to 49.

Plochman Inc. □ Company's mustard will be advertised in 15-week spot-radio campaign to begin in mid-February in six Midwestern and Southern markets. In early May spot TV effort will be launched in same markets for six weeks. Scott & Scott Advertising, Chicago, will slant commercials toward viewers and listeners 12 and over.

Castle & Cooke Foods □ Dole division of C&C, San Francisco, will begin network TV campaign for pineapple products March 8 to run through April 15. Prime-time 30's are handled by Foote, Cone & Belding, San Francisco.

Sealy Inc. □ Earl Ludgin & Co., Chicago, is putting together its first national spot-TV campaign for Sealy mattress, beginning in mid-February and continuing for five weeks. Sealy had been network-TV advertiser and its licensees have used local TV. National spot-TV effort expected to be enlarged during year. Agency is seeking women, 18 to 49, via spots in daytime and fringe periods.

Ditto of California □ Van Nuyas, Calif., maker of jeans has bought partial sponsorship of CBS-TV Grammy Awards show, 10-11-30 p.m., Feb. 28. Commercials will dramatize theme, "Feel the Fit," and subsequently will be available to major retailers.

Descind □ Manufacturer of wide-brim hats, through Leo Baron, New York, begins eight-week campaign in mid-March for spot-radio, starting in Chicago, to run through Easter Message is aimed at black men, 18 to 34.

Van Heusen □ Division of Phillips-Van Heusen Corp., New York, has appointed Scal, McCabe, Sloves, New York, as agency. Grey had handled account for 34 years; termination was by mutual consent. SMS initial campaign for fall includes TV.
Hour Hero.
The number-one series on the entire ABC-TV schedule!
The largest 18 to 49 audience in all of network television!
The super hero for millions of Americans.
Act now!
You know how fast he can go.

mcatv

The Six Million Dollar Man*

Source, NTI, 1975 season. Averages through 2nd Dec. 1975 report (subject to survey limitations.) *Or another appropriate title.

(See you at NATPE! Fairmont Hotel, Suite 210.)
It's here! The all-new DP-2. Microprocessor controlled, it offers more standard yet custom features than any other unit available today... features such as 6,000 event capacity; built-in external function control; automatic record of network; extended job routines; special codes such as "link," "repeat blocks," "voice track"; interfacing to other computers; video readouts and up to 40 audio channels!

Available in a low-boy console with desk or standard racks, it's versatile and inexpensive and it's from the people who invented computer assisted broadcasting—SMC.

Get all the facts on this new profit-maker today. Return the coupon below for more information.

Systems Marketing Corporation
1005 W. Washington Street
Bloomington, Illinois 61701• 309-829-6373
Broadcast Automation—our only business

YES I want to know more about DP-2. Send complete information and have your Representative call me.

Name ________________________________
Station______________________________
Address______________________________
Zip______________________________
Phone (area code)_____________________

76-100

See us at NAB—Booth 709-A

WRANGLER
‘NO-FAULT’
100% COTTON DENIM
JEANS AND JACKETS
WITH SANFOR-SET

Wrangler’s “No-fault” jackets and jeans by Blue Bell Inc.'s Wrangler (“Wrangler thinks Americans should get what they pay for”) will be advertised in network TV and spot radio for eight weeks beginning March 15. Radio spots in 46 markets on contemporary format stations are budgeted at $500,000. TV spots in mostly prime time cost an estimated $2.1 million. Altman, Stoller, Weiss, New York, is agency.

International Harvester □ Chicago-based company’s ’76 Scout II, Traveler and Terra sports utility vehicles are featured in spot-TPNprint campaign aimed at outdoorsmen. Early fringe and prime-time 30’s are being used. Ketchum, MacLeod & Grove, Pittsburgh, is agency.

Savin Business Machines □ In its first use of television, Savin is spending estimated $100,000 on four-week campaign to begin this week in New York, Los Angeles and Boston on behalf of its 750 Plain Paper Copier. Savin will return to spot-TV during April, May, June, August, September and October for six to seven-week flights each within those periods in approximately 10 markets. Sklar Associates, White Plains, N.Y., created copy for campaign and Western International Media Corp., New York, is placing advertising on news and sports shows to reach male business executives, 35 and older.

Phoenix Mutual Life Insurance Co. □ Spot radio effort pointing up low cost of Mutual policies will go into first flight of 1976 later this week on 28 stations in New York, Philadelphia, Seattle, Denver, Providence, R.I., and Phoenix. This initial three-week flight will be followed by another three-week buy in late March and four-week splurge next fall. Warwick, Welsh & Miller Inc., New York, which created catch-phrase, “See the low cost Phoenix Mutual policies other insurance companies may not want you to see,” is buying 60-second spots in time periods designed to reach men and women, 30 to 49.

Duff-Gordon □ Company’s dry sherry, through Grey Advertising, kicks off nine-week spot-radio campaign Feb. 16 in Chicago, Washington and Philadelphia. Spot is aimed at black adults, 25 to 49, so black stations will be emphasized in buys made by GCI Sales.

Avon □ Various products will be advertised in heavy spot-TV push to begin on Feb. 9 and continue for eight weeks in long list of markets. Ogilvy & Mather, New York, is aiming for women, 18 to 49, via spots on daytime and fringe periods.

Fiat Two TV spots for Fiat (Montvale, N.J.) begin six-week run this week in 52 markets. Prime, fringe and sports 30’s are in two varieties: “School is Closed” snowbelt commercial and “Live with It,” continuing a familiar theme. Carl Ally, New York, is agency.

BAR reports television-network sales as of Jan. 11

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<th>Total dollars week ended Jan. 11</th>
<th>1976 total minutes</th>
<th>1976 total dollars year to date</th>
<th>1975 total dollars year to date</th>
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Source: Broadcast Advertisers Reports

Broadcasting Feb 3 1976

8
Bonneville's WRFM.
New York's leader. The nation's leader.

WRFM serves the largest adult FM audience anywhere in the nation.* The New York audience that respects quality programming and relies on total radio service.

WRFM’s winning program format features Bonneville Beautiful Music, morning favorite Jim Aylward, and outstanding news, public affairs documentaries, editorials, and commentaries.

It's the kind of service that’s earned over 25 major awards for excellence in just the last two years. And earned the continuing trust and loyalty of the great New York community.

Jim Aylward, and outstanding news, public affairs documentaries, editorials, and commentaries.

It’s the kind of service that’s earned over 25 major awards for excellence in just the last two years. And earned the continuing trust and loyalty of the great New York community.
Spot television: a staple on Dunkin’ Donuts’ menu

Spot TV has emerged in the past two years as a key promotional tool for Dunkin’ Donuts, the nation’s largest donut and coffee chain.

While newspaper advertising remains an important part of our media mix, more than half of our media budget of approximately $2 million now goes into television. TV is being used for our shops in about 75 markets for both premium and price-off advertising.

A major factor in the effectiveness of our approach to spot TV is that commercials are geared to a dual purpose—building an over-all image for our product and service concept, and at the same time offering a specific value that is appealing enough to create immediate consumer buying.

Local television advertising has made an important contribution to the sales of the more than 800 Dunkin’ Donuts outlets, with an average gain of 20% over the past two years. In fiscal 1975 total chain volume rose to a record high of more than $185 million.

Results have not been achieved by guesswork. Much time and effort have been devoted by the company and franchise owners to developing promotions for greatest impact on volume and testing them out in selected markets.

The fall 1975 campaign carried out by Dunkin’ Donuts is a good illustration of this approach. We created three 30-second singing commercials on the theme, “Something’s Always Cooking Down at Dunkin’ Donuts,” to emphasize the fact that our products are constantly fresh. But each was aimed at a separate merchandising target. One featured a special price offer on our Big Bunch Bucket of Munchkins, which are bite-size donut treats made in five flavors. Another promoted 15 donuts for the price of 12, and the third was built on a premium offer of a decanter filled with Munchkins. The commercials were integrated with 10-second tags applying to each market area.

Each promotion was backed up by point-of-purchase materials in the stores and, in addition, we ran sales contests for employees that gave them a chance to win prizes based on their individual efforts.

On the decanter offer, a $2 value designed to sell at 99 cents, Dunkin’ Donuts shops moved more than 1.5 million units in a five-week period. Advertising during the initial two weeks was concentrated heavily in spot TV, followed by print ads.

Our most successful promotions have been through offers of premiums that are closely tied to our products. In 1974, we sold almost one million quart Thermos bottles filled with coffee, at $1.99. And last year we introduced Munchkin Punch, a non-carbonated fruit drink, in a half-gallon picnic jug for $1.99. The premiums generally yield a fair profit to the shop operator, and they have been valuable in building volume and attracting new customers.

There are, of course, special considerations involved with advertising in the franchise field. In the case of Dunkin’ Donuts, all shops contribute 2% of gross sales to an advertising fund, with the guarantee that at least half of this will be used for advertising directly to their geographic area. The remainder is devoted to the development of new products and promotions. This arrangement encourages franchise owner interest and participation in promotions, from initial concept through testing and execution. As a matter of practice, many promotions for chain-wide participation are reviewed with a marketing advisory committee that includes five franchise owners from each of the company’s five marketing zones.

Dunkin’ Donuts operators have options on how their advertising allowances are applied, and many make supplemental investments from their own funds. By placing major emphasis on local TV spots, rather than network participation, we are able to provide them maximum flexibility and efficiency for their TV expenditures. With this approach, corporate promotions—except for those keyed to a special occasion such as Halloween—can be timed according to local preferences. And the added impact of TV exposure can be put to work as needed in such smaller markets as Bangor, Me., as well as in large metropolitan areas such as New York or Chicago.

Generally, these TV commitments are coordinated at the district level in each zone. At an early date, the area marketing manager meets to discuss upcoming corporation promotional plans and presents recommendations on TV advertising, which are generally accepted by the group of stores involved. In addition, some areas plan their own individual price promotions and can request that TV commercial tags be supplied for this purpose.

We know that these TV spots bring a high level of direct consumer response. For example, before we introduced Munchkins nationally in 1974, we tested the product and our advertising in 10 markets. We found that while print advertising created 20% more incremental sales than no advertising, the use of TV jumped incremental sales by 35%. In subsequent promotions, TV spots have yielded response by as much as 100% in some areas, depending on the promotion.

All Dunkin’ Donuts franchise owners use print advertising, and some employ radio, but well over half of them today are also buying television time on a consistent basis. The advertising fund provides an allowance of $1 for each $2 spent by a franchise owner on TV and other approved advertising, and many operators have found that combining print with TV has a synergistic effect on their sales.

The ability to advertise on TV also carries important benefits for the local franchise owner, who is basically a small businessman. With TV, the store becomes a major local advertiser, and this brings prestige and better employee morale. Workers feel a sense of pride and participation, and they become more excited about the company and involved in serving customers and carrying out promotions.

Since the great majority of Dunkin’ Donuts outlets are franchise-operated, the success of the corporation is closely tied to the volume and profits achieved by each location. With rising costs and increasing competition, progress demands more sophisticated techniques in all areas of management. One of the most crucial is in how the chain deals with its public, and here spot TV is proving to be a powerful weapon, both for promoting immediate sales in a given target area, and for building long-term appeal of our product and service concept.
Thanks for Helping a Good Product
Keep a Good Name

CROCK-POT®
SLOW COOKER

Prominence in the news and advertising media, along with tremendous sales and consumer acceptance, has made our name, Crock-Pot, a household word fast.

It has become part of the language of many marketing and advertising people, along with that of store buyers, sales clerks and consumers.

Unfortunately, knowledgeable people sometimes forget that our brand name, Crock-Pot, is a registered mark. Sometimes they use it in reference to slow cookers and so-called slow cookers by other manufacturers. This is wrong.

There is only one Crock-Pot Slow Cooker. Rival makes it. No one else. So when a slow cooker is mentioned or advertised, it is important that the name, Crock-Pot, be used only to identify the slow cooker made by Rival and only by Rival. Please remember that Crock-Pot is an exclusive trademark* of Rival and its use in connection with the slow cooker of any other manufacturer is a direct infringement and improper.

Thanks again for helping a good product keep a good name.


RIVAL MANUFACTURING COMPANY, KANSAS CITY, MISSOURI 64129

Broadcasting Feb 2 1976
This week

- **Feb. 1-3**—California Broadcasters Association winter convention, Elton Rute, ABC-TV president, and John Scali, senior correspondent, ABC News, will speak. Newport Inn, Newport Beach.

- **Feb. 2**—PDC's new deadline for filing comments on proposed amendment of parts 0 and 1 of adjudicatory re-regulation rules (Docket 20626). FCC, Washington.

- **Feb. 2-4**—National Cable Television Association board meeting. Beverly Wilshire hotel, Los Angeles.


- **Feb. 3**—Television Bureau of Advertising regional COOP sales workshop. Hyatt Regency, San Francisco.

- **Feb. 5**—UPI Minnesota Broadcasters meeting and presentation of first awards for reporting. Sheraton Ritz, Milwaukee.

- **Feb. 5**—Television Bureau of Advertising regional COOP 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 Delmar C. Ports, NCTA, and Dr. Robert Powers, Cable Television Bureau.

- **Feb. 6-7**—Northwest Broadcasters News Association annual meeting. Stepheh Shleton, CBS Radio, will be banquet speaker. Sheraton Ritz, Milwaukee.

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

Also in February

- **Feb. 6-11**—National Friends of Public Broadcasting fifth annual conference, concurrent with Public Broadcasting Service annual membership meeting. Century Plaza hotel, Los Angeles.

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

- **Feb. 9**—Radio Advertising Bureau COOP sales clinic. Sheraton Jetport, Orlando, Fla.


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

- **Feb. 10**—Radio Advertising Bureau COOP 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 Concord, Madison. Terry Schockley, WKOW-TV, Madison, is chairman.

- **Feb. 10-11**—South Carolina Cable Television Association annual convention. Wade-Hampton hotel, Columbia. Contact: Bus Tibbs, 2130 Carlisle Street, Columbia 29205; (803) 252-6595.

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

- **Feb. 12**—Southern Baptists Radio and Television Commission seventh annual Abe Lincoln Awards. Arthur B. 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 Tarchoff, editor of Broadcasting. Tarrant County Convention Center, Fort Worth.


- **Feb. 12-14**—Colorado Broadcasters winter convention. Slifer's Denver Inn, Denver.

- **Feb. 12-14**—South Carolina Broadcasters Association winter convention. South Carolina Governors James B. Edwards will be speaker at the Friday banquet. Holiday Inn, Florence.

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**Broadcasting** Feb 2 1976 12


Feb. 16—Idaho Cable Communications Association annual meeting. Downtowner motel, Boise, Idaho.

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

Feb. 18—Washington State Cable Communications Association annual meeting. Tyebee Motor Inn, Olympia.

Feb. 19—FCC's deadline for comments on commission's inquiry as to its role in format changes at radio stations (Docket 2082). Reply comments are due March 3, FCC, Washington.


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 Barnett, PO. Box 785, Cartersville, (404) 382-4444.

Feb. 21-25—National Association of Television Program Executives 13th annual conference. Lew Klein, Gateway Communications, is convention chairman; Dark Zimmerman, KBHK-TV San Francisco, is facilities chairman. Fairmont and Mark Hopkins hotels, San Francisco.

Feb. 22-25—Bicentennial combined conventions of the National Association of Evangelicals and the National Religious Broadcasters. Among speakers: FCC Chairman Richard E. Wiley; Dr. Billy Graham; Representative John B. Conlan (R-AZU) and Dr. David McKenna, Seattle Pacific College. Shoreham American hotel, Washington.


Feb. 26—Community Antenna Television Association board meeting. CATV offices, 4209 N.W. 23rd Street, Oklahoma City.


Feb. 27-29—Special seminar on the courts and criminal justice for members of the news media, co-sponsored by the American Bar Association's Section of Criminal Justice and the ASBA's National College of the State Judiciary. University of Nevada in Reno.

March

March 1—Deadline for entry in Radio Television News Directors Association annual competition. Awards will be given in four categories each for radio and television, including on-seat news, investigative reporting, editorial and the Edward R. Murrow awards for outstanding enterprise and social awareness in the reporting of a significant community problem or issue. Awards will be for four U.S. regions and one encompassing Canada. Dave Partridge, WFBC-TV Greenville, S.C., is awards committee chairman.

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 new syndicates). Deadlines for books will be Feb. 1, Entry form and information: Gavel Awards, ABA, 115 East 55 Street, Chicago 60629.

March 1—Radio Advertising Bureau co-op sales clinic, Quality Inn Tower, Cincinnati.

March 2—New York State Broadcasters Association annual meeting and legislative reception, Turl Inn, Albany.


March 5—Radio Advertising Bureau co-op sales clinic, Hyatt Regency, Dearborn, Mich. (Detroit).

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 seminar, Hyatt Regency hotel, Memphis.


March 18—FCC's deadline for comments on AM channel proceedings to allow I-A to clear to operate with greater than 50 kw. Replies are due April 19. FCC, Washington.

March 19—Women in Communications Inc.'s Jacob Scher Awards dinner, Ritz-Carlton hotel, Chicago.


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

March 24—Electronic Industries Association government-industry dinner, Mayflower hotel, Washington.


March 29—Kickoff banquet for The Personal Communications Two-Way Radio Show (March 30-April 1), PCC Commissioner Robert E. Lee will keynote speakers Las Vegas Convention Center, Las Vegas.

March 31—Sixth annual Communications Day of Graham Junior College, Boston.

March 31—Council of Churches of the City of New York 12th annual broadcast awards luncheon, Americana hotel, New York.

April

April 1—Deadline for applications for fellowships in the humanities for journalists for the 1976-77 academic year, sponsored by National Endowment for the Humanities. Twelve will be at the University of Michigan, 12 at Stanford University for applications or information. Director, fellowships in the humanities for journalists, 3564 LSA building, University of Michigan, Ann Arbor 48109, or C-3, Cypress Hill, Stanford University, Stanford, Calif. 94305.

April 2-3—Region 7 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in South Dakota, Nebraska, Kansas, Iowa, Missouri and at Southern Illinois University-Edwardsville, WISIC, Lancaster.


April 2-4—Region 11 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in California, Nevada, Arizona and Hawai'i. Nugget hotel, Reno.

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 9-10—Women in Communications Inc. South-west region meeting. Holiday Inn, Denton, Tex.


April 9-10—Region 5 conference. The Society of Professional Journalists, Sigma Delta Chi, for members in Illinois, Indiana and Kentucky. Ball State University, Muncie, Ind.


Major meetings


April 4-7—National Cable Television Association annual convention, Convention Center, Dallas. 1977 convention will be April 17-20, McCormick Place, Chicago.

May 5-9—American Women in Radio and Television 25th annual national convention. Marriott hotel, Philadelphia. 1977 convention will be April 26-May 1, Radisson Downtown hotel, Minneapolis.


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

June 13-17—National Association of Broadcasters board meeting, Washington.


Nov. 9-11—Television Bureau of Advertising annual meeting, Sheraton Americana hotel, Washington.

April 9-10—Region 9 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in Wisconsin, Utah, Colorado and New Mexico. Little America motel Cheyenne, Wyo.

April 12—Presentation of Janus 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 16-17—Region 1 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in Arkansas, Louisiana, Mississippi and western Tennessee, University of Arkansas, Little Rock.

April 16-17—Georgia UPI Broadcasters conference. Royal Coach Inn, Atlanta.

April 21-23—Indiana Broadcasters Association spring meeting, Rodeway Inn Airport, Indianapolis.

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


April 23-24—Region 8 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in Oklahoma and Texas. Austin, Tex.

April 23-24—New Mexico Broadcasters Association annual meeting, Hilton Inn, Albuquerque.

April 23-25—Women in Communications, Inc. Northeast region meeting, Chatham Center, Pittsburgh.

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

April 25-27—Chamber of Commerce of the United States 64th annual meeting. Theme will be "200 Years of Prologue." 1615 H Street, N.W., Washington.

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

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


May 12-14—Washington State Association of Broadcasters spring meeting, Red Lyon Motor Inn, Palco.

May 12-18—Pennsylvania Association of Broadcasters annual convention, Britannia Beach hotel, Paradise Island, Nassau.

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

May 20-22—Iowa Broadcasters Association management conference, Des Moines.

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

May 27-June 5—Pris Jeunesse International, biennial television competition for children's programs, co-sponsored by European Broadcasting Union and UNESCO. Bayerischer Rundfunk, Munich, West Germany.

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

June 4-5—North Dakota Broadcasters Association spring meeting. Art Deco hotel, 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. 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 13-18—Florida Association of Broadcasters 41st annual convention. Breakers hotel, Palm Beach.

June 13-17—National Association of Broadcasters board meeting, Washington.

June 14-18—BroadComm '76, exhibition of broadcasting and communications equipment. Participation is limited to U.S. manufacturers. U.S. Trade Center, Mexico City Information: Mary R. Wiener, project officer, Office of International Marketing, Domestic and International Business Administration, Dept. of Commerce, Washington 20230.


June 20-23—NBC's 50th anniversary meeting of TV and radio affiliates. Waldorf-Astoria, New York.

Poor prescription

EDITOR: I really cannot understand the big debate between the American Medical Association and the Federal Trade Commission regarding the right of doctors to advertise. Anyone who has attempted to schedule an emergency appointment with a family doctor or, of a more serious nature, attempted to find a doctor who was accepting “new patients” in the past five or 10 years, would have to question who it is that’s pushing so hard for the “right to advertise.”

Opening the way to advertising for purposes of encouraging competition would only compound the problem, confuse the public and open the door to hucksterism.

It’s all well and good for the AMA and FTC to debate the right to advertise, but it might be nice to include members of the broadcast industry in those debates. Should the ban be lifted, where would we stand?—Dale Z. Dawson, vice president, general manager, WVTM/Atlanta, Ind.

Common ground

EDITOR: At various times in the broadcast, members of the industry, broadcast students and educators have voiced their concern over the relationship between academia and the industry. The comments usually center on student uncertainties about their personal futures, and on broadcasters’ uncertainties about the value of a college education in broadcasting.

Last year’s national radio survey by Michigan State’s Fred Jacobs created quite a stir among students and educators. More recently, Stanley Hubbard’s letter (Jan. 12) mentioned the “information gap” between the broadcast schools and the industry. This information gap is real, and it has been ignored.

For too long, a great number of faculty members, riding high on their egos and their emphasis on book-knowledge, have kept professionals out of the classroom. And for too long, a great number of professionals, who complain about the lack of preparation of graduates entering the field, have done nothing to help the members of the academic community shape more valuable curricula.

Alpha Epsilon Rho, now with a membership over 10,000, is the oldest and largest organization of broadcast students, educators and professionals. Established 35 years ago as the “National Honorary Radio and Television Fraternity,” it set out to encourage and reward scholarship and accomplishments among broadcast students and to establish meaningful communication between student and professional broadcasters, working individually on campuses. In 1974 it became the National Honorary Broadcasting Society and took a new and exciting direction.

This year, our national convention will take place March 17-20 in Chicago and is open to all members of the industry and academia as well as the society’s membership. A.E. Rho will also be represented at its booth on the floor of the National Association of Broadcasters convention and at a session of the Broadcast Education Association’s national conference. I challenge you to become a part of it all. If there is genuine concern by educators for industry input, and if there is genuine concern by the industry about its future broadcasters, it’s time to show it. Let’s work together. Our membership is open, and we welcome your support.—Andrew H. Orgel, (CBS Radio, New York), national president, Alpha Epsilon Rho.

No excuse

EDITOR: This is in reply to Joseph W. Heston (“Open Mike,” Jan. 12). Mr. Heston said that he has had difficulty in finding employment due to discrimination by the FCC and its equal employment opportunity guidelines. I too am a white male and have had various degrees of success in finding employment, but I would be foolish to say that I could not find any one job because of minority hiring.

On page 25 of the same issue, there was a report that just in Florida there may be 100 or so stations that have hired people like Mr. Heston—and not minorities. As a teacher I constantly have blacks, women and other minorities coming to me and saying that they cannot get a job because their skin is black or their sex is female. Those jobs they want are handed out to the Hestons of the nation.

Mr. Heston, I’ve seen many minority students with a heck of a lot more experience than you get sent up the river. I am thankful that the FCC has seen fit to establish some EEO guidelines.—David R. Anderson, instructor, radio-TV, State University of New York, New Palts.

NPR not afraid to fly

EDITOR: In reference to your Jan. 19 article concerning the public broadcasting interest in satellite communications, I would like to correct a misimpression concerning National Public Radio plans.

The article suggests that NPR prospects are not good due to failures in technical tests. In fact, the potential for radio is very bright for interconnection services including multiple circuits, high quality and stereo. The “failure” reference in the article refers to one unique alternative that was explored that would have permitted a reduction in over-all cost by implanting radio carriers in the satellite transponders being used for public television. Those tests were only partially successful and have caused us to seek other alternatives including the leasing of part of a separate transponder for the NPR services.—Lee C. Frischknecht, president, National Public Radio, Washington.

The Bahakel proposal

EDITOR: This is in response to the Jan. 12 "Open Mike" letter from Cy N. Bahakel. No need to expand the federal budget, Mr. Bahakel. Get your facts from the source—call us. Seems there has been a communications breakdown, for we have always worked for you, not for some collection of marble buildings known as "the government." I strongly suggest that the next time you have a question, pick up the phone. You may be surprised at the response you receive. Incidentally, the TV branch can be reached at 202-632-6495—Jim Audet, TV engineer, FCC, Washington.

EDITOR: Mr. Bahakel wants the FCC to establish an office of broadcast relations to give information to broadcasters on the various rules and regulations to which the broadcast industry is subject.

The FCC already has numerous experts who can be reached by telephone to give
information concerning their specialties. However, the FCC staff is so specialized that it is necessary to talk to a great many different people on the staff, in order to get information concerning any particular subject.

If the FCC were to establish an office of broadcast relations, it would have to train or hire people with a broad knowledge of the entire field of communications law. These people would be giving what amounts to legal advice, balancing various rules and regulations against other rules and regulations, making interpretations and judgments.

Mr. Bahakel gives the example of the Internal Revenue Service. The IRS does maintain an information service, and it is useful for people who have simple tax returns. However, it would be awfully difficult to fill out a complicated business tax return solely on the basis of the information available from the IRS. In fact, I would almost be willing to bet that Mr. Bahakel has either a tax attorney or a tax accountant to fill out the WCCB(TV) tax return. I doubt very much that he relies on the IRS information service.—Lauren A. Colby, attorney, Frederick, Md.

Transplanted

EDITOR: “Fates & Fortunes” of your Jan. 12 edition had a Cal Arnold promoted to station manager of KKKY(AM) San Antonio. There is no KKKY in San Antonio, but there is KKYX. At last word, I was still securely ensconced as general manager of KKKY San Antonio.—Richard E. Marrellan.

(KKKY(AM) is in Little Rock, Ark., as is Mr. Arnold.)

Thanks, but

EDITOR: Your mention of International Harvester renewing WGN Continental Productions’ U.S. Farm Report for 26 more weeks (Jan. 19) is appreciated; however, it is a television, not radio, program.—William H. Wills, manager, WGN public relations, Chicago.

Further comment

EDITOR: The information in the Jan. 5 issue, “The First Amendment and the Fifth Estate” will be most helpful to the members of the Committee during our consideration of broadcasting issues.—Warren G. Magnuson (D-Wash.), chairman, Senate Commerce Committee.

EDITOR: I found the special report on the history of radio and television journalism to be informative as well as entertaining. To me, just as fascinating as the history of broadcast journalism is its present and future role in American life. No doubt Broadcasting will play a vital part in this future.—Lawton Chiles, U.S. senator (D-Fla.).

EDITOR: I have not seen a more complete or comprehensive history of broadcast journalism. It not only sparked many memories of important events from the past but gave me additional insight into perhaps the most significant conveyers of news and information, the broadcast media.—Jake Garn, U.S. senator (R-Utah).

EDITOR: Congratulations. I have finally had the time to sit down and read “The First Amendment and the Fifth Estate: Broadcast Journalism at the Bicentennial.” To say, “I like it,” would be an understatement. This is the best overview of broadcast news that you have ever done.

I am sorry you did not mention the date of the first satellite transmission. They are so taken for granted, and are slowly helping to bring us closer to the rest of our planet.—Frank Gottlieb, 11 p.m. news producer, WLWC(TV) Columbus, Ohio, (soon to be WCMH).

(Among first voice transmissions from space was President Eisenhower’s 1958 Christmas message, which was prerecorded for ground-triggered replay from the U.S. Signal Corps Score satellite. First extensive use of satellite for international TV, including network newscasts, was in July 1962 with AT&T’s Telstar sending programs between the U.S. and Europe. However, high-altitude relays in TV news reporting dates back to at least June 1948 when the GOP convention was fed to the Midwest by Stratovision, a system that used high-flying planes to rebeam transmissions [Broadcasting, Jan. 5].)

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Mike's Still Tops.

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- Bangor WABI-TV 4:30-6
- Bellingham KVOS-TV 12:30-2
- Biloxi WLOX-TV 3:30-5
- Binghamton WBNG-TV 4:30-5:30
- Buffalo WKBW-TV 4:30-6
- Burlington/Plattsburgh WCAX-TV 9-10 AM
- Detroit WJBK-TV 4:5-30
- Fort Myers WINK-TV 4:30-6
- Greenville/New Bern/Washington WITN-TV 9-10 AM
- Lancaster/Harrisburg/Lebanon/York WAGL-TV 9-10 AM
- Jacksonville WJXT 4:30-6
- Lexington WLEX-TV 9-10 AM
- Lincoln/Hastings/Kearney KOLN-TV 4-5:30
- Los Angeles KNBC 3:30-5
- Miami WTVJ 9-10:30 AM
- New York WCBS-TV 4-5
- Palm Springs KMIR-TV 3:30-5
- Philadelphia KYW-TV 4-5:30
- Phoenix KCOI-TV 4-5:30
- Pittsburgh KDKA-TV 4-5:30
- Rochester WOKR 10-11:30 AM
- Rockford WREX-TV 9-10 AM
- Sacramento KXTV 4-5:30
- San Antonio KSAT-TV 9-10:30 AM
- Tallahassee WCTV 5-6
- Tampa/St. Petersburg WTVT 9-10:30 AM
- Utica WKTV 4:30-6
- Wilmington WECT 9-10 AM
- Yakima KIMA-TV 4:30-6

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The Mike Douglas Show

Source: ARB Nov. '75. Audience estimates are subject to qualification available on request.
Top of the Week

Battle joined in new debate on national cable policy

House subcommittee staff's report signals renewed confrontation between conventional broadcasting and CATV; most federal controls on cable would be lifted, with marketplace to decide; FCC scored for siding with broadcasters in maintaining artificial scarcity of competition; new equilibrium between services could emerge; arena for future policy planning may shift from FCC to Congress.

It's been a long time coming, but a national debate over the role cable television should play in the nation's complex of telecommunications services is now underway. It was triggered by a report issued last week by the staff of the House Communications Subcommittee, a report that provided an agenda for action that would result in a complete overhaul of the regulatory structure the FCC has created for cable.

What's more, the report signals a shift in the locus for the debate, and for major decisions on cable regulation, from the FCC to Congress. And the degree of change recommended is vast:

- Virtually all limits on the importation of distant signals would be eliminated, as would those on pay cable operations. Even operations involving sports, a source of programming for conventional television that has always been regarded as sacrosanct, would be subject to cable acquisition without advance hindrance. Cable operators would be barred from program origination; in time, they would become common carriers. And the FCC, described in the report as an agency that fashioned its cable policies with the best interests of broadcasting in mind, would see its role in the regulation of cable diminished. Concurrently, the role of state and local authorities would increase.

- At bottom, the report recommends abandoning reliance "on any particular technology as the chosen instrument of national communications policy." And its guiding principle is that shackles should be placed on the "struggling new service" only after the need for such hobbles has been clearly demonstrated, not before.

The immediate reactions were predictable. The National Association of Broadcasters, ABC and NBC warned of the serious adverse impact not only on the broadcasting industry but on the public, with viewers ultimately being forced to pay for programming they now receive free. Cable television industry spokesmen generally expressed delight. Jack Valenti, of the Motion Picture Association of America, was happy about the proposals to lift restrictions on pay cable operations, but critical of its recommendations on copyright as inadequate to meet the legitimate interests of copyright owners.

The chairman of the House Communications Subcommittee, Torbert H. Macdonald (D-Mass.), seized a nettlesome problem of Congress has tried to avoid when he called for the report in the first place. What's more, he will provide a forum for the debate in hearings on cable legislation he has scheduled for March. His comment on the report was generally low key, and preserved his options, in asserting that he does not necessarily agree with every recommendation. But he also said that the commission "has overregulated cable to the extent that it has suppressed the promise of this new technology," and added: "I believe that the regulatory process must concern itself more with the public interest and less with the private interests of competing industries."

Representative John Murphy (D-N.Y.), second in seniority on the subcommittee only to the chairman, also issued a generally moderate statement: The advantages cable television can bring can be realized only if Congress provides the FCC with guidance on how the balance between cable development and broadcast protection should be maintained.

But the emotions the issue can generate were evident in a second statement the congressman issued, one in response to NAB's. That statement, Representative Murphy said, "is simply the sound of the nation's broadcasters stewing in their own juices. They have created a situation where a small cabal of network PR men and advertising flacks decide what is marketable—at $60,000 a commercial minute—and, with few exceptions, place such..."
10 key recommendations for cable policy

The House Communications Subcommittee's staff report on cable regulation provided its own checklist of actions it felt should be taken to carry out the principles set down in its report.

1. The Communications Act of 1934 should be amended specifically to encompass cable television, and call for its promotion and regulation as an important facet of the "rapid, efficient, nationwide" communications system.

2. The Congress should enact a Rural Telecommunications Act to promote service by cable and translators in rural areas.

3. Copyright legislation now being considered by the Congress should provide for a shift from the current statutory fee schedule to a per-channel charge for distant signals only. This will ensure that the copyright owner is fairly compensated for the use of his product. With regard to restricting the growth of cable to protect local over-the-air television stations, we recommend the abolition of all general limitations on cable's carriage of distant signals. Where the commission finds after an evidentiary hearing that unrestricted cable

4. The commission should be quick to note that the subcommittee staff report is important not only for what it says but for the fact it indicates that a congressional subcommittee and legislative jurisdiction in the area will be interested in developing cable legislation.

5. Some commission officials feel the subcommittee staff's criticism of the commission's actions in attempting to deal with cable come with ill grace. Congress has avoided the cable issue since 1958, when legislation authorizing the FCC to regulate the infant industry was considered and rejected. As a result, the commission has felt constrained by events to assert jurisdiction over cable and to provide its own guidance in regulating the industry. "Where was Congress in 1966 and 1972, when the commission was establishing basic cable policy?" Commissioner Robinson asked rhetorically last week. (Some commission officials noted that a principal actor in the creation and development of commission cable policy was an author of the staff re-

The FCC has not yet commented for-
6. The same market structure concept supports the FCC's policy barring network ownership of cable systems or co-located broadcast-television or cable-telephone company-ownership. The commission should, however, require divestiture in the cable-broadcast-television situation as it did in the case of co-located cable-telephone company crossownership. And, to further the same market structure policy, the commission should ban co-located newspaper-cable crossownership rules under certain circumstances.

7. The federal government (FCC) should regulate national or interstate matters such as carriage of broadcast signals, provision of access channel capacity, access channels permitting television programing of a nature akin to broadcasting (e.g., local access, leased access (pay); origination), and minimum technical requirements so as to assure interconnection. Further, with some exceptions, the FCC has maximum existing channels of experimentation for the access channels free of unnecessary regulation; therefore, it has soundly preempted this area from local regulation. The state/local entity should, however, also retain authority to act as to technical requirements. Privacy is a further area calling for federal action; the FCC should be required to submit a report on the study of the problem and suggested legislation, if any.

8. Unless crossing state lines, the other services offered by cable (e.g., non-video services) should be left solely to state/local regulation. These are interstate functions, and no more should be regulated by the FCC than the similar intrastate functions of a carrier like AT&T.

9. While the federal government should not dictate the form of the state regulatory mechanism, significant advantages are offered by the creation of state cable commissions. However, the FCC should not act to specify or supervise how a state/local authority dictates its regulatory functions (e.g., the public process to afford due process; the construction schedule; the rates charged subscribers and the rate procedure; the process to handle complaints; the franchise fee). This ensures the FCC regulatory scheme be broadened. While the federal government is not an appropriate substitute for effective state/local regulation and should not attempt to back-slop congressional legislation, a limited federal role may be necessary to deal with the pole attachment impasse. We recommend that the regulation of charges for pole attachment or any type of pole damage be left to state regulation.

The FCC is engaging in unnecessary and duplicative regulation. The Commission has imposed a certificating (licensing) process for cable that serves no useful purpose. It can and should be replaced by rules, enforced by cease-and-desist orders and forfeitures. Congress should therefore enact legislation giving the commission appropriate authority to impose such forfeitures.

Behind It All. The authors of the cable study (I to r): Karen Possner, Harry M. (Chip) Shooshan, Andrew Margeson and Henry Geller. Miss Possner and Mr. Geller are outside consultants to the subcommittee; their contracts ended with the publication of the report, but Miss Possner has now been hired as a member of the subcommittee staff. She has a Ph.D. in communication from the University of North Carolina; former research associate for the Rand Corp. and assistant to former FCC Commissioner Nicholas Johnson. Mr. Geller, now with the Aspen Institute on Communications and Society, in Washington, is former FCC general counsel and special assistant to then-FCC Chairman Dean Burch. Mr. Shooshan is chief counsel of the Subcommittee and former administrative assistant to Chairman Tobert Macdonald (D-Mass.). Mr. Margeson is a staff economist for the subcommittee. He also served Mr. Johnson at the FCC.

port, Henry Geller, who in 1966 was FCC general counsel and in 1972 was a special assistant to Chairman Dean Burch.

(Chairman Wiley last week said Mr. Geller is "the very same fellow who was the primary architect not only of the tough blackout rule and the 1968 cable freeze but, indeed, of the commission's entire 1972 cable rules.")

The commission's jurisdiction over cable, as upheld by the Supreme Court, is limited, theoretically, at least, to the degree such regulation is "ancillary" to the commission's responsibility for regulating broadcasting in the public interest. There are those who feel the commission has stretched the meaning of "ancillary."

At a minimum, legislation would be expected to provide the FCC with a clear charter for regulating cable television. But it would also be a fit subject for examination as to whether Congress, in its turn, kept the public interest uppermost in mind, or tried to accommodate the conflicting demands of the broadcasting and cable industries. The statements issued last week were a foretaste of what the House Communications Subcommittee can expect.

The NAB said it saw the report "as an effort by three members of the House Communications Subcommittee staff to replace the great system of over-the-air broadcasting in the United States with a wired nation which would cost over $200 billion in construction costs alone."

The report should be recognized for what it is, NAB added -- "the first report emanating from Congress to propose removing sports and movies from over-the-air television and requiring direct payment by the public for this very same programing. To argue that this is in the best interest of the public is ridiculous." It also said that calling the FCC's "protectionist" is to ignore "the relaxation of cable rules" in recent years.

ABC and NBC, in separate statements, also stressed the danger they feel the proposals contained in the report pose for the existing system of television. That system "should not be undercut by a subsidized wire service at tremendous additional cost which would serve only the small minority who can afford it and will have access to it," ABC said. "The staff report reflects essentially an elitist approach to broadcast service," the NBC statement said, adding, "It departs from the basic philosophy on communications in a democracy which has fostered the development of a free broadcast system without equal and which would add cable as a supplement to that service."

CBS was more cautious in its reaction: "On the surface the report would seem to be a one-sided view of a complicated question. We will of course study it closely and conscientiously."

For the cable television industry, the report contained a different, more heartening message.

Robert Stengel, vice president for public affairs for the National Cable Television Association, said, "Over-all, we're very pleased with it. Clearly, we agree with [the report's] recommendation concerning the easing of signal carriage restrictions and arbitrary pay cable restrictions." The important thing about the report is its view that cable should be treated as a unique medium, not as a supplemental service, he added. Mr. Stengel said there were certain recommendations which the industry would not agree with, but generally the report is regarded as a "strong positive statement about the need for CATV de-regulation."

(Reporters seeking NCTA's comment on Wednesday were referred to Mr. Stengel by NCTA President Robert Schmidt. He said he had not yet read the 110-page document that had been issued on Monday afternoon.)

Monroe M. Rifkin, president of American Television & Communications Corp., said he was "obviously delighted" that the subcommittee staff had concluded that "the needs of the American television audience are more important than protecting entrenched interests in the broadcasting industry." But he also said that more than simply additional programing is at stake. For if cable industry is allowed to grow to its full potential, he said, "its particular ability to provide two-way communications services into the home could open up a completely new form of communications in this country."

And Russell Karp, president of Teleprompter Corp. "emphatically endorsed" positions taken by the subcommittee staff on copyright. "The recommendations [on copyright] of the subcommittee staff exactly parallel Teleprompter's own proposals," he said. (Teleprompter had advanced a copyright formula that would exclude local signals and assess liability on distant signals to approximate marketplace factors.) Teleprompter is "en-
And, as for the report itself . . .

Highlights of the study released last week by the staff of House Communications Subcommittee

The House Subcommittee on Communications staff released its report on cable television last week, charging the FCC with following a "protectionist policy" favoring broadcasters and recommending legislation that would regulate cable on its own right and not as an ancillary to the development of over-the-air television.

The staff's 110-page report recommended giving almost carte blanche to cable for carrying signals and programing—the addition of general limitations on distant-channel carrying, the elimination upon request of the present pay-cable antisiphoning rules and, except for simultaneous nonduplication, the end of program exclusivity provisions.

Although the report generally favored positions consistent with the cable industry's views—and in direct conflict with those of broadcasters—there were some important exceptions. The report recommended a confined federal role in regulation. State or local governments would retain jurisdiction over rates and franchises, for example—a suggestion running counter to the views of many in the cable industry. Furthermore, the report recommended the "earliest feasible adoption" of the "separations principle" giving cable operators a common-carrier status to provide channels that others would use.

The report also recommended cable be left free from paying copyright payments on local signals and that a copyright tribunal establish a per-channel copyright payment for distant signals that "approximates a marketplace resolution." It is hard to justify copyright payments for local signals, said the report, as it would be to assess antenna manufacturers or makers of TV sets a copyright fee.

Specifically, the report recommended that the Communications Act be amended to encompass cable television. Copyright legislation, now pending before Congress, should provide for a shift from the current statutory license to a per-channel charge for distant signals only, stated the report. In that way copyright owners would be compensated for use of their product, and there would be no need to maintain the present FCC exclusivity rules, the report added. The exception would be simultaneous nonduplication, which the report said does not increase the diversity of programing and it is "not unreasonable to protect local broadcasters to that extent!"

Since the cable operator would be paying copyright fees on distant signals, the report recommended that CATV operators should have the option to substitute their own commercials, to carry imported commercials or delete commercials entirely.

The report charged that present FCC rules restricting distant-signal carriage "create an explicit policy restraining commerce in every television market on behalf of all broadcasters, not just the marginal stations in the larger markets that should be prohibited from adopting such across the board restrictions," said the report. Where a "clear threat to basic service can be demonstrated," stated the report, "then the FCC should act with flexibility to protect the local broadcaster."

The report said independent television stations in the larger markets and affiliated and independent stations in smaller markets—particularly UHF stations in both cases—are most likely to suffer from unlimited distant-signal importation by cable systems. Nevertheless the likely effect of cable on UHF is small, "compared with the increase in that will result from complete UHF penetration, elimination of the UHF handicap and other long-run growth factors," the report said. The FCC should not place the burden of proof on the developing cable industry to demonstrate it will not threaten established broadcasters, the report stated. Cable should be unrestricted except where a clear threat to the public interest can be proved.

On pay cable, the report suggested that film producers and sports entrepreneurs—both of which have stated they would not withdraw their product from conventional TV—be taken on faith. "There is everything to gain and nothing to lose by testing these assurances," stated the report, and the present pay-cable rules should be "rescinded" and nothing adopted in their place. The FCC should instead "monitor" to insure no siphoning occurs, said the report. If pay-cable rules are adopted, the report recommended, they should be limited strictly to prevent siphoning and formed to constitute the "least governmental intrusion in the marketplace."

The report also recommended that Congress enact a Rural Telecommunications Act to promote cable and translator service to rural areas. "One of the more troubling aspects of the growth of television," said the report, "is the possibility that cable will destroy the viability of broadcast services in markets below the top 100 without providing an adequate replacement." To correct such a "dilemma," the report urged adoption of a supplemental to the Act of 1934 enabling the federal government to make low-cost loans available to cable and translator companies willing to provide service to unserved areas. Translators are included in the program's scheme, explained the report, because cable operators cannot economically serve areas that have 30 to 40 households per cable mile. The Office of Telecommunications in the Department of Health, Education and Welfare should administer the program, said the report.

In the staff's view, private cable companies would be eligible for the rural cable subsidies and could repay the government out of subscriber fees. Translators, however, present "the problem of how a private entrepreneur would be compensated for providing the service," the report conceded. It is suggested that local governments pay the cost of translators.

Not all of the report's recommendations are in line with cable industry views, however. The report said the FCC should regulate national or interstate matters such as the carriage of broadcast signals, the provisions for access-channel capacity (including local access, leased channels and program origination) and minimum technical requirements to assure interconnection. Otherwise, unless a service crosses state lines, regulation should come from local and state agencies. And while the report did not suggest the FCC dictate the
form of nonfederal regulatory mechanisms, it favored the creation of state cable commissions.

Cable operators, under construction schedules, franchise arrangements, subscriber rates, complaint procedures and certification should be left entirely to local and state review. Similarly, pole-attachment problems should be dealt with at the state level, urged the report, unless a state refuses jurisdiction in which case the FCC should act. The federal government “cannot and should not” be a substitute or appeals court for ineffective state and local regulation, stated the report, any more than it can back up regulation of intrastate or local common carriers.

The report suggested that state public utility commissions—which currently regulate cable in eight states—are inclined to be overly protective of existing industries (such as telephone and power companies) that might conflict with cable’s interest. States should be encouraged to create statewide cable commissions that would allow cable to be treated as a distinct type of property, the report said.

The report also recommended that cable operators be separated from programming functions as soon as “feasible.” A market structure with a reduced need for close government supervision—as the report envisions for cable—requires the “earliest feasible adoption of the separations principle,” noted the report, which would allow cable operators to provide channel facilities but not get involved in programming or what goes over the channels.

Legislation should be passed to direct the FCC to pursue this course, said the report, or require the “cessation” of programming by cable operators no later than 10 years after enactment of such legislation.

The report, the product of six months work by the subcommittee’s staff and two consultants (Henry Geller and Karen Possner) also dealt with fairness requirements, local cable origination and crossownership, recommended the elimination of fairness and equal time requirements for all nonbroadcast cable operations.

The report supported present FCC policies that require limited capacity for origination, as long as the cable system has the financial base to support it, until common-carrier status is achieved.

The report also supported the FCC’s policy of barring network ownership of cable systems or co-located cable and television broadcast stations. The report also criticized the commission’s policy of allowing sales of televisions. The commission should ban co-located newspaper-cable crossownership.

One on one: Cable report pits Congress against FCC in contest over cable regulation

Communications Subcommittee staff study makes it clear who will be the combatants as shout over CATV heads for high noon

The House Communications Subcommittee staff study sets the stage for what surely will become a battle of wits and wills between Congress and the FCC. The history of cable TV regulation, the study says, is riddled with errors in judgment, philosophy and procedure—nearly all of them committed by the FCC. The commission will be given time to reply when the subcommittee holds hearings some time in March. At that time, the Office of Telecommunications, also criticized in the report, will be under new leadership.

The 110-page report says the chain of errors began with the commission’s original blueprint for television, devised in 1952. In that allocation plan the FCC set a goal of 2,000 television stations to serve 1,300 communities with primarily local programming. In fact, there are now fewer than 900 television stations offering primarily national programming. The commission made two errors here, the study says: it underestimated the size of the size of the population base necessary to support a station (which brought hardship especially to rural areas that cannot support multiple broadcast stations), and it “erroneously” interpolated UHF and VHF channels in the same market. “The consequence,” it says, “has been an artificial scarcity even in major markets, which have an adequate base to support additional television signals.”

Cable television could correct both flaws, the report said by carrying signals to sparsely populated areas and lessening the choices in major markets—yet the FCC held cable down until 1972 under the guise of protecting struggling major market UHF stations, the report asserts.

The pattern that emerges, the report charges, is of the FCC acting continuously to protect the private interests of commercial television, rather than the public interest. The commission’s 1972 cable rules, it says, are based on an industry commission, the 1971 subcommittee, rather than the commission’s evaluation of the public interest, and it says the same about the FCC’s pay cable rules adopted last year.

(And another part of the report, the staff charges that OTP’s role as broker of the 1971 consensus agreement resulted in “illegal government action.”)

The study also suggests that Congress should consider whether the commercial TV part of the electromagnetic spectrum is being used efficiently, and announces that the subcommittee plans to contract an engineering study to examine the FCC’s frequency allocations.

The staff report levels more charges at the FCC in a bluntly worded letter of transmitting from Chief Counsel Harry M. (Chip) Shooshan to Subcommittee Chairman Torbert Macdonald (D-Mass.). The letter says, for example, that the Broadcast and Cable Bureaus at the FCC are “subservient to the industries whose names they bear, and deliberately so.” It says the FCC’s assumption is that a partisan clash between bureaus will draw out the strongest possible positions on controversial issues.

“We reject that suggestion,” the letter says. “The results of the present arrangement have been inadequate coordination and poor policy formulation.”

The letter also states that FCC Chairman Richard Wiley encouraged the bureaus to compete so that he may “virtually control” FCC policymaking.

Chairman Wiley replied to those charges in a letter to Representative Macdonald last week. Of the Broadcast and Cable Bureaus, he said, “I believe that they are dedicated to serving the public interest and not some narrow industry interest.”

To the second charge, he said, “I do not think I need dignify the transmittal letter’s allegations that I have exploited the weakness of our staff to control all policy formulation at the FCC.”

Chairman Wiley also denied the transmittal letter’s accusation that the commission was “unwilling” to provide the subcommittee staff with information from its own files.

The letter has strong criticism, too, for OTP, although it tends to excuse OTP as being the victim of an ambivalent administration that has allowed the office to go without a permanent director for more than a year.

The letter complains that neither the FCC nor OTP has complied with the subcommittee’s request for legislative proposals on cable regulation. It recognizes that the task of drafting a proposal has passed from OTP (which has already written a draft to a White House Domestic Council group dealing with deregulation). But still, the letter says, it has been two years since a Cabinet Committee on Cable Communications has submitted a report to the President. “Even with the shift in administrations, we feel that this repre-
sent an inordinate delay,” the letter says. Chairman Wiley, in his reply to the accusation made against the commission, said he wants to cooperate with the subcommittee on improving cable regulation. “My only regret is that the chief counsel [Mr. Shooshan] deemed it necessary to initiate this important dialogue with a letter of such negative and, in my opinion, inaccurate import.”

Three other cable issues occupy official attention

The FCC’s new rule requiring cable television systems with more than 3,500 subscribers to have the capability to originate programming, in the eyes of some government agencies, is turning affected systems into broadcasters. And that could cost the systems financial assistance.

The Commerce Department’s Economic Development Administration issued a bulletin last week declaring that it considers systems affected by the rule to be “broadcasting firms,” and therefore barred by law from obtaining assistance.

That ruling may not disturb the cable industry, since EDA officials cannot recall EDA providing any assistance to cable systems. However, the Small Business Administration, which is also barred by law from aiding broadcasters, has made loans to cable systems that were exclusively passive operations.

EDA’s announcement, and concern that SBA would issue a similar one, prompted the FCC’s Cable Bureau chief, David Kinley, to attempt to head off implementation of EDA’s policy statement. He wrote EDA, saying its ruling “raises certain inconsistencies with the commission’s policies regarding the development of cable television. He asked that the ruling be rescinded or its effectiveness deferred until commission and EDA representatives could “resolve the apparent conflicts.”

The commission last week dealt with two other matters affecting cable, but resolved neither.

Action on draft notice of inquiry into cable subscriber rates was deferred for one week after some members expressed concern that the notice might be regarded as a first step into commission regulation of subscriber rates. The Cable Television Bureau will rewrite the item in an attempt to make it clear the commission is not interested in that kind of activity.

The other item involved a proposed order permitting cable television systems to carry so-called specialty stations without their counting against the systems’ allowed quota of imports. The item was withdrawn after the commissioners were unable to agree on whether WOPR-TV Detroit (ch. 62), the first black-owned station in the continental U.S., should be added to the list of 13 considered specialty stations.

In Brief

- Supreme Court has struck down statutory ceilings on political campaign spending as violation of First Amendment guarantee of freedom of speech. At same time, it held—in 227-page opinion issued Friday (Jan. 30)—that limitations of contributions and requirement that they be disclosed are proper. - Representative Robert Kastenmeier (D-Wis.), chairman of House Judiciary subcommittee now considering copyright legislation, has signed on as co-sponsor of resolution opposing siphoning of over-air TV programs by pay cable. Measure (H.R. Res. 998) was introduced by Charles Thome (R-Neb.) last year (Broadcasting, Oct. 20, 1975).
- President Ford visited with 186 members of Radio Television News Directors Association at White House Friday, talked to them informally and answered their questions, climaxing five-hour briefing. (Last year, similar event was attended by 161 broadcasters, perhaps one-fourth executives rather than newsmen.) Preceding East Room conference-reception, news editors were briefed by James T. Lynn, assistant to President for management and budget; Alan Greenspan, chairman, Council of Economic Advisers; Eric Zausner, deputy director of Federal Energy Administration; William P. Clements Jr., deputy secretary of defense; James Cavanaugh, deputy assistant to President for domestic affairs, and Charles Robinson, under secretary of state for economic affairs. - AT&T charges borne by radio stations and networks would rise 3% under tariffs filed with FCC last week. Rates, effective Feb. 12, mean increase of between $600,000 and $700,000 for audio service customers, with about third of that charged to four major networks. - On similar subject, news organizations that cover Republican National Convention in Kansas City in August will pay 300% more in telephone charges than they did in Miami four years ago, according to Southwestern Bell, company providing service. - Senate Commerce Committee has scheduled vote this week on bill to extend daylight savings from present six months to eight, from first Sunday in March to second Sunday in November. During year-round DST experiment two years ago, FCC granted presûrèce authority to some daytime radio stations that stood to lose revenue. FCC would have same authority under new bill. - Fred Silverman, president of ABC Entertainment, told Georgia broadcasters that two-hour-and-longer mede-for-money TV movies are attracting important creative talents who would not have been interested in movies in the past. At Athens, Ga., radio-TV institute, he reiterated new-faces theme, claiming that “of 45 pilot projects in development [at ABC], only half a dozen involve ‘recycled’ talent.” At same event, Elmer Lower, ABC vice president for corporate affairs, talked about News Election Service, calling it “greatest advance in election tabulations in the 20th century.” - CBS O&O’s have renewed Sandy Frank Syndication’s Treasure Hunt for fourth year. NBC O&O’s Frank’s Name That Tune for fourth year. - House voted 246-to-24 last week to bar public release of Intelligence Committee’s report on Central Intelligence Agency activities unless it first receives presidential approval. Report contains sections on CIA use of press in foreign operations (story page 33). Committee Chairman Otis Pike (D-N.Y.) would rather kill report altogether than allow any portion to be contained by administration. He will put that question to vote of committee this week.
- Author Martin Mayer has been commissioned by CBS Inc. to research and “do a piece of writing” on growth and development of CBS News. Sources deny his job is to produce “answer” to recent books and articles on company (Robert Metz book, David Halberstam series in Atlantic magazine).
- FCC has asked U.S. Court of Appeals in Washington to enjoin Gray Communications from prosecuting crossownership suit it brought against commission in U.S. Court for Middle District of Georgia. Unusual action followed district court’s denial of FCC motion to dismiss suit. Gray, which owns WAB-TV Albany, Ga., and newspaper there, sued FCC after being named in rulemaking as among those required to break up crossownership holdings by 1980. FCC contends Washington court has exclusive jurisdiction in such matters. - ABC-TV, which took over Kentucky Derby coverage from CBS-TV last May, has acquired rights to Preakness as well, under five-year contract that will terminate 20-year Preakness-CBS association in May 1977. Sources at CBS-TV, left with only Belmont stakes in horse-racing’s Triple Crown, said network had been losing money on Preakness rights payments exceeding $250,000 per year, upped offer by almost 25% this time but said ABC more than doubled CBS’s bid—which would put ABC’s in $600,000 range. - John J. Manion Jr., CBS Inc. VP and controller, named to new post of VP, development, with responsibilities for acquisitions, personnel and planning departments. John W. Klimaier, VP, corporate responsibility, to whom personnel and planning formerly reported, will concentrate full time on responsibility and philantrophic activities. Gene F. Jankowski, finance and planning VP for CBS TV Stations Division, succeeds Mr. Manion as CBS Inc. VP and controller.
Seller's market now in sight for stations?

Cheaper money, better revenues seen as biggest stimulators as more stations change hands

Station trading is picking up, with the improvement in the general economy, after a decline that started in 1974 and ran well into 1975. The outlook for 1976 is considered good by brokers.

Just about the same number of stations changed hands in 1975 as in 1974, but at a gross dollar value nearly $50 million under that of the year before. Still, the $259-million trading made 1975 the fourth biggest dollar-volume year in station trading history. (For details see tables, page 26.)

Expensive financing was the principal reason given for the slowdown. “The high money rate kept buyers away in the early part of the year,” said Howard E. Stark, New York broker. Most stations that were sold in 1975, he said, could have fetched bigger prices if kept off the market until money supplies loosened.

“The banks dried up in mid-1974,” Ted Hepburn of R.C. Cisler & Co., Cincinnati, observed, “or they offered money at absurd rates of up to 15% to 17%.”

“A lot of deals fell apart for lack of financing,” said Jack Feldman of Hogan-Feldman, Encino, Calif. “The ones that did go through were soft. Prices were low.”

One that fell through was Starr Broadcasting Group’s announced purchase of Columba Pictures’ WVEU(TV) New Orleans for $12.5 million. Starr blamed economic uncertainties.

Not all brokers dealt in lower figures last year, James W. Blackburn Sr., of the Washington-based Blackburn & Co., said trades were made at “real good prices.” Inflation, he said, sent figures up.

The increasing demand for FM stations was said to be a factor in keeping prices up. FM’s took an upsurge three years ago, according to Ray Hamilton of Hamilton-Lands & Associates, Washington, and are holding at high levels.

“FM’s are achieving full competition with AM’s in many markets,” said John Grandy of Western Business Brokers, San Luis Obispo, Calif. “And the prices for them are fully competitive too.”

George Moore of Dallas said all radio prices strengthened in 1975 over those of 1974, probably because Texas radio, where he does large parts of his business, improved its revenues last year.

Richard Kozacko of the Keith W. Horton Co., Elmira, N.Y., said buyers in 1975 were discriminating, “more concerned with station performance” than with future possibilities. He detected a lessening of interest in metropolitan daytimers.

Who are the buyers in today’s market? Messrs. Hamilton, Moore and Richard A. Shaheen, who is based in Chicago, agreed that they were mostly broadcasters, enlarging their station portfolios or trading up in properties or markets.

As 1975 ended, the FCC waived its rules to approve the $28.5-million purchase of Washington Star Communications Inc. by Texas banker Joe L. Allbritton. Mr. Allbritton, who sold the Washington Star (the financially troubled paper he is seeking to save) and six broadcast properties. In granting the purchase, however, the commission gave Mr. Allbritton three years to sell those stations that come into conflict with the commission’s crossownership rules. Stations to be sold are WMAL-AM-FM-TV Washington and either WLVA(AM) or WLVA-TV Lynchburg, Va. WSCI also owns WCIV(TV) Charleston, S.C.

The largest amount of money generated in trades approved by the FCC last year was the $47,350,000 Avco Broadcasting Corp. realized from the sale of five of its holdings.

WLWT(TV) Indianapolis was sold for $17,650,000 to Videolindiana Inc., a wholly owned subsidiary of Dispatch Printing of Columbus, Ohio (Edgar T. Wolfe family), which publishes the Columbus Dispatch and owns WBNS-AM-FM-TV there.

WLW(TV) Columbus, Ohio, went to the Outlet Co. for $16.1 million. The sale gave Outlet its fourth VHF station in a top-50 market—a situation that required Outlet to make a “compelling public interest showing” to the FCC of benefits that would offset any loss of diversity of ownership. Outlet, based in Providence, R.I., owns WDBO-AM-FM-TV Orlando, Fla.; WJAR-AM-TV Providence; KSAT-TV San Antonio, Tex., and 80% of WNYT-TV Syracuse, N.Y.

United Television Inc. paid $9.3 million for KMOL-TV (formerly WOAI-TV) San Antonio, Tex. United is a subsidiary of Twentieth Century-Fox Film Corp. which owns KMBQ-FM-TV Minneapolis-St. Paul. In another deal United paid $1.1 million for KCXZ-AM-FM-TV Salt Lake City, sold by Screen Gems Stations Inc., a subsidiary of Columbia Pictures Industries, licensee of three AM’s, two FM’s, and three TV’s and part owner of another TV.

WLDC-AM-FM Washington became the first broadcast holdings for Capitol Broadcasting which bought the two for $3.6 million. Its principals, brothers Morton, Stanley and Howard Bender, are members of family that controls Blake Construction, one of Washington’s largest building concerns.

Clear Channel Communications Inc. bought WOA(A) San Antonio for $1.5 million. Clear Channel's principals are San Antonio businessmen L. Lowry Mays and B.J. McCombs who also own KEEZ(FM) San Antonio and KXXO(AM)-KMOD(FM) Tulsa, Okla.

All that bidding leaves Avco still looking for buyers for WLW(AM) Cincinnati, and WRTH(AM) Wood River, Ill., and waiting for FCC approval of the sale of WLWT(TV) Dayton, Ohio, to Grinnell College for $12.9 million. (Avco’s sale of WLWT(TV) to Multimedia for $16.3 million was approved by the FCC two weeks ago [Broadcasting, Jan. 26].)

The largest singleation deal of the year saw the Oklahoma Publishing Company’s WXYT-WKLO Oklahoma City go to the Evening News Association, Detroit, for $22,697,000. Oklahoma has two AM’s, five TV’s and two newspapers and is owned by the Edward L. Gaylord family. The acquisition is the fourth TV for Evening News which is controlled by the descendants of the late James E. Scripps and owns WWJ-AM-FM-TV Detroit; WALA-TV Mobile, Ala.; and KOLD-TV Tucson, Ariz., in addition to publishing the Detroit News and the Palm Springs (Calif.) Desert Sun.

Another newspaper publisher to purchase a broadcast property was the Hobby family of Houston (Houston Post) which bought WLAC-AM-FM Nashville from the American General Insurance Co. (50%) and Thomas B. Baker Jr. and A.G. Beaman (25% each) for $18,750,000. The Hobbys own KPRC-TV Houston. American General, traded on the New York Stock Exchange, retains 100% ownership of WXYT-WKLO.

Harte-Hanks Newspapers Inc., publicly traded owner of 46 newspapers (including 21 dailies), and KENS-TV San Antonio, Tex., paid $11,041,217 for WTLTV(WJ) Jacksonville, Fla., from Televison 12. The seller was composed of 74 stockholders including Wometco Enterprises, group owner, Frank Pellegrin, former partner in H-R Representatives, and former Florida Governor Farris Bryant.

Another multistation transaction involved KEEL(AM)-KMBQ(FM) Shreveport, La.; KASY(AM) Little Rock, Ark., and WARK(AM) Louisville, Ky. Publicly held LIN Broadcasting sold the stations for $9.3 million to Multimedia Inc., the Greenville, S.C.-based group owner that is the licensee of WFBW-AM-FM-TV Greenville; WBIH-AM-FM-TV Knoxville, Tenn.; WMAY-AM-FM-TV Macon, Ga.; WWNC(AM) Asheville, N.C.; WXYZ(TV) Winston-Salem, N.C., is acquiring WLWT(TV) Cincinnati (see above) and publishes daily newspapers in Greenville, Montgomery, Ala.,

New owner. Shown at closing of the $1,465,000 deal for WAAB(AM)-WABF(FM) in Worcester, Mass. (see “Changing Hands”) are (left to right) Robert L. Williams, president of WZNE(AM) Bridgeport, Conn., and the buyer, Richard A. Ferguson, WZNE vice president and general manager; George Gray, owner of the station, and Steven A. Marx of WZNE.

Broadcasting Feb 2 1976
A 22-year record of station trading

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<td>71,310,709</td>
<td>47,556,634</td>
<td>33,586,069</td>
</tr>
<tr>
<td>1969</td>
<td>231,697,570</td>
<td>108,866,538</td>
<td>35,037,000</td>
<td>78,794,032</td>
</tr>
<tr>
<td>1970</td>
<td>203,785,442</td>
<td>86,292,899</td>
<td>1,038,465</td>
<td>84,475,048</td>
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<tr>
<td>1971</td>
<td>393,547,924</td>
<td>125,501,514</td>
<td>750,000</td>
<td>267,296,410</td>
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<tr>
<td>1972</td>
<td>268,330,537</td>
<td>114,424,673</td>
<td>0</td>
<td>155,905,864</td>
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<tr>
<td>1973</td>
<td>227,568,701</td>
<td>100,333,557</td>
<td>2,812,441</td>
<td>86,835,144</td>
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<tr>
<td>1974</td>
<td>307,781,474</td>
<td>166,988,012</td>
<td>18,800,000***</td>
<td>119,383,462</td>
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<tr>
<td>1975</td>
<td>259,485,961</td>
<td>131,865,860</td>
<td>0</td>
<td>126,420,101</td>
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<tr>
<td>Total</td>
<td>$3,753,006,961</td>
<td>$1,642,834,037</td>
<td>$660,019,883</td>
<td>$1,413,325,485</td>
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**Note:** Dollar-volume figures represent total considerations reported to all transactions, with the exception of minority-interest transfers in which the control of the licensee did not change hands. All sales have been approved by the FCC.

Two acquisitions of radio-TV combinations were approved in 1973 on waiver of FCC one-to-a-customer rule that became effective in 1971.

***Figure represents merger of Pacific & Southern's combination of four radio and one television stations into Combined Communications Corp.

Asheville, N.C., and Clarksville, Tenn.

The price tag on WOW-TV in Omaha was $9,158,500. The Meredith Corp. sold it to Chronicle Broadcasting Co., which changed its call to WWT(WTV). Chronicle (N.H. deYoung family trust) owns KRNT-TV San Francisco and is a subsidiary of the Chronicle Publishing Co., which owns the San Francisco Chronicle. See the sale leaves publicly traded Meredith with WOW(AM)-KEZO(FM) Omaha; KCMO-AM-TV and KCEZ(FM) Kansas City, Mo.; WNEM-TV Bay City-Flint-Saginaw, Mich.; KPHO-FM Phoenix; WGST(AM) Atlanta, and WHEN-AM-TV Syracuse, N.Y., in addition to Better Homes and Gardens, Successful Farming and consumer book publishing and printing plants.

Other million-dollar-plus sales that were approved by the commission in 1975 follow.

Combined Communications Corp. purchased KISS(AM) Los Angeles from Forty Six Beacon Corp. (John E. Palmer, majority stockholder) for $4,809,996 cash plus $294,400 in notes and liabilities and 15,000 shares of CCC common stock worth approximately $138,750 for a total of about $5,240,000. Phoenix-based CCC had a busy year, also buying KEZL(FM) San Diego from PSA Broadcasting for $850,000 in addition to its $55-million purchase of the Cincinnati Enquirer.

Illiana Telecasting Corp., owned by a voting trust of Booth Newspapers Inc., publisher of eight Michigan daily and Sunday newspapers and Parade magazine, sold WTWO(WTV) Terre Haute, Ind., to Fabri Development Corp. for $4,650,000. The seller of the channel 2 NBC affiliate owns six AM's, six FM's and cable systems in Michigan and Virginia. The buyer is owned by Malcolm Glazer, a Rochester, N.Y., businessman with interests in banking, shopping centers and mobile-home parks.

A $3.6-million transaction transferred WCY(AM) Cincinnati from Post-Newsweek to Newsoms to Truth Broadcasting Co. Post-Newsweek, a subsidiary of the Washington Post Co., is licensee of four TV's, and an AM. The parent company owns the Washington Post, Newsweek magazine, Art News, a 50% interest in the Los Angeles Times-Washington Post News Service and a 30% interest in the Paris-based International Herald Tribune. The buyer is owned by John F. Dille Jr. and Walter R. Beardsley who own the Elkhart (Ind.) Truth, have interests in radio properties in Indiana and Michigan and in 1975 sold WSV(WTV) Elkhart to Quincy Newspapers Inc. for $3.2 million. EM. Lindsay Jr. is chairman and Thomas A. Oakley, president of Quincy Newspapers, which publishes daily Quincy (III.) Herald-Whig, has 88% interest in WGEM-AM-TV Quincy and owns 100% of WGEM-FM.


KCOR(AM)-KQXT(FM) San Antonio, Tex., was sold by Inter-American Radio Inc. to Tichnor Media System for $2.4 million. Tichnor is owned by McHenry Tichnor, J.C. Looney and Rodgers Kelley who have various interests in KGBT-AM-TV and KELT(AM) Harlingen, KUNO(AM) Corpus Christi and WACO(AM)-KHOO(FM) Waco, all Texas; KFPM(AM) Phoenix and WGM(A)AM(AM) Hollywood, Fla.

PSA Broadcasting Inc. (principally owned by the owner of the same name) has sold all of its broadcast properties. The largest deal was the $2.5-million sale of KLVE(AM) Los Angeles to K-LOVE Radio Broadcasting Inc. The buyer is owned by Adolfo Liberman and sons Julio, Elias and Jose. Jose Liberman also owns 65% of XEGM(AM) Tijuana, Mexico, and Adolfo and Elias Liberman are partners in a company that transmits programming across the border to that station. PSA also sold KEZ(AM) San Jose, Calif., to Olen Hayes and Ines Castillo for $750,000; KEZL(AM) San Diego to Combined Communications Corp. for $850,000, and KEZS(FM) Sacramento, Calif., to a subsidiary of ASI Communications Inc. for $700,000.

Southern Broadcasting Co. added to its portfolio of five AM's, six FM's and one TV with the purchase of KFWD(FM) Fort Worth from KFWD Texas General Partnership for $1.8 million. Principals in the seller were John S. Tyler, Estelle Marsh Watlington and her sons, Tom, Stanley and Michael Marsh. The Marsh brothers and their sister, Estelle Marsh, own KVII-TV Amarillo, Tex., and recently bought, subject to FCC approval, KELF-TV El Paso.
its satellite, KAVE-TV Carlsbad, N.M., for $3,075,000 from John B. Walton Jr.

WFUN(M) South Miami, Fla., was sold by Robert Rounsville to Sudbrink Broadcasting Inc. for $1.3 million. Mr. Rounsville owns five AM's and three FM's in Ohio, Tennessee and Florida. Principal in the buyer is Robert (Woody) Sudbrink, who with his wife controls WL4(FM) Miami, WL3(K) Chicago, WL5(FM) Baltimore, WPCH(FM) Atlanta, W2EZ(FM) Wauwatosa (Wis.)-Milwaukee and WWZ2(FM) Cincinnati. Sudbrinks have purchased own WYLO(AM) Atlanta from Georgia Network Inc. for about $600,000 in approved last week (see "Changing Hands").

In San Francisco, KEST(AM) was purchased for $1,187,252 by Marvin Kosofsky, his sister and brother-in-law, Miniam and Howard Warshaw, and Lawrence and Carol Brandon. Messrs. Kosofsky, Warshaw and Brandon own WYLO(AM) Jackson, Ws.; WAOA(AM) Canonsburg, Pa.; KXAL(AM) Golden Valley, Minn.; Universal Broadcasting Corp., a New York-based station rep and management consulting firm, and have interests in WTHE(AM) Mineola, N.Y. The sellers, Mr. and Mrs. John Malloy, Delmor A. Courtney and Alan P. Schultz, have no other broadcast interests.

Fifty-two stockholders of Mid-America Broadcasting Inc. sold 99.3% of KUHI-TV Joplin, Mo., to the Kansas State Network Inc. for $1,111,732. KSN is owned by G.M. Brown and Charles L. Brown families, and also owns KARD-FM-TV, Wichita, KCKT-TV Great Bend and KGDL(TV) Garden City, all Kansas; and KOMC(TV) McCook, Neb.-Oberlin, Kan., and has interests in nine cable systems in Kansas, Nebraska and Oklahoma.

A $1.1-million price plus an option to buy real estate for $150,000 were the terms for KCOH(AM) Houston, sold by the Roberts Estate to Mr. John B. Coleman and Michael P. Petrizzo. Mr. Coleman directs and has an interest in Greater Houston CATV while Mr. Petrizzo is general manager of KCOH.

With the $1-million sale of WBAY-AM-FM Green Bay, Wis., the Norbertine Fathers of the Roman Catholic Church (which operates St. Norbert College) finished the divestiture of its broadcast properties. Midwest Communications bought the AM-FM operation. Midwest's principal is Duede E. Wright who also owns WRIG(AM)-WEDZ(FM) Wausau, Wis. The Norbertine Fathers also sold WBAY-AM-FM Green Bay to Nationwide Communications Inc. in 1974 for $5,737,121 and WBAY(FM) Appleton, Wis., to Dubuque, Iowa-based newspaper publisher and group owner, Telegraph Herald Inc., for $655,000 in April 1975. Charles Shuffett and C.H. Hulse Jr. sold their only broadcast properties, WNN(AM)-WAAWF(M) Murray, Ky., for $1 million to Mr. and Mrs. Tipton C. Wilcox, Birmingham, Mich., real estate owners; their son, Glenn C. Wilcox, associate professor of communications at Murray State University and real estate broker, and their daughter, Fransuelle Wilcox Cole. Optimism is in the air for 1976. "People are more enthusiastic about the economy; they have more confidence," said Richard Shaheen. The interest in trading is helped along by the lower interest rates and greater availability of money.

"1976 might show sales returning to the level of 1973-74," said William L. Walker of Larson/Walker & Co., Washington. "The year should bring higher prices, especially for TV," predicts Howard Stark. John Grandy says the improvement in the economy is giving stations more business which, in turn, will cause the prices to rise. George Moore expects "more cash deals this year, especially in larger deals, since the interest rate is down."

Here are some major trades already negotiated but which are awaiting FCC approval.

Columbia Pictures International has sold WAPA-TV San Juan, P.R., to Dale Moore, Montana-based group owner, and John Price, Utah builder and real estate developer, for $11 million.

Pulitzer Publishing has purchased KEVT(TV) Omaha for $9,453,000 from Peter Kiewit Sons Inc., publisher of Omaha World Herald. The sale will give St. Louis-based Pulitzer its third TV.

Bartell Media's WADO(AM) New York has been sold to three Bartell executives, George Wilson, Nelson Lavergne and Robert Smith.

Gerek H. Swanson's Swanco Broadcasting paid $4,107,500 for KFJZ(AM)-KWWW(FM) Fort Worth and the Texas State Network. Communications Properties Inc., Austin, Tex.-based group owner, is the seller.

WAPT(TV) Jackson, Miss., was sold by the American Public Life Insurance Co. to a group of business and professional men for $3.5 million.

Buckley Broadcasting sold its WIBS(AM) Philadelphia to Fairbanks Broadcasting for approximately $3 million.

WRBT(TV) Baton Rouge (Rush Broadcasting Corp.) went for $2.95 million to Baton Rouge attorneys, Jules B. LeBlanc and Cyril E. Vetter.

Chronicle Broadcasting's KRON-FM San Francisco went to Bonnivee Broadcasting for $2.8 million.

The Boston Globe is buying WPAS(AM)-WFY(AM) White Plains, N.Y., from Courtland Broadcasting for $2.4 million.

Miami-based Sonderling Broadcasting bought WRVR(FM) New York from Riverside Church for $2.3 million.

Cox Broadcasting has purchased KOST(FM) Los Angeles for $2.2 million from McLendon Pacific Corp.

K0AK(FM) Dallas was sold by Able Communications to Penton Broadcasting for $1.7 million.

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**Radio group splits as marriage is dissolved**

Merv Griffin, TV talk show host, program producer and station owner, has transferred four of his seven radio stations to his wife. Julianne Griffin, and Donald Roberts, Jr., of two radio stations in Michigan and two in Wisconsin, who is Mrs. Griffin's brother-in-law, will become president and chief executive officer of Mrs. Griffin's stations. She will be board chairman. Mr. Roberts said he contemplated no personnel changes at any of her stations.

Mr. Roberts' stations are WJMS(AM) and WJIM(FM) Ironwood, Mich., and WMJM-AM-FM Merrill, Wis.

Stephen A. Labunski, executive vice president of Merv Griffin Group Radio, and Mr. Roberts, who is president of Heath Communications, announced the transfers in a joint announcement.

Mr. Labunski will continue as head of the remaining Merv Griffin stations: WPPO(AM) Hartford, Conn.; WCF(D) Waterbury, Conn., and WBAX(AM) Wilkes-Barre, Pa. Mr. Labunski said the Merv Griffin Group would undertake an expansion program in the near future.

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**Changing Hands**

Announced

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

- **WAAB(AM)-WAF(FM) Worcester, Mass.:** Sold by George Gray to Robert L. Williams Broadcasting Co. for $1,465,000. Principals in buyer are Robert L. Williams and Richard A. Ferguson who also own WENZ(AM) Bridgeport, Conn. Mr. Gray has sold, subject to FCC approval, WAF(FM) Binghamton, N.Y., to Alastair B. Martin for $231,039 and WCY(AM) New Bedford, Mass., to Edmund Dinis for $418,000. WAAB is full time on 1440 kHz with 5 kw. WAF is on 107.3 mhz with 16.5 kw and antenna 780 feet above average terrain. Broker: Cecil L. Richards Inc.

- **WJLN(AM)-WSEE(FM) Olney, Ill.:** Sold by PBS Inc. to Eugene McPherson for $352,000. Principals in seller are Donald G. Jones, Harold Hoefker, George Berry and Ken Cordon. PBS is also licensee of WCTW(AM)-WMD(AM) New Castle, Ind.; WTIM(AM)-WCEE(FM) Taylorville, Ill.; WROS(AM)-KAT(AM) Clinton, Iowa; WKEW-AM-FM Rochester, Minn., and KFIZ(AM) Fond du Lac, Wis. Mr. McPherson was formerly vice president and general manager of WJLW(TV) Indianapolis. WJLN(AM) is 250 w daytimer on 740 kHz. WSEE is on 92.9 mhz with 50 kw and antenna 290 feet up.
above average terrain. Broker: Richard A. Shaheen Inc.

- WADS(AM) Ansonia, Conn.; Sold by Top Dial Broadcasters to Ohio's Mr. Schpero for $160,000. Mr. Schpero has no other broadcast interests. Buyer has sold, subject to FCC approval, KDKZ-AM-FM Pueblo, Colo., to Michael Galer for $410,000 (BROADCASTING, June 30, 1975). WADS is 500 w daytimer on 1590 kHz.

- KCIN(AM) Victorville, Calif.; Sold by Top Dial Broadcasters to Roger P. Brandt for $130,000. Principal in seller is Cliff Paxson who has no other broadcast interests. Buyer has sold, subject to FCC approval, KZDA-AM-FM Pueblo, Colo., to Michael Galer for $410,000 (BROADCASTING, June 30, 1975). KCIN is 500 w daytimer on 1590 kHz.

Other sales reported at the FCC last week include: WHAN(AM) Haines City, Fla.; KDRG(AM) Deer Lodge, Mont.; WCGR(AM)-WFLC(FM) Canandaigua, N.Y. (see page 49).

Approved

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

- WIN(AM) Atlanta: Sold by Georgia Network Inc. to Sudbrink Broadcasting Inc. of Georgia for $25,000 plus assumption of $575,000 in liabilities. Principals in

FCC says Cowles renewal is no precedent

Commission rejects Justice's petition against KCCI(TV) but warns other licensees facing challenge not to routinely expect the same

The FCC has disposed of the first of nine petitions to deny that the Department of Justice has filed against renewal applications of companies it feels exercise a concentration of control of media in a market. The commission's decision was to dismiss the petition and renew the license. But the action was not one that other licensees facing Justice challengers can look to as precedent.

The station involved is Cowles Communications Inc.'s KCCI(TV) Des Moines, Iowa. The commission renewed the license after noting that Justice had not opposed a Cowles motion to dismiss its petition. What's more, the commission said the department had failed to show how the trusts set up to avoid the concentration problem had failed to do so.

The department's petition, filed on Jan. 2, 1974, was directed against Cowles's then-owned KRTN-AM-FM Des Moines, as well as the television station. It contended that Gardner Cowles had a concentration of control of media through his role as shareholder, director and officer in both the Des Moines Register and Tribune Co., publisher of the only two daily newspapers in the city, and CCI, licensee of the three broadcasting stations.

Since the filing of the petition, Cowles holdings have diminished. The FCC in July 1974 approved the transfer of the radio stations to Stauffer Publications Inc. and since the department had said its petition concerning those stations should be dismissed if the assignment were consummated, the commission ordered the agreed dismissal.

The commission's action regarding the television station resulted from steps Mr. Cowles and the companies involved had taken to insulate themselves from concentration of control charges. On July 11, 1973, Mr. Cowles resigned as director and officer of the newspaper company, and placed his shares and those of his immediate family in that company in a voting trust. At the same time, all CCI shares held by the newspaper company—9% —were also placed in a voting trust. CCI said the trusts prevented Mr. Cowles's control of the newspaper company, as well as the newspaper company's control of CCI.

Justice had contended that the trusts were an inadequate defense against the
The possibility of concentration of control of the media, since the voting trustees are related by blood or marriage. But the commission said that was not a sufficient basis on which to attack the trusts. To do that, it said, the department “must show with specificity how these particular relationships negate the voting trusts’ customary purpose.” And the department, it added, “has not met this burden.”

Commission officials last week pointed out that the presence of the voting trust issue distinguishes the CCI case from the others brought by Justice. In those, the antitrust issues raised by the department will have to be met.

The commission, in its CCI decision, indicated the order was not to be considered precedent in connection with its implementation of the crossownership rules it adopted last January. Since the proceeding does not involve those rules, the commission said, “We need not reach the question of whether a voting trust would be of use to a licensee in an egregiously concentrated” market who now faces the order to break up its holdings by 1980. The commission said it had not contemplated the use of voting trusts to satisfy those divestiture requirements.

The commission’s action does not remove all doubts concerning Cowles’ hold on the station’s license. The renewal was made conditional on the outcome of the comparative hearing case in which Cowles’ license for WESH-TV Daytona Beach, Fla., is at stake. Among the issues in that proceeding, in which a local group, Central Florida Enterprises Inc., is challenging Cowles for its license, is one involving an alleged unauthorized studio move by the Cowles station.

challenge denied. FCC has renewed license of Southern Broadcasting Co.’s WQHP-TV High Point, N.C., and denied competing application of Furniture City Television Inc. Commission upheld 1974 ruling by judge which found Furniture City’s ascertainment and community leader and general public surveys defective.

Money back. Christian Broadcasting Co. request for refund of $40,000 grant fee paid in conjunction with transfer of control of KDTV(TV) Dallas has been granted by FCC. Christian contended transfer involved no consideration on which to base fee.

Fair warning. Centrum Corp., licensee of KAWA(AM) Waco, Tex. (now KWKJ) has been admonished by FCC for inadequate supervision of program staff who ignored complaints of contest winners who did not receive prizes. Since action did not appear to be deliberate, commission would not deny pending application for assignment of license to Jamir Media Inc.

Code struck down. Supreme Court has declared unconstutional New York State’s fair-campaign code. Code, which prohibited misrepresenting candidates’ qualifications and attacking race, sex, religion or ethnic background, was found to violate freedom of speech.

99 in Florida to be checked out on EEO practices

FCC cuts back to that number on heels of NAACP petition that had sought action against all stations in state

The Florida branch of the National Association for the Advancement of Colored People failed to trigger an FCC inquiry into the equal employment opportunity programs of all 334 stations in that state. But the “petition to deny” it directed against all of those stations (BROADCASTING, Jan. 12) has resulted in special scrutiny of 99.

The FCC last week said the petition, which requested a full investigation to prevent “continuing employment discrimination” by stations in the state and hearings in “egregious” cases, was procedurally defective as a petition to deny. For one thing, it was neither signed nor supported by affidavit by a Florida resident. The commission also said the petition was uninformative when viewed as an informal objection against all of the stations, since it identified only 137 in any manner and submitted employment profiles in connection with only 99 of them. The 99 were stations whose EEO records the petitioner contended fell below a “zone of reasonableness.”

Accordingly, the commission said it would treat the petition as an informal objection against the 99, and it will conduct an examination of their EEO programs.

For some stations, commission officials said, that would mean only a review of material already filed. “We can resolve some of the basis of the statistics available,” one staffer said. But some stations will find themselves receiving letters from the staff requesting further information. Ultimately, renewal hearings or conditioned renewals in some cases are possible.

What is possible, also, is the kind of statewide inquiry the state branch of the NAACP requested. The commission, in dismissing the petition against all stations except the 99, said that action was without prejudice to any statewide investigation that might be ordered in the future. And a staff member said the examination now under way could indicate such a wide-ranging inquiry was needed.

The commission acted on a vote of 6-to-1, with Commissioner Benjamin L. Hooks the lone dissenter. He felt the commission gave “too cursory” a look at the petition.
**FCC closes file on WMCA-Rosenthal**

**Commission elects not to pursue personal-attack case that was bounced back by appeals court; question now is how order should be treated in future**

The FCC has decided to put behind it the effort to pin a personal-attack rule violation on WMCA(AM) New York, and go on to other things. The commission last week accepted the recommendation of its General Counsel’s office not to appeal the case, which had been remanded by the U.S. Court of Appeals in Washington (BROADCASTING, Jan. 19). Instead, the Broadcast Bureau will prepare an item disclosing the commission’s attention to the case and to rescind the letter of admonition the commission had written to the station.

However, still to be decided is whether the commission will use the order disposing of the case as a means for announcing a decision to apply the personal-attack rule in the future as it attempted to do in the WMCA case. The staff was not prepared to agree on a recommendation in the matter.

There is general agreement within the commission that the court’s decision leaves the rule, and the fairness doctrine, from which it grew, intact. The facts, officials said, set the case apart from the general run of personal-attack cases.

Bob Grant, a call-in show host, had referred to Representative Benjamin S. Rosenthal in March 1973 as a “coward.” However, the charge was aired about two hours after the discussion of the controversial issue of public importance involved—the meat boycott then in progress—had occurred.

The station argued that it had not violated the rule in failing to notify the Democratic congressman of the attack and offering him time to respond since the rule applies to attacks made “during” the discussion of such issues. Furthermore, it noted that the attack was made in connection with the congressman’s refusal to discuss the meat boycott with Mr. Grant on the air, not with the congressman’s position on the issue.

The court said that the station’s arguments were not insubstantial. And the commission, it added, violated its own rule in making its judgment as to whether an attack occurred instead of judging “the objective reasonableness of the licensee’s determination.”

In sending the case back to the commission to consider the matter under “the proper standard,” the court made it clear it doubted that, because of the “novel” time-lapse aspect, the commission could find the station had been unreasonable. The commission last week took the hint.

However, the final footnote in the opinion indicates to some commission lawyers that the commission could apply the rule in the future as it attempted to do in the WMCA case if it issues appropriate notice. The footnote declares that the court does not say the commission is prohibited from interpreting the rule as it did, only that it is on “shaky ground” if it finds the station’s actions unreasonable before it has announced the new interpretation.

Accordingly, the General Counsel’s office said the commission, if it decided it was “appropriate,” could announce that, in the future, an attack “related to” as well as “during” a controversial issue of public importance would come under the rule. The Broadcast Bureau, however, was uncertain whether such a “clarification,” as staffers called it, should be given in connection with the WMCA case.

The issue is expected to be debated before the commission when the Broadcast Bureau’s draft order disposing of the case is presented for consideration.

**Eger says the TV set can do so much more**

Today’s television set lives up to only a fraction of its potential. And if broadcasters, manufacturers and suppliers make a concerted effort, multichannel sound, captioning for the hearing impaired and other related services via TV wouldn’t be far off. That message came last week from John Eger, acting director of the Office of Telecommunications Policy, as he released a Denver Research Institute (University of Denver) study on unused signal capacity.

The report, “Ancillary Signals for Television: Innovations and Implications” was prepared at OTTP’s request and carries the claim of “the first comprehensive study of the state of the art of ancillary television signals . . . .” The report, along with a letter from Mr. Eger, was sent to V.J. Adduci, president of the Electronic Industries Association, and to FCC Chairman Richard E. Wiley, who was encouraged to consider an inquiry into such signal allocations as well as continued action on such services.

The report cites substantial marketplace demand for ancillary services—estimating that 10% to 25% of television-set buyers would pay an additional $50 to $100 for stereo sound, and anticipating sizable audiences for captioning and multilingual services.
capacities with costs of perhaps $100 or less per service.

The report envisions within the next five to 10 years, commercial application of program-related services such as stock market quotations.

It also estimates the additional equipment costs that broadcasters would pay to provide such services: $10,000 to $20,000 for multichannel sound; a minimum of $3,000 to caption transmission, and $60,000 to $120,000 for ancillary information service.

**RKO counters charges of bribery, misconduct**

Licensee of WNAC-TV Boston says challenges for frequency made allegations, but gave no facts

Claiming that the charges of bribery and corruption leveled against its parent, General Tire & Rubber, are unfounded and not backed up with facts, RKO General (licensee of WNAC-TV Boston) has requested that the FCC deny a request by Community Broadcasting of Boston to reopen the record in the station's renewal proceedings (BROADCASTING, Dec. 15, 1975, Jan. 19, 26).

Community, one of two applicants seeking RKO's channel 7 spot, accused GT&E of siphoning profits from a Chilean subsidiary, Industria Nacional de Neumáticos (INSA), as well as taking rebates from suppliers and overcharging subsidiaries for material and equipment.

In its request for denial, RKO countered Community's claims by saying that Community "has not supported the allegations with affidavits of persons with personal knowledge of the facts." The GT&E overseas payments, RKO said, were not shown by "any factual or legal foundation" to be bribes. It added that "there is no indication that any foreign authority has brought charges of any kind against GT&E." In addition it said, there are "no U.S. laws prohibiting the activities alleged to be illegal or improper."

The alleged misconduct by GT&E, RKO claimed, does not automatically make RKO unfit to continue as a licensee. The matter should be judged, on the basis of "the actual performance of RKO and WNAC-TV over a period of years," it said.

**NBC and its WNBC get a tip of the hat**

Wiley, broadcasters, other dignitaries laud pioneer station, network at annual Mike award.

NBC’s WNBC(AM) New York received the Broadcast Pioneers, Golden Mike Award and the station, NBC and broadcasters in general received verbal bouquets at the award presentation dinner in New York last Tuesday (Jan. 27).

The award is presented annually to a pioneer station "for distinguished contributions to the art of broadcasting and in recognition of dedicated adherence to quality, integrity and responsibility in programming and management." The presentation to WNBC also coincided with NBC’s 50th anniversary year.

FCC Chairman Richard E. Wiley presented copies of the original licenses for WNBC’s predecessor, WEAF New York, issued to AT&T as founder of the station and dated May 12, 1923, and for WNBC itself as issued to NBC on Nov. 13, 1926, upon NBC’s acquisition of the station from AT&T.

Mr. Wiley said broadcasters could take justifiable pride in the story of broadcasting, as exemplified by the development of network radio in general and NBC in particular. Taking note of the 50th-anniversary timing, he wished broadcasters at least another 50 years of “good health and good service.”

Tributes also came from Robert W. Ferguson of WTRF-TV Wheeling, W. Va., president of Broadcasters Foundation and chair of the NBC-TV Affiliates Board of Delegates, who presented the Mike Award to Herbert S. Schlosser, NBC president, and from New Jersey Governor Brendan Byrne and New York Mayor Abraham D. Beame. Harold R. Krelstein, chairman of the Plough stations and president of Broadcast Pioneers, presided.

**Eger’s Pacific plan**

The U.S. is calling on the nations of the Pacific to join with it in creating a Pacific Telecommunications Conference to deal with a wide range of issues. The proposal was announced by John Eger, acting director of the Office of Telecommunications Policy, in a speech to the Electronic Industries Association in Boca Raton, Fla.

The proposal, he said, is for a multilateral, multilevel conference that would consider matters ranging from facilities-planning questions to “computer communications and privacy, direct broadcast by satellite, trade, technology and other issues of mutual and joint concern.”

He said the forum he was proposing was needed, since existing international institutions were not designed to deal with the full range of telecommunications issues and provide little opportunity for industry leaders to talk to their foreign counterparts.

**Broadcast Journalism**

**Group W settles on AP Radio and ABC Radio**

News services will step in where reduced Washington bureau left off

Group W has signed up with AP Radio and ABC Radio for news service for the seven Group W radio stations. The announcement last week of the affiliation followed months of jockeying among the major radio news services to land the Group W outlets, that began when Group W cut back severely on its Washington news bureau operations (BROADCASTING, Oct. 20, 1975).

While dollar figures in the transaction are not being disclosed (one source said the amounts are “not overwhelming”), the long-range benefits to be derived from serving Group W’s major stations in major markets—most particularly including New York and Los Angeles—are substantial. AP Radio said the only concession to Group W was the standard group discount; otherwise the cooperative deals in “equitables.”

Roy Steinfort, AP assistant general manager in charge of broadcast activities, said “We are pleased that such a prestigious news-oriented group as Westinghouse, after an intensive survey of all alternative news sources, selected AP Radio, on the basis of quality, to serve five of its stations.”

Donald H. McGannon, chairman and president of Group W, said, “In adding the world-wide news capabilities and communications facilities of ABC and AP Radio to our Group W News operations, we believe we have taken a significant and essential step in broadcast news. This step expands the number of news sources and materials we can bring to the diverse audiences we serve, while enabling Group W’s news operation to focus more heavily on the meaning of the news to the communities in which Group W radio stations serve.”

President of the Group W Radio Station Group, Richard Harris, said “The Group W news bureau (in Washington) will continue under the excellent direction of Sid Davis. The new affiliations with AP Radio and ABC Radio will not enable the bureau to provide specialized coverage of the significant news events in the capitol, and the corps of Group W news specialists, analysts, and commentators will continue to provide the perspective that is so necessary in understanding the complexities of today’s news.”

AP Radio will provide coverage for all-news WINS(AM) New York; all-news KFWB(AM) Los Angeles; WBZ(AM) Boston; KDKA(AM) Pittsburgh and WWO(AM) Fort Wayne, Ind.

The new affiliates of ABC’s American Information Radio Network is all-news
Av Westin and ABC go separate ways

Evening news, documentary chief departs, apparently over policy; Sanders in charge of nightly show, Westin last Monday (Jan. 26).

A seven-year ascendency in the ranks of ABC News came to an abrupt halt last week when Av Westin, 46, executive producer of the ABC News with Harry Reasoner, was asked to resign. The parties to that decision were reluctant to speak for the record, but an editorial policy struggle appeared at work, with Mr. Westin the loser to Steve Skinner, 35, who has been senior producer of ABC's evening news since June 1975. The decision to part company was made by William Sheehan, president of ABC News, and announced in a one-sentence press release after a meeting with Mr. Westin last Monday (Jan. 26).

Mr. Westin has been a rising star in broadcast journalism since 1957, when he was the first recipient of the CBS Foundation Fellowship and subsequently became a principal news executive of that network. He joined the ill-fated Public Broadcasting Laboratory in 1967—an assignment he later called the one dark period in his career ("The network evening news: showcase of electronic journalism," Broadcasting Jan. 5)—and then went to ABC in 1969. Mr. Westin was credited with building that half-hour into both a critical and audience contender with its rivals on CBS and NBC before he was promoted to head the Closeup documentary unit in 1973. He again became executive in charge of the evening news last February, although Mr. Skinner has exercised increasing responsibility for day-to-day operations.

It was "a professional disagreement with Bill," according to Mr. Westin, that resulted in his being asked to resign. He and Mr. Sheehan agreed not to discuss specifics "in a public match," but Mr. Sheehan said there was a "difference over operating procedures," not ideology. Mr. Westin emphasized there is "no acrimony; we'll probably have lunch together." Privately, Mr. Westin was known to be critical of Mr. Skinner's relative inexperience and for a pattern of "tabloid" journalism he saw increasingly in evidence on that broadcast. He was also critical of budget cutbacks in the Closeup area, and made his "great regret" known publicly at the time (Broadcasting, Nov. 10). Observers noted a similarity between Mr. Westin's departure and that 10 years earlier—almost to the day—of Fred Friendly from the presidency of CBS News. The difference, of course, was that Mr. Westin was not yet a news division president, although many expected him to reach that level, and that the decision to end it all was the company's, not the newsman's.

Mr. Sheehan told Broadcasting he considers it unfortunate that Mr. Skinner, just getting started at the network news level, was caught in the crossfire of the Westin departure. He was part of the reason for the final disagreement, but not all of it, Mr. Sheehan said. "It was in some ways like the MacArthur-Truman confrontation," he said. "The collision course developed over a long time."

Mr. Skinner began his broadcast news career in 1966 at KTLA-TV Los Angeles, moving subsequently to WFL-TV Philadelphia and WABC-TV New York. It was there that he achieved national recognition for the "eyewitness news" concept which many came to call "happy talk." He moved to ABC's KGO-TV San Francisco as news director in 1973, and from there was chosen to take over the senior producer role on the Reasoner news under Mr. Westin. He was named executive producer last week, after the latter's resignation. At the same time, Robert E. Frye, producer for the ABC News segments of Good Morning, America, out of Washington, was named producer of the evening news, and Robert R. Roy, a writer-editor in New York, was named editorial producer on the Reasoner news staff.

The other half of Mr. Westin's responsibilities will be taken over by Marlene Sanders, a staff producer now named vice president-director of documentaries. She becomes the company's third woman officer (with Pam Dickson, vice president-talent for comedy and drama, ABC Entertainment, Hollywood, and Grace Johnson, vice president-broadcast standards and practices, New York). Mr. Westin had surrendered his own vice president's stripes when he assumed his most recent position, a move that was said to be voluntary and accompanied by a salary hike to an estimated $100,000.

Mr. Westin's future plans are undetermined. "I have a lot of friends throughout the industry and in the academic world as well," he said, and feels he has "a few years left before going off to teach" in some distant future. Meanwhile, he means to continue using his skills in the news, public affairs and broadcasting fields.
Tinker, tailor, newsmen, spy?

Although Jaffe tale of link between CIA and journalists is generally discredited, House unit releases report saying there was some cooperation with intelligence agency by some news organizations, and Colby has a similar story to tell.

The pot continued to boil last week—albeit at a slower and less certain rate—over accusations that U.S. journalists have cooperated with the country’s intelligence agencies. But the previous week’s star witness, former CBS and ABC newsmen Sam Jaffe, who had caused suspicions to be raised about prominent colleagues (Broadcasting, Jan. 26), was himself discredited by at least one official spokesman, and there was a growing sentiment among those who knew anything on the subject that they would not tell.

On Friday (Jan. 30), the House Intelligence Committee was to release its official report saying that 15 news organizations (radio and television among them) had cooperated with the Central Intelligence Agency in providing cover for CIA agents. Further, the report said that five agents in that group were posing for organizations “of major general news impact.” The report did not, however, name either individuals or organizations.

William E. Colby, who stepped down last week as head of the CIA, admitted that he had been the unnamed source of a November 1973 story in the Washington Star reporting that about three dozen American journalists abroad, including five full-time correspondents, were on the CIA payroll. In November 1975, he told the House Intelligence Committee in open session that there remains a “small number” of American freelance reporters and stringers abroad (both print and broadcast) who are paid by the CIA. He said the CIA does not employ any staff members of regular U.S. general circulation newspapers (the included broadcast media), and added that the agency tries to be careful not to influence any stories that reach the domestic audience. Mr. Colby, however, also will not name names.

Senator Frank Church (D-Idaho) said he would press for the naming of names wherever his committee finds that news organizations infiltrated by the CIA had disseminated news to this country. A staff spokesman for the Senate committee said last week, however, that Mr. Church would first have to have the approval of the other members of the committee before doing that. The Senate committee will issue a written report the end of February.

The CIA has resisted providing names, arguing that to do so would endanger the lives of the individuals, hold them up to...
Deciding on a 2nd season for SPACE: 1999 was the easiest decision we've ever made.

Sci-fi is hot, and audiences for both sci-fi and SPACE: 1999 are growing bigger every day.

- **HOLLYWOOD KNOWS IT**—The major motion picture studios are currently producing 16 major sci-fi films at a cost in excess of $100,000,000.

- **AUDIENCES KNOW IT**—SPACE: 1999 proves it with winning ratings, not only in significant U.S. markets, but throughout the world.

- **FANS KNOW IT**—To date we've received 256,607 fan letters. SPACE: 1999 fan clubs are springing up all over the world.

- **MERCHANDISERS KNOW IT**—We have so far licensed no less than 171 different items for merchandising.

- **THE PRESS KNOWS IT**—SPACE: 1999 has captured more space in every conceivable media than any other series in television history.

- **THE DEMOGRAPHICS PROVE IT**—Of all prime time access shows, SPACE: 1999 is #1 among men and women 18-49 per 100 households delivered.*

SPACE: 1999 is the sci-fi series of the 1970's, the only new sci-fi series being telecast.

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Television

Space: 1999 satisfies a national need

OK, 'Star Trek' fans — this time it's 'Space: 1999'

'Space: 1999' May Be Best Ever

'Space: 1999' Is Slick Sci-Fi

'Space: 1999' Alread Unique in TV History

Science Fiction at Its Plushest

representing 42.7% of total U.S. TV homes, including Canada’s CBC Network.
Producer-Story Editor Fred Freiberger—one of the world's most gifted sci-fi producer-writers, formerly of Star Trek.

New incredible sci-fi characters of the most exciting, enchanting and fabulous dimensions.

24 brand new hours of extraordinary, fast-paced space fantasies—rich in suspense, humor, action, imagination and running the full gamut of human emotion.

Second year budget increased to $300,000 per episode for a record of $7,200,000. The most expensive series in the history of television.

An even greater multi-media advertising, promotion, publicity campaign committed for the second season.
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What these last two events signify is not known, although Mr. Jaffe has his own suspicions about secretive acts by U.S. intelligence agencies and possible involvement by the networks.

Mr. Jaffe has told this and more to staff members of the Senate and House Intelligence Committee. Without being specific, one House source said Mr. Jaffe's recitation has not been found to be a gross misstatement. And Representative Ronald Dellums (D-Calif.), a member of the House committee, was expected to issue his own statement last week supplemental to the committee's report suggesting that Mr. Jaffe's case be given further study.

The expansiveness of Mr. Jaffe's allegations involving others cast doubt in the minds of many on the credibility of his own story. He has personally been connected with the Federal Bureau of Investigation, the CIA and the Russian intelligence agency, the KGB. The first two connections were made by Mr. Jaffe himself. He said that he was an unpaid informer for the FBI during the years he worked for CBS, 1955-61, and to a lesser extent while he worked for ABC, 1961-69. He said that he told the FBI about his conversations with Russians the covered by U.N. for CBS and was for a while Moscow correspondent for ABC), but that his reporting had not been influenced or affected. No one has disputed that account.

The CIA connection was brief. He said that after he applied but before he actually received his first job on the overnight shift at CBS in 1955, he was approached at his home in California by a CIA agent and told that he was going to be given a job in CBS's Moscow office if he would agree to do some assignments for the CIA. He refused, he said, and that was the extent of his contacts with the CIA. He got the night shift job statewide.

It was a Russian, Yuri Nosenko, who accused Mr. Jaffe of being an agent for the KGB. Mr. Nosenko, a member of the Soviet disarmament delegation in Geneva, defected to the United States in 1964 and made that statement to both the FBI and CIA, Mr. Jaffe said the agencies told him. Mr. Jaffe said the charge is not true and that he has a letter from Mr. Colby saying the CIA agrees with him. Mr. Jaffe has more to tell. He said, for example, that when he went to Moscow for CBS to cover the trial of Francis Gary Powers, the American U-2 pilot whose airplane was shot down over the Soviet Union in 1959, he found he alone among American correspondents was seated on the first floor of the courtroom near the defendant's dock. He said, too, that he alone was given a room on the same floor of the hotel where Mr. Powers's wife stayed.

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CBS News programing to be micropublished

CBS News and Microfilming Corp. of America, a subsidiary of The New York Times, together will make available to the public microfilm/microfiche transcripts of all CBS News daily television news broadcasts and documentaries, beginning in late spring. A quarterly CBS News index and annual compilations in book form of the network's news coverage by subject will also be published.

Richard Salant, CBS News president, said the records will serve as an extremely useful complement to the National Archives video-tape service, which permits users at 16 locations and members of the Inter-Library Loan System to view CBS News broadcasts. Material to be micropublished begins with 1975 and includes excerpts from the CBS Evening News with Walter Cronkite; weekend editions anchored by Dan Rather and Bob Schieffer; CBS Morning News with Hughes Rudd and Bruce Morton; CBS Midday News with Douglas Edwards; CBS Sunday Night News with Morton Dean; CBS U-2 Reports; 60 Minutes and CBS News specials.

CBS's suit against Vanderbilt University, Nashville, filed in December 1973 for allegedly unauthorized taping, collecting and distributing CBS News broadcasts, is still pending in Nashville with no trial date set.

FCC officially pulls the plug on IDC experiment

Commission says firm no longer is attempting to perfect system for encoding commercials and it failed to meet deadline last year for compliance with agency rules.

The FCC and IDC Services Inc. have given up on IDC's idea for incorporating identification material in a television picture. The commission last week deleted the rule that made such use of the television screen possible, an action that came after the company failed to meet a Nov. 20 deadline for implementing a program-identification system into compliance with the rule. In fact, IDC no longer operates a program-identification service.

The commission adopted the rule in 1970, in response to a petition by IDC (then International Digests Corp.). It permitted the insertion of material in each corner of a television picture, at the beginning and end of a program segment, that would identify the program. The rule was designed to control the placement of the material in such a manner that it would not be visible to the viewer.

IDC used the rule as a basis for attempting to sell an electronic monitoring service to advertisers who wanted an independent verification of the times their commercials were broadcast over particular stations.

IDC, however, was never able to iron the bugs out of the system, which involved the use of unattended monitors in major television markets and computer. And the commission last week said six years of experience has proven little but the fruitlessness of continuing to rely on the system as a means of providing automatic identification of television programs. The commission said that the IDC system frequently transmitted patterns that occupied more of the picture area than the rule permitted.

Five years ago, IDC asked the commission to amend the rule to permit an increase in the area of the picture used for the identification system. But on Oct. 31, 1973, the commission not only refused to amend the rule; it gave IDC two years to make the equipment modifications necessary to bring the system into compliance with the rule. The commission said it would delete the rule if the deadline was not met.

The commission last week observed that the device had passed without IDC bringing its system into compliance; indeed, it noted that the Chicago-based company, whose major occupation (through a subsidiary, Talents and Residuals) serves, in effect as advertising agencies' paymaster for actors and actresses who appear in commercials, no
longer operates a program-identification service.

In deleting the rule, the commission sought to limit any inconvenience that action would cause those still using recorded commercial announcements containing the identification signal. It said it would permit the use of such material until Jan. 31, 1978.

WCVB-TV says new law forces it to sell what it prefers to give away free

Boston station changes policy after Ronald Reagan campaigners insist on buying election spots

Boston Broadcasters Inc., licensee of WCVB-TV Boston, has abandoned its policy against accepting paid political advertising in the face of the new federal election law and the campaign plans of Ronald Reagan.

The new law requires the FCC to take punitive action against broadcasters who fail to "allow reasonable access to or to permit purchase of reasonable amounts of time for the use of a broadcasting station by a legally qualified candidate for federal office on behalf of his candidacy." WCVB felt its policy of making free time available for political campaigns it considered of significance to the area was responsive to that provision. But the Reagan organization wanted to buy its own, and cited the law in support of its demand.

WCVB's attorney, Benito Gagueine, in reporting the change in policy to the FCC last week, said discussions with the commission's staff led him to conclude that Mr. Reagan's representative's interpretation of the law would be adopted by the commission. Furthermore, he said, since the equal-time law would require the station to afford equal access to approximately 14 candidates entered in the New Hampshire and Massachusetts primaries plus an unknown additional number of write-in candidates, WCVB decided it could meet its obligations under the law only by permitting the use of spot announcements by candidates.

Co-op comes out of the closet

RAB executive tells retailers half of all big companies will spend shared funds on radio

George Walthius, Midwest vice president of the Radio Advertising Bureau, predicted that by the end of this year at least half of all "significant" retailers in the U.S. will be taking advantage of the radio co-op advertising allowances offered by manufacturers.

He said more and more retailers are trying radio co-op and learning that it "greatly extends the life and impact of newspaper advertising because of relative cost-efficiency and reach among consumers who don't read or remember newspaper ads."

Mr. Walthius said stations are selling co-op harder than ever, using sales tools and incentives provided by RAB in its current drive to build radio co-op to a magnitude representing 30% of radio's total volume by 1980.

He made his observations in a speech prepared for delivery Jan. 31 to the 1976 Retail Advertising Conference in Chicago.

Mutual on tour. C. Edward Little, president, and Gary J. Worth, executive vice president, Mutual Broadcasting systems, Washington, begin seven weeks of luncheon advertising presentations in 22 major cities today (Feb. 2). They will be in each city by Mutual's regional vice presidents and sales executives who service agencies and clients in their respective markets.

ABC makes it two in a row

It tops CBS and NBC again with big numbers from 'Bionic Woman,' old shows in new time periods, name movies and 'Donnie & Marie'

ABC-TV, bolstered by good sampling for more of its second-season shows, beat out CBS for the second prime-time week in a row and closed its season-to-date gap on NBC.

For the 20th week alone (Jan. 19-25), ABC harvested a 21.0 rating to slip past CBS (20.9 rating), with NBC limping in a distant third (16.8 rating). The season-to-date figures read CBS, 19.7 rating; NBC, 18.2 rating; and ABC, 17.8 rating.

ABC may have stumbled onto the big hit of the second season in The Bionic Woman (Wednesday, 8-9 p.m., NYT), which chalked up more huge numbers in its second week on the air (29.7 rating, 44 share on Jan. 21). Other good omens of ABC's second-season: The Welcome Back, Kotter sitcom, in its new time period (Thursday, 8-9 p.m.), raked up a 23.3 rating and 35 share on Jan. 22; and the premiere of Donnie and Marie (Friday, 8-9 p.m.), a variety series, frontloaded a star-checked guest roster on Jan. 23 and ended up with a 23.2 rating and 36 share.

Not so promising omens of ABC's second-season: The Barney Miller sitcom, in its new time period (Thursday, 8:30-9 p.m.), squandered six share points of the Kotter lead-in on Jan. 22 to finish with a shaky 20.3 rating and 29 share; the On the Rocks comedy, in its new time period (Monday, 8:30-9 p.m.), plummeted precipitously for the third week in a row, plummeting to a well-below-par 14.4 rating and 21 share on Jan. 26; and Almost Anything Goes, which made its debut on Saturday, Jan. 24 (8-9 p.m.), got a 16.6 rating and 27 share, better than the show it replaced (Saturday Night Live With Howard Cosell) but, according to industry sources, not good enough to insure its survival beyond the summer.

NBC engineered the first cancellations of the second season when it announced last week that The Cop and the Kid (Thursday, 8-9 p.m.) and Day by Day (Thursday, 8:30-9 p.m.) would bow out as of March 11 to make way for The Mac Davis Show, a variety hour that failed its initial test against The Waltons last year. Gary Smith and Sandy Gallin are Mr. Davis's new executive producers.

NBC programmers were cheered by Ellery Queen's 23.4 rating and 35 share on Jan. 25, but industry sources pointed out that ABC's high-rated The Six Million Dollar Man was on hiatus that night for a sluggish Bicentennial special, and CBS's Sonny and Cher were also a week away from their return to series duty as a reunited team, their place being taken on Jan. 25 by an equally sluggish family-oriented drama. The discouraging news for NBC in the
20th week was the continued anemic performance of two of its holdover dramas, *Movin' On* (a 17.0 rating and 24 share on Jan. 20) and *Petrocelli* (a 13.0 rating and 23 share on Jan. 21).

CBS's new *Popi* sitcom (Tuesday, 8:30-9 p.m.) managed only a 14.8 rating and 21 share in its second-season debut on Jan. 20. But the other second-season *stratagems* of CBS's continued to pay dividends: *M*A*S*H* (Tuesday, 9-9:30 p.m.), which scored a 26.4 rating and 38 share on Jan. 20, the new *One Day at a Time* sitcom (Tuesday, 9:30-10 p.m.), which hit a 23.6 rating and 34 share on Jan. 20; and *60 Minutes* (Sunday, 7-8 p.m.), which pulled down a 19.2 rating and 31 share on Jan. 25.

Meanwhile, ABC's gains during the last two weeks were helped no end by the big numbers racked up by theatrical movies. Robert Redford's "Jeremiah Johnson" piled up the points on Jan. 18 (BROADCASTING, Jan. 26) and, on Jan. 23, Barbra Streisand and Ryan O'Neal in "What's Up, Doc?" (9-11 p.m.) rolled to a 27.5 rating and 44 share, making it the third highest-rated theatrical movie of the year, behind "Jeremiah Johnson" and ABC's telecast last September of "Serpico," with Al Pacino.

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**Plaintiffs dispute efforts to have family viewing suit thrown out of court**

**Hollywood people challenging programing concept defend basis for their case; FCC, NAB, networks object to ACT, NCCB effort to join in**

The Hollywood writers, producers and actors who have gone to court in an effort to block implementation of the family viewing concept had their turn in court last week to oppose the motions to dismiss their suits filed by the defendants—the three major networks, the National Association of Broadcasters and the FCC. It was the broadcasters' and the commission's contention that the suit was procedurally defective—that if there was a cause of action against them, which they disputed, it should be raised in the U.S. District Court of Appeals in the form of an appeal from a commission action (BROADCASTING, Jan. 19).

But the Hollywood artists saw it differently. Their response, in U.S. District Court in Los Angeles, says that "the unprecedented joint venture" involving the FCC, individual commissioners, the three networks and the NAB to develop and implement a ban on broadcasting during the first two hours of prime time of "entertainment programming inappropriate for viewing by a general family audience" does not involve a specific agency action from which an appeal can be taken.

Rather, it says, the case concerns "the continuing, pervasive, extra-legal involvement of the government and private defendants in actions taken behind closed doors—without any regular agency proceedings—to conceive, promote, foster and induce the adoption and implementation" of the ban on certain "constitutionally protected ideas."

And, the response says, the complaints need not exhaust normal remedies in cases of government action "that never received a jurisdictionally proper consideration by the FCC in the first instance." "Such extra-legal activities of government," the response adds, "may be challenged in the District Court."

The networks and the NAB, in one pleading, and the FCC, in another, also had something to say to the court last week. They opposed the joint motion of the National Citizens Committee for Broadcasting and Action for Children's Television to participate in the case as friends of the court on the side of the complainants. NCCB and ACT said that although they are concerned about some of the same issues as those raised by the plaintiffs—they say the family viewing concept "has resulted in a form of negative content regulation that has long been deplored by both organizations"—they will also "bring a unique consumer perspective to the proceeding" that will be helpful to the court.

The FCC, in its opposition, said participation as a friend of the court should not be granted a party that has played a role in the underlying controversy and wishes "to vindicate rights" which it claims are its own. And the commission notes that the motion says NCCB's efforts to "include the public in this policy were rebuffed" and that groups like ACT and NCCB were deliberately excluded from the formulation of the family viewing hour policy.

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**Family viewing no sop to Senator Allen; he wants tough FCC policy**

While the FCC is pressured on one side to keep its hands off television programing, it continues to suffer attacks from another side on its reluctance to take forthright steps to clean up TV violence. Senator James Allen (D-Ala.) sided with the latter group in a speech in the Senate in which he scored the commission for "retreating into the security of its laissez-faire posture."

"Clearly," Senator Allen said, "the FCC, which has the general authority to direct broadcasting as the public convenience, interest and necessity requires, is unwilling to recognize the dimensions and
impact of television violence, and thus, is unlikely to institute reasonable guidelines or controls." He called the FCC's attempts to persuade the networks to reduce violence to date, "timid."

And he called the industry's self-imposed family viewing period "a feeble response." "Instead of attacking the real problem by showing less violence and less sex on the nation's television screens, the networks are simply juggling their schedules to delay scenes of violence or sex until 9 p.m."

Mr. Allen concluded that unless the FCC and the industry take positive steps soon, Congress will be forced to take action.

Roper says PTV viewers don't differ much from the norm

CPB-commissioned study sees similar traits; main difference concerns interests in current events

A Roper Report survey commissioned by the Corporation for Public Broadcasting claims that the demographic characteristics of the public television viewer "parallel" those of the total population "fairly closely." The strongest distinguishing characteristic of PTV viewers found in the November 1975 study was the degree of their interest and involvement in current events.

Although the age distribution of those watching public television does not differ from the total population, the report noted that there was a tendency among PTV viewers to have a "somewhat higher proportion of families with young children, college education and incomes over $15,000."

Along occupational lines, PTV viewers match the total population rather closely. Blue-collar workers, however, make up a lesser percentage of the audience than their respective numbers in the over-all population.

PTV viewers are "slightly more liberal" in their political persuasion than the total population, the report pointed out. Females constitute a substantial majority of the PTV audience, larger than their proportional share of the total population. The report attributed that finding to the possibility that large numbers of mothers watch public television with their children.

The proportion of PTV viewers is "significantly lower" in the South than any other region, the report noted. While 90% of the U.S. population is white, 93% of the PTV audience is white. Conversely, blacks who represent 8% of the population, are reported as making up only 6% of the public television audience. A majority of PTV viewers (59%) have a high school education or less.

Program Briefs

Greening the screen. Ninety-minute Irish Bicentennial special, featuring Peter O'Toole, is being distributed by The Syndication Works, which reports negotiations with more than 100 stations in 75 markets. TV program was taped last month at Carnegie Hall and also includes such names as The Clancy Brothers, Siobhan McKenna, Donal McCann and Eamon Kelly. The Syndication Works, 645 North Michigan Avenue, Chicago 60611; (312) 266-8774.

Six in three. Get Smart, half-hour, color, comedy-adventure series distributed by National Telefilm Associates, Los Angeles, was sold in three new markets and renewed in three markets in three weeks. New stations are KPLR-TV St. Louis, WTCG-TV Atlanta and WGPR-TV Detroit. Renewing are WSNCTV (TV) Chicago; KAPT-

Jonesboro, Ark. and XETV(TV) Tijuana, Mexico-San Diego.

Westward ho. Corporation for Public Broadcasting has granted research and program development grant to David Dortort for future public television series on American West. Mr. Dortort was creator and executive producer of Bonanza and High Chaparral, two commercial network series set in old West.

AIM's other case. Accuracy in Media, conservatively oriented media watchdog, has asked U.S. Supreme Court to overrule FCC in case involving statutory requirement that public broadcasting programs meeting achieve "objectivity and balance." Commission, according to complaint brought by AIM, said that it lacked authority to enforce provision.

Award winners. Public Broadcasting Service has acquired 17 television specials including two 1975 International Emmy Award winning programs—The Evacuees and Marek—for total of $270,000. Programs will be televised between March 7 and March 21, during PBS's second annual fund-raising campaign. Show titles include I Regret Nothing, Keep America Singing; The Magnificent Adventure; A Tribute to Johann Strauss; Benito
Mussolini, My Husband; It’s Hard To Be a Penguin; The Good Old Days of Radio; The Ragtime Years; Dear Love; Birth Without Violence; Pygmies; Mel Torme in Concert with Woody Herman; TT/TV at the Superbowl; 84 Charring Road; and one Laurel and Hardy silent series.

New in Sarasota. Production House, all service film company, has opened at 1900 Main Street, Suite 215, Sarasota, Fla. 33577. Firm offers film service covering documentary, sales and training, TV commercials and audio visual programs.

Keystone history. Co-owned WLYH-TV Lancaster, Pa., and WTAJ-TV Altoona, Pa., are using vignettes to usher in Bicentennial. WLYH-TV offers 30-second commercially sponsored spots highlighting historic locations in central Pennsylvania. Series featuring more than 100 locations was produced by electronic news gathering. WTAJ-TV airs its own Bicentennial Minutes thrice weekly. Several hundred Minutes were researched, written and recorded by local citizens.

Two for one. Merger in which Visualscope Inc., New York, film producer, program buyer and consultant, would acquire 65% of stock of Teletape Corp., New York production and production service company, has been approved by companies' boards, subject to additional approvals and conditions. Sources said no money would change hands in transaction, and that Teletape would be surviving corporation. Teletape is headed by Chairman Hazard E. Reeves Sr., Visualscope by President Marvin H. Green Jr.

Lutheran listening. Joy, 30-minute radio program featuring choral music, scripture readings and comment, is offered free by International Lutheran Laymen's League, St. Louis, for use by easy listening and good music stations. Twenty stations have agreed to carry program on public service basis.

Struck out by Angola

ABC-TV's planned telecasts of March 20-21 baseball games between U.S. and Cuban stars games has been victimized by the Angolan situation. The State Department canceled the exhibition series set for Havana because of Cuba's military involvement in Angola opposing pro-Western forces.

ABC Sports had agreed to pay $165,000 to televise the games, which were planned by two independent producers, Barry Jagoda, New York, formerly with CBS News, and Richard Cohen, Dallas. The producers are standing by, as are the Cuban and American ball players; ABC is reportedly still holding the date and, according to Mr. Jagoda, everyone hopes that "an early political resolution will lead to a successful game."

Cablecasting®

Cable's perils, frustrations back home cited by state groups

Mindful that regulatory problems respect no borders, associations exchange views on present rules that contradict and proposals that could be contagious in future

Regulation at the state level was a prime concern of presidents of state and regional cable associations as they met Jan. 28-30 at the three-day National Cable Television Association session in Crystal City, Va., adjacent to Washington.

Wally Briscoe, NCTA senior vice president, said the meeting of cable leaders was not a policy-making forum. However, he viewed it as research to review problems in individual states that often become precedents for action in surrounding states.

According to Anthony Cerrache, president of the New York State Cable Television Association, that state "is just looking for requirements to make the cable business difficult." New York is one of three states with an independent cable TV commission. Mr. Cerrache claimed the commission's technical standards for pole line clearances and construction are "unreasonable" since the telephone and utility companies have standards of their own.

The New York State Commission on Cable Television is also studying a plan to require CATV systems to be grounded at each home's connection point. However, Mr. Cerrache pointed out that cable lines are grounded at the pole tap and that systems have been operating for 20 years without evidence of any hazard. The net result of so much state interference, Mr. Cerrache said, may cause multiple system operators to avoid New York as a place for opening new systems.

Similar sentiments were voiced by Chuck Trautner, president of the Minnesota Cable Television Association—which also must contend with an independent state regulatory body. The FCC requires CATV operators to provide public access channels if systems have more than 3,500 subscribers, he explained, but Minnesota requires access channels regardless.

The small independent operator is caught in the middle, Mr. Trautner said. Many regional cable associations were formed initially to combat problems that cross state boundaries. Pole-attachment problems are a prime example. They gave rise to the Rocky Mountain Regional Cable TV Association and an ad hoc southwestern states association that has since disbanded.

Regulatory actions in one state often influence other areas, at least in offering precedents. In Minnesota and New York, cable operators face the possibility of a five-year franchise renewal. (The FCC grants a certificate of compliance for a 15-year period.) Cable operators feel that their investment for reconstruction and replacement requires the stability of a longer renewal period.

The New England and New York associations have embarked on a one year trial merger that, if successful, will lead to the creation of a Northeastern association (Broadcasting, Jan. 26).

Pennsylvania has the most CATV systems. There is no statewide authority over cable TV, however. There are some half dozen bills in the state legislature that would put CATV under the public utility commission—as it is in many states—but Robert Stout Jr., Pennsylvania Community Television Association president, claimed the industry could not live with that system. The rate base applied to utilities is impractical for cable operations, he said, where the capital depreciation of equipment by utilities is much higher.

Two key issues facing California cable operators are pole rates and a new formula for property tax assessment. Pole problems beset almost all cable systems across the country. The tax issue (Broadcasting, Dec. 1, 1975) could have a broad effect on the industry if other states follow California's example and opt for an income-based property tax for CATV systems.

Not all issues are local or regional however. Copyright discussions have been present at almost every cable gathering for years and it drew some attention last week. Especially from Mr. Stout, who is emphatic that operators in Pennsylvania will maintain "right down the line" their position which excludes all local signals from royalty payments. Mr. Stout does not see a workable alternative in the Teleprompter copyright proposal (Broadcasting, Nov. 3, 1975 et seq.), which would eliminate copyright payments for local and all network signals.

Wiley's quid (fines) pro quo (re-regulation) for cable industry

He says if commission can weed out few 'rotten apples' in CATV with power of forfeiture it seeks, then it could also move ahead with plans to simplify certification

Cable television operators may not like the idea of the FCC being given authority to fine them, as it does broadcasters. But such authority would actually be in their best interest—or so said FCC Chairman Richard E. Wiley last week in remarks to the state and regional presidents' meeting of the National Cable Television Association (see story, this page). He said a mechanism for enforcing cable rules more effective than cease-and-desist proceedings is a necessary prerequisite to a cable
re-regulation" step he said would like to take—one involving the certification process.

Chairman Wiley has said privately that he would like to simplify the task of completing applications for certificates of compliance—to require "only name, rank and serial number." But before any changes can be made, he said last week, the commission needs forfeiture authority—the kind it has in the broadcasting, common carrier, and safety and special radio fields.

The commission has asked for legislation that would authorize it to impose fines of up to $2,000 for a single violation of its cable rules and up to $20,000 for multiple offenses (Broadcasting, Jan. 26). "I urge you to support this legislation," the chairman said last week—"or at least not to actively oppose it."

He noted that in his address to the National Cable Television Association convention in New Orleans last year, he called for "a new ethic in cable," as he had in broadcasting. A principal ingredient of that new ethic, he said, "is compliance with commission regulations." While most cable operators do comply, he said, "there are a few bad apples in every barrel—and to the extent that we can separate them out through forfeiture, we will benefit not only the barrel but all the other good apples in it."

He said there was a "trade-off" involved—a significant re-regulation step for the entire industry and "expanded sanctions against the relatively few cable systems who willfully or repeatedly violate the commission's regulations." He called the trade-off "right, fair and very much in the public interest."

Chairman Wiley aired the forfeiture issue in the context of a broader discussion of the re-regulatory actions the commission has taken in cable since he became chairman two years ago. He ticked off 17 actions, either taken or pending, in seeking to refute a cable industry trade publication's statement that he is a "stand-pat" chairman.

Viacom sets up in-house unit for pay programs

Service will start this summer on company's systems in California; deal is made with United Artists

Viacom International Inc. has established a new unit to acquire programming for pay cable subscribers, including motion pictures, special events and sports.

Douglas Dittrick, president of the Communications Division of Viacom, said the new pay cable service will begin around July in California on Viacom systems in Dublin, Pleasanton, and Livermore, covering 22,000 subscribers. Eventually Viacom plans to offer the service to virtually all of the company's West Coast customers in the San Francisco Bay Area and in Seattle.

The programming will be primarily feature films at the outset, according to Lawrence B. Hilford, executive vice president of Viacom International. The company has been negotiating with all major film production firms, he said, and has made an agreement with United Artists. He would not reveal details at this time.

Subscribers will pay a flat monthly fee in the area of $9 to $10, according to Mr. Dittrick. They will be supplied with a device to decode a scrambled pay signal.

Viacom's pay cable service in Suffolk County on Long Island has a contract with Home Box Office that has "a few more years to run," Mr. Dittrick said. He indicated Viacom's service also will be made available to West Coast cable systems not owned by Viacom. He reported that an agreement has been made to provide the pay cable service to the systems owned by The Times Mirror Co. in southern California, which serve approximately 45,000 families.

To help implement its new pay TV service, Viacom has appointed Jeffrey C. Reiss as vice president of the unit, responsible for the acquisition of programming, and scheduling, and providing marketing and promotional support. Mr. Reiss comes to Viacom from ABC Entertainment in New York, where he was director of feature films.

Schmidt restates cable's problems

NCTA president denounces tactics of broadcasters, restates position on copyright, deregulation

Robert Schmidt, president of the National Cable Television Association, charged broadcasters with creating a "public outrage" with "heavy-handed and blatant attempts to throttle" cable television legislation and prevent competition from pay cable.

Mr. Schmidt's strong words, delivered to a Federal Communications Bar Association luncheon in Washington last week, apparently referred to the controversy over Paul MacAvoy's letter dealing with the impact of unlimited distant signal importation on broadcast stations' viability (Broadcasting, Dec. 15 and Dec. 22, 1975).

The remainder of Mr. Schmidt's address, which he characterized as a "maidens voyage," was more to underline the chief regulatory concerns the cable industry has repeatedly expressed. On copyright, Mr. Schmidt re-emphasized NCTA's fears over the "sweeping and arbitrary powers of the copyright tribunal" provided for in the present legislation. The NCTA has not opposed the creation of a tribunal per se, but has consistently opposed allowing such a tribunal to review the copyright fee schedule that automatically increases CATV payments each year.

While acknowledging FCC actions to deregulate cable, Mr. Schmidt claimed any benefits of deregulation cannot be realized until the commission resolves the conflicts caused by multiple levels of regulation in the states and local government.

A leash for MATV

New York leans toward entrenchment; lack of ancillary services, loss of fees are main concerns

Master antenna systems in New York may be headed for franchise trouble. In the eyes of the New York State Commission on Cable Television, MATV systems that bring in signals other than those available off-the-air like pay TV are cable TV systems and, accordingly, must seek franchises. At present, such systems do not hold franchises.

The issue is "heating up," according to state officials, but neither they nor New York City officials—where most MATV systems are operating—have an answer. Alternatives range from issuing temporary franchises to closing down MATV systems that do not have franchises. It is estimated that 60,000-to-70,000 dwelling units in New York City have MATV service, but probably not more than 4,000 are getting pay movies or other services that are not available off-air.

The chief concern of state and city officials is that MATV operations, with premium movie packages, are taking the edge off a potential market for the development of broadband communications systems that could offer a full array of ancillary services. Then too, New York City is not getting franchise fees from MATV operators as it would if cable television systems were operating in those areas.

Cable Briefs

Urban support. National League of Cities adopted resolution, at annual meeting in Miami, urging Congress to enact legislation encouraging cable-television development in cities. Pending cable legislation, league urged FCC to adopt rules and regulations "more conducive" to development of cable in urban areas.

Keynoter. Mike Wallace, co-editor of CBS's news program 60 Minutes, will be keynote speaker at opening of National Cable Television Association's 25th annual convention in Dallas, April 4-7. Other featured speakers include Representative Torbert Macdonald (D-Mass.), Representative John Moss (D-Calif.) and FCC Chairman Richard Wiley.

Sold upstate. Classic Cable Systems Corp., newly formed enterprise by Jerry Greene, former vice president and treasurer at Teletextapier Corp. (Broadcasting, Oct. 20, 1975), has bought cable systems serving six upstate New York communities from Sullivan Production Inc. for undisclosed price. Involved are communities of Glen's Falls, South Glen's Falls, Lake George, Whitehall, Ticonderoga and Warrensburg with total of 6,500 subscribers and 12,000 homes passed.

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Merrill Lynch is also bullish on television

Growth rate of industry's earnings may double in next 10 years over previous 10, despite rising costs, says analysis by William Suter

Television's pretax profits can grow at a compound rate of 10% to 12% a year over the next five years, according to an analysis being circulated by Merrill Lynch, Pierce, Fenner & Smith. That outlook, which is 5.9% annually over the past 10 years, is based on an anticipated revenue growth of 8.5% to 9.5% a year and expense increases of 8.3% to 8.8% a year.

The analysis also envisions an expansion in the television industry pretax profit margins of 19.5% in 1974 and an estimated 18.6% in 1975 to more than 20% during the next five years, but does not expect it to reach the peak margins of 22%-to-23% earned in the mid-1960's.

The analysis was prepared by William P. Suter, well-known specialist in broadcasting securities who moved to Merrill Lynch as a vice president late last year from a similar post at Shaw & Co.

The projected increases in both revenues and expenses are somewhat higher than in the past five years, Mr. Suter points out. But he also points out that TV absorbed the loss of cigarette advertising in 1971, which slowed its growth rate for the period. In addition he anticipates a "better environment" for national spot-TV prices, with increases stronger than in the 1969-74 period, when he estimates spot's cost-per-thousand gains amounted to "only some 2% a year."

He also believes that broadcast managements have become more sophisticated and cost-conscious in the last five years and "will be able to keep their costs increasing at a slower rate than growth of revenues and to cut back on expense increases in years when revenue growth with the economy." It is on that basis that he anticipates an accelerated growth in pretax profits and an expansion in profit margins.

For the period 1964-69 and also 1969-74, the compound growth rate for pretax profits is put at 5.9% a year.

The analysis projects annual increases of 10% to 14% in profits of nonnetwork-owned stations over the next five years as compared with 5% to 6% for those of network O&O's and 10% to 12% for networks themselves.

"Because the O&O's are operating in more mature and competitive markets," the analysis says, "their revenue growth will be slower than that of the rest of the country. The other stations [as a whole] are operating in more rapidly growing markets, and their revenue growth should be the fastest among the three components. Because local spot revenues are growing more rapidly than other revenue sources, the revenue mix of nonnetwork-owned stations is also changing and becoming more stable."

The study said that "earnings growth for individual networks, stations and group broadcasters will obviously be affected by these industry trends." Potential investors were also advised that "each broadcasting company must be assessed on the basis of the markets in which it operates and the ability of its management to maintain or increase its market share and to control costs."

The study concludes that on the whole "broadcasting companies should be considered as investment opportunities, both because of the outlook for greater earnings stability and growth and because of their inherent ability to produce substantial amounts of excess cash flow."

Mr. Suter, like most forecasters, sees 1976 as a year of special promise for broadcasting. He notes that presidential election years are traditionally broadcasting's strongest and the years immediately preceding presidential elections are the softest. Despite that precedent and last year's lagging economy, he estimates that the industry as a whole was able to increase its pretax earnings slightly in 1975—about 2%—as compared with a 12.9% increase in 1974 and 18.3% in 1973.

"Now it is in a position to put together an impressive five-year record," the analysis continues, "because earnings—especially for television stations—and therefore for group broadcasters—should be up in the presidential election year 1976. The earnings consistency of 1975 has started to erase the industry's cyclical image and to be reflected in higher relative multiples for the broadcasting stocks. We believe this trend will continue in 1976 and later."

Financial Briefs

Purchases by Post. Washington Post Co. has bought 177,500 shares of its previously outstanding Class B common stock at $26 per share from Philip L. Graham Fund, private charity. Fund sold its shares to reduce holdings of WPC common stock to comply with federal income tax law. Total of 291,150 shares of WPC class B common stock have been repurchased by company, which in April 1975, announced intention to reacquire up to 300,000 shares.

Money-maker. Baton Broadcasting Inc., Toronto, has reported net income of $4,753,948 or 69 cents per share for year ended Aug. 31, 1975. Revenues rose to $37,870,177 from $36,209,322 reported in 1974. BBI owns CKLW-AM-FM Windsor, CFGO(AM) Ottawa, both Ontario, and CFGC-AM-TV Saskatoon, Sask. Glen-Warren Productions Ltd., is also BBI subsidiary.

Cox ends 1975 on a strong note

TV, radio, rep divisions and Cox Cable all showed gains for year, with good fourth quarter

Cox Broadcasting Corp. reported record net income of $14,304,000 for the year ended Dec. 31, 1975, up 12% from 1974's $12,736,000. Operating revenues also reached a new high at $110,246,000 on a 10% rise from $100,407,000 in 1974. Earnings per share were $2.45 in 1975 versus $2.18 in 1974.

Cox President Clifford M. Kirtland Jr. said broadcasting, which accounts for the majority of Cox revenues and earnings, finished 1975 with surprising strength and showed a gain of 8% in revenues for the year. TV revenues were up 6%, radio revenues up 5%. The broadcasting division also includes TV and radio rep firms.

"The upturn in broadcast ad volume in the 1975 fourth quarter, benefiting both TV and radio, has continued into 1976," Mr. Kirtland said.

Cox Cable Communications, a 56.2%-owned affiliate, had "impressive gains" in both revenues and earnings in 1975, he said. Cox's business publishing activities experienced declines, but auto auction operations were up 12% in revenues and...
showed a substantial gain in pre-tax earnings. Cox Data Services achieved higher revenues but a larger operating loss than in 1974, primarily because of costs in converting Cox Data’s software to the new minicomputer system for TV that is currently being marketed and installed. Both revenues and pre-tax earnings of the program production division increased, primarily because of two successful theatrical releases, "Walking Tall—Part II" and "The Reincarnation of Peter Proud."

“We enter 1976 with an optimism much greater than we felt a year ago,” Mr. Kirtland said. "Broadcasting ad volume is expected to increase, with contributing factors being the recovery of the economy, presently under way, the presidential election, Bicentennial events and the Olympic games. We expect to complete the purchase of KOST(FM) Los Angeles in 1976. Prospects for most other divisions are bright for the new year, with publishing being the only anticipated weak spot."

In the KOST transaction, Cox is buying the station from McLendon Pacific Corp. for $2.5 million, subject to FCC approval (Broadcasting, Sept. 22, 1975).

Record revenues and earnings were reported by Cox Cable Communications for 1975. Net income rose 34% to $2,849,801, or $0.80 a share, from $2,121,324 or $0.60 a share in 1974. Revenues were up 26% to $29,307,442 from $23,233,468 the preceding year.

Cox Cable President Henry W. Harris said the company also made significant progress in developing its subscription movie service as a new source of revenue and profit in 1975. "The company's major system operations and pay TV will make even greater contributions to operating results during the coming year," Mr. Harris said. "The positive trend of 1975 should continue into 1976."

As of Dec. 31, Cox Cable owned and operated 36 CATV systems serving over 386,000 subscribers.

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

<table>
<thead>
<tr>
<th>Company</th>
<th>Period Ended</th>
<th>Revenues</th>
<th>Change</th>
<th>Net Income</th>
<th>Change</th>
<th>Per Share</th>
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</thead>
<tbody>
<tr>
<td>American TV &amp; Comm.</td>
<td>6 mo 12/31/75</td>
<td>19,739,296</td>
<td>+23%</td>
<td>1,734,519</td>
<td>+58.4%</td>
<td>.45</td>
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<td>Cablecom-General</td>
<td>Year 1/03/75</td>
<td>235,763,309</td>
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<td>2,717,802</td>
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<tr>
<td>Dun &amp; Bradstreet</td>
<td>Year 12/31/75</td>
<td>553,065,000</td>
<td>+93%</td>
<td>41,850,000</td>
<td>+5.9%</td>
<td>1.58</td>
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<tr>
<td>Harris Corp.</td>
<td>6 mo 12/31/75</td>
<td>243,974,000</td>
<td>+8.7%</td>
<td>12,416,000</td>
<td></td>
<td>.205</td>
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<td>Marvin Josephson</td>
<td>6 mo 12/31/75</td>
<td>138,115,701</td>
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<td>2,070,701</td>
<td>+140%</td>
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<td>Em.</td>
<td>Year 12/31/75</td>
<td>3,127,000,000</td>
<td>+5.5%</td>
<td>261,600,000</td>
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<td>Media General</td>
<td>Year 12/31/75</td>
<td>171,462,200</td>
<td>+15.5%</td>
<td>13,760,000</td>
<td>+60.5%</td>
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<td>Scientific-Atlanta</td>
<td>Year 12/31/75</td>
<td>26,315,000</td>
<td>+26%</td>
<td>808,000</td>
<td>+57%</td>
<td>1.54</td>
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<tr>
<td>Scripps-Howard Broadcasting</td>
<td>Year 12/31/75</td>
<td>36,954,489</td>
<td>+13.8%</td>
<td>8,369,161</td>
<td>+22%</td>
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<tr>
<td>Technical Operations</td>
<td>3 mo 12/27/75</td>
<td>22,795,000</td>
<td>-21%</td>
<td>48,000</td>
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<td>Tektronix</td>
<td>6 mo 11/15/75</td>
<td>157,068,000</td>
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<td>11,920,000</td>
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<td>Tocom</td>
<td>6 mo 12/31/75</td>
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<td>169,851</td>
<td>+114.7%</td>
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<td>United Cable TV</td>
<td>6 mo 11/30/75</td>
<td>7,295,000</td>
<td>+32.5%</td>
<td>2,922,000</td>
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<td>(1.56)</td>
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*Change too great to be meaningful.

1Includes cost savings resulting from merger with Creative Management Associates Inc. in Dec. 1974.

### Fates & Fortunes

#### Media

**Richard L. Beeseymey**, VR affiliate relations, ABC-TV, named to new post of VR, affiliate development. **Robert F. Fountain**, VP/director of affiliate relations, appointed VP, affiliate relations. **Donal L. Flynn**, VP, business affairs, ABC Television, New York, given additional responsibilities and named VP, business affairs and contracts.

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**Sallie H. Forman**, coordinator, government relations office, NBC, Washington, named administrator, government relations, new position.


**Rick Dees**, air personality, WMP5(AM) Memphis, given additional duties as national promotions director for licensee, Plough Broadcasting there.


**Stan Cohen**, national sales manager, ABC Radio FM Spot Sales, New York, named station manager/general sales manager, NBC-owned WNWS-FM there.

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Joseph Provenzano, sales manager, WMMN(AM) Flint, Mich., named station manager, KODE(AM) Joplin, Mo.

Pat Shaughnessy, executive VP, Drake-Chenault Enterprises, and station manager, KIQI(FM) Los Angeles, promoted to VP/general manager, KIQI.

Elizabeth W. Stiltz, community services director, WLBW(AM)-WLBW(TV) Cincinnati, named communications director, WLWT.

Sharon R. Craig, promotion/publicity director, KING-AM-FM Seattle, named publicity director, KTUT(TV) Oakland, Calif.

Ronald Kempff, general manager, WHIO-AM-FM Dayton, Ohio, and Jack R. McCarthy, general manager, WHIO-TV there, named VP of licensee, Miami Valley Broadcasting Corp. there, subsidiary of Cox Broadcasting. Gail R. Levin, Dayton city commissioner, named to newly created post of community relations director, WHIO-TV.

Bob Eolin, commercial photography director, WBSG(TV) Binghamton, N.Y., named promotion director.

Bill Heyman, sales manager, KGBT-FM Harlingen, Tex., named station manager.

Paul Mansfield, air personality, noncommercial KUMN(AM) Albuquerque, N.M., named general manager.

Robert E. Miss, associate director, UNC-TV Network (network of University of North Carolina, noncommercial TV's), Chapel Hill, named network director. Lance W. Ozler, administrative assistant, named planning/administrative services director. Mary F. Laver, communications relations associate, named audience services director.

New committee chairpersons, Broadcast Promotion Association for 1976: Gerd Hume, CHYM(AM) Kitchener, Ont., awards; Lee Pucco, KSL(AM) Salt Lake City, by-laws and parliamentary; Mickey Wellman, WWL-AM-FM-TV New Orleans, college liaison; Roger Ottenbach, WEEK(AM) Peoria, III., education and research; Al Gordon, WICC-TV Pittsburgh, employment; Bob Edell, Storer Broadcasting, Miami Beach, Fla., finance and audit; Gail Morrell, CFCF-TV Montreal, industry relations, Canada; Harry Honig, KDAM(AM) St. Louis, industry relations, radio; Roy Lang, WTVL(TV) Jacksonville, Fla., industry relations, television; Grace McElveen, WABF-FM Baton Rouge, La., member services; Lynne Grasz, KOLN-TV Lincoln, Neb./KGIN-TV Grand Island, Neb., membership; Ron Klamy, WOWT-TV Moline, Ill., nominating; Tom Dawson, CBS Radio, New York, public and trade relations; and Clarence Martin, KTVF(TV) Springfield, Mo., publications.

Broadcast Advertising

Marc W. Morgan, account executive, ABC-FM Spot Sales Inc., Chicago, appointed Midwest manager, succeeding James F. Smith, earlier appointed national sales manager for company in New York.

William Spell, account executive, Storer Television Sales, New York, named national sales manager of commonly owned WSPD-TV Toledo, Ohio.

Bella D. Manalo, associate research director of J. Walter Thompson, New York, and John H. Dunmar, account supervisor, appointed VP's of JWT.


Richard B. White, senior VP and management supervisor, BBDO Inc., New York, named executive VP.

Gregg E. Brumm, corporate assistant treasurer/financial services manager, D'Arcy-MacManus & Masius, St. Louis, named VP.


Robert R. Donohue, account executive, KTVT(TV) Los Angeles, named national sales manager, WNEW-TV New York. Both are Metromedia stations.

David T. Butts, broadcast media buying director, Lindsey, Bradley & Johnston advertising, Chattanooga, named VP, broadcast media.

JoAnne Adams, salesperson, Katz Radio, San Francisco, named television manager, Detroit office.

Peter Troilo, chief administrative officer, Rosenfeld, Sirowitz & Lawson, New York, named VP, marketing, Allscope Services Inc., media services there.

Rob Fisher, research director, WCBS-AM-FM New York, named associate research director, Major Market Radio, station representatives there.

David Lykes, sales manager, KGBT(AM)/station manager, KGBT(TV) Harlingen, Tex., named VP of corporate sales for parent, Tichenor Media System there.

Patricia Corrado, with Fern-Hanaway advertising, Providence, R.I., named assistant media buyer, Media Services Inc., media buying/consulting firm there.

Lucille Gionet, senior buyer, McCann-Erickson, New York, named media director, David Singer Associates there.

Dave Dodds, account executive, WHEN-TV Syracuse, N.Y., named sales manager, WBNG-TV Binghamton, N.Y.

John Page Otting, general sales manager, WEBN(FM) Cincinnati, named VP of licensee, Circire Communications there.

Len Tronick, West Coast regional sales manager, Top Market TV representatives, Los Angeles, named local sales manager, KTVF(TV) there.

Dannelle L. Burden, research/program planning specialist, Petry Television Inc., New York, named research/sales promotion director, WMAL-TV Washington.

Dennis R. Collins, national sales manager, WHOI-AM-FM Dayton, Ohio, promoted to radio sales manager.

Ronald G. Carter, local account executive, KIRO-AM-FM Seattle, promoted to assistant sales manager.

Programing

Joseph Fusco Jr., VP, advertising/promotion/publicity, Independent Television Corp., New York, named executive VP, advertising/public relations, motion picture and television division of ITC.

Harold Coe, production manager, LBJ Productions, Chattanooga, named VP.

Frank Beazley, owner, Newtel Syndication, Bala-Cynwyd, Pa., and former VP TVN, New York, named marketing director, Alcare Communications, Philadelphia. Mr. Beazley served as sales director, WCAU-TV Philadelphia, for 17 years before joining TVN.

Lee Polk, director of children's programming (East Coast), ABC-TV, New York, named director of film/television, King Features Syndicate, subsidiary of Hearst Corp., New York.


Don King, director, WCBS-TV New York, named director of The Mike Douglas Show for Group W Productions, Philadelphia.

Herbert Miller, Kansas City (Kan.) regional manager, Cinema Centre Films, Bend, Ore., based film distributor, named executive VP, Kansas City.

Gigi Yellen, air personality, KLEF(AM) Houston, named program director.

Steven L. Fisher, promotion/publicity director, WLWT(TV) Cincinnati, named program manager, WJKT-TV Flint, Mich.

Dan Jackson, with WWLA(FM) La Crosse, Wis., named program director, W2ZM(AM) there, succeeding Paul Kavanagh, named music director.

Robert W. Knight, program director, WROC(AM)-WXFX(FM) Rochester, N.Y., named to same position, WWVA-AM-FM Wheeling, W. Va.

Larry Brook, operations manager, WGBK-TV Harlingen, Tex., promoted to program director.

Hugh R. Fisher, program services director, noncommercial UNC-TV Network (University of North Carolina), Chapel Hill, named program development director. Bob D. Royster, operations manager, named program operations director.
Broadcasting Journal


Jim Wessel, AP broadcast executive, named national broadcast executive for Eastern states.

John Bennett, AP broadcast executive, named director of special projects. In other AP personnel changes, Steve Looper, desk supervisor, Los Angeles, named California broadcast supervisor there. Tom Fenton, reporter/editor, Albuquerque, named New Mexico broadcast editor, succeeding Ruth Ann Ragent, named desk editor, Columbus, Ohio. Gil Broyles, Oklahoma reporter/editor, named broadcast editor there.

John Bacevicius Jr., news editor/legislative correspondent, noncommercial WSSR(FM) Springfield, Ill., joins WPI, national broadcast division, Chicago, as writer.

J. Alan Salita, assistant news director, KNX(TV) Los Angeles, promoted to newly created post of news operations director.

James Thistle, executive producer, news and public affairs, WCB-TV Boston, promoted to news director.

Fred Caesar, assistant executive news coordinator, KMOX-TV St. Louis, named assistant news director/producer, KSD-TV there.

Arthur Kent Jr., news director, KCPX-TV Salt Lake City, named news manager, WABC-TV Pittsburgh.

Irv Cuevas, reporter/anchor, WSB-TV Atlanta, named producer.

Steve Gelmann, news director, WKOP(AM) Binghamton, N.Y., named reporter/anchor/producer, WNBG(AM)-WWQT(FM) there.

Alfred Warlick, senior editor/executive news producer, WGHP-TV High Point, N.C., named reporter/anchor, WORC-TV Chattanooga.

Ann Anderson, producer/anchor/action reporter, WCIA(TV) Champaign, Ill., given additional duties as assignment editor, succeeded as action reporter by John Slattery, general assignment reporter.


Pat Weinstein, general assignment reporter, KOCO-TV Oklahoma City, named to same position, WLWT(TV) Cincinnati.

Judith C. Fertig, reporter, WKNE(AM) Keene, N.H., named to same position, WXXL-FM Concord, N.H.

Jessie Graham, cameraman/reporter, WKRQ-TV Cincinnati, named to same position, WALA-TV Mobile, Ala.

Virginia Bachelor, co-anchor, WSYR-TV Syracuse, N.Y., named reporter/public affairs staffer, noncommercial WXXI-FM-TV Rochester, N.Y.

Cable

Peter Hanson, marketing director, Cannondale Corp., Stamford, Conn. sports-equipment manufacturer, named treasurer, Home Box Office, New York.

Wallace D. Miller, Northwest district manager, Teleprompter, New York, named general manager, Theta Cable, Los Angeles system jointly owned by Teleprompter and Hughes Aircraft.

Donald M. Anderson, VP, planning and statistical services, National Cable Television Association, Washington, named VP, cable relations, Turner Communications Corp., Atlanta.

Equipment & Engineering

Harry B. Proudman, assistant VP, video products division, Sony Corp. of America, New York, named national account manager, Cramer Electronics, North Haven, Conn.

Richard Putman, with General Electric, New York, named instrumentation optics manager, Angenieux Corp. of America, Ronkonkoma, N.Y.

Donald F. Smith, broadcast products sales manager, Telemation, Salt Lake City, named national sales manager, Commercial Electronics Inc., Mountain View, Calif.

Robert Wey, technical operations supervisor, KTUU(TV) Oakland, Calif., named assistant chief engineer.


Charles F. Riley, president, Tele-Color Productions, Alexandria, Va., named first chairman, Society of Broadcast Engineers, Alexandria chapter.

David L. Hipkins, radio communications system design/development manager, Telcom Inc., Vienna, Va., named deputy manager, engineering/technical operations, Voice of America, Washington.

Ben W. Agee, general manager, operations, Western Bell Telephone Co., Minneapolis, named president/director, RCA Alaska, Anchorage.

Wallace D. Miller, Northwest district manager, Teleprompter, New York, named general manager, Theta Cable, Los Angeles system jointly owned by Teleprompter and Hughes Aircraft.

Donald M. Anderson, VP, planning and statistical services, National Cable Television Association, Washington, named VP, cable relations, Turner Communications Corp., Atlanta.

John R. Malcom, assistant speech/radio/television professor, North Carolina State University, Raleigh, named associate director, Telecommunications Center, Ohio State University, Columbus.

John W. Lytle, assistant news director, KTVI(TV) Sioux City, Iowa, named assistant professor of journalism-mass communications, South Dakota State University, Brookings.

Nancy K. Dockrey, television department, William Morris Agency, New York, with responsibility for daytime network/syndication, named member of New York regional panel of President's Commission on White House Fellowships.

Louis J. Kalb, account executive, Cox Broadcasting's WICF-TV Pittsburgh, named sales manager, Cox Data Services, Atlanta.

Morton H. Wilner, Washington communications lawyer, will receive Alumni Award of Merit of University of Pennsylvania on Founders Day Feb. 17.

Deaths

Wilbur K. Miller, 83, retired judge, U.S. Court of Appeals, Washington, died Jan. 24 of heart attack at Pompano Beach, Fla. He wrote 1955 opinion overturning FCC multiple ownership rules in Sherman Broadcasting case, only to have Supreme Court reverse court and affirm commission. He also dissented from 1968 opinion affirming commission's ruling that cigarette advertising was subject to fairness doctrine. He was considered conservative in his term on bench, which included 19 years of full-time service and nine of limited service as senior circuit judge. He is survived by his wife, Marie.

Frank J. Morris, 56, West Coast manager of the National Association of Broadcasters' Code Authority died Jan. 26 following heart attack in Los Angeles. On NAB code staff since July 1959, Mr. Morris previously was senior editor with CBS Television, 1959-59, and producer and program executive with ABC, 1947-57, both in Hollywood. He is survived by his wife, Mildred, and one son.

George F. Bissell Sr., 71, president, Plattsburgh Broadcasting Corp., Plattsburgh, N.Y., died Jan. 9 at Plattsburgh medical center after brief illness. He formed company, licensee of WAVE(AM-WGFRFM), there in 1934. He is survived by his wife, Marie, and sons, George Bissell Jr., general manager, WAVE-WGFR.

Paul H. Willet, 65, retired VP of advertising, Carnival Co., died in Los Angeles Jan. 17. He joined Carnival in 1945 and was named VP in 1955. He is survived by his wife, Elizabeth, two daughters and one son.

Miodrag M. Vukovich, 66, staff expert on eastern European affairs, Voice of America, Washington, died after heart attack Jan. 16 at Arlington (Va.) hospital. He joined VOA in 1954. He is survived by his wife, Yvonne.

Richard Vasquez, 45, manager, production art, Chiat/Day advertising, Los Angeles, died after heart attack Jan. 10 in Santa Monica, Calif., hospital. He had headed production art department since agency's founding in 1968.

Elizabeth Wright Evans, 66, host, Community Workshop, KING-TV Seattle, died Jan. 8. She is survived by two sons and one daughter.
### Contemporary

<table>
<thead>
<tr>
<th>Over-all rank</th>
<th>Title (length)</th>
<th>Artist-label</th>
<th>Rank by day parts</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I Write the Songs (3:39)</td>
<td>Barry Manilow—Arista</td>
<td>1 1 1 1</td>
</tr>
<tr>
<td>2</td>
<td>Love Roller Coaster (2:52)</td>
<td>Ohio Players—Mercury</td>
<td>2 6 3 2</td>
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<tr>
<td>3</td>
<td>Fox on the Roost (3:24)</td>
<td>Sweet—Capitol</td>
<td>5 5 2 4</td>
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<tr>
<td>4</td>
<td>50 Ways to Leave Your Lover (3:29)</td>
<td>Paul St. John—Columbia</td>
<td>3 3 5 5</td>
</tr>
<tr>
<td>5</td>
<td>Love to Love You Baby (3:12)</td>
<td>Donna Summer—Oasis</td>
<td>7 2 7 3</td>
</tr>
<tr>
<td>6</td>
<td>Conv My My (3:48)</td>
<td>C.W. McCall—MGM</td>
<td>6 4 4 7</td>
</tr>
<tr>
<td>7</td>
<td>Theme from 'Mahogany' (3:19)</td>
<td>Diana Ross—Motown</td>
<td>4 8 8 9</td>
</tr>
<tr>
<td>8</td>
<td>Saturday Night (2:56)</td>
<td>Bay City Rollers—Arista</td>
<td>8 10 9 10</td>
</tr>
<tr>
<td>9</td>
<td>I Love Music (3:37)</td>
<td>O'Jays—Philadelphia Intl.</td>
<td>11 9 6 8</td>
</tr>
<tr>
<td>10</td>
<td>Sing a Song (3:28)</td>
<td>Earth, Wind &amp; Fire—Columbia</td>
<td>12 10 9 6</td>
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<tr>
<td>11</td>
<td>Breaking Up Is Hard to Do (2:53)</td>
<td>Neil Sedaka—Columbia</td>
<td>10 11 11 11</td>
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<tr>
<td>12</td>
<td>Evil Woman (3:13)</td>
<td>Electric Light Orchestra—United Artists</td>
<td>15 12 15 13</td>
</tr>
<tr>
<td>13</td>
<td>Theme from S.W.A.T. (4:07)</td>
<td>Rhythm Heritage—ABC</td>
<td>12 15 14 14</td>
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<tr>
<td>14</td>
<td>Rock &amp; Roll All Night (3:20)</td>
<td>Kiss—Casablanca</td>
<td>19 14 12 12</td>
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<tr>
<td>15</td>
<td>Love Machine, Part 1 (2:55)</td>
<td>Timbrell</td>
<td>14 13 17 15</td>
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<tr>
<td>16</td>
<td>Mirage—Tiemba</td>
<td>13 17 18 18</td>
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<tr>
<td>17</td>
<td>Walk Away from Love (3:18)</td>
<td>David Ruffin—Motown</td>
<td>15 19 18 19</td>
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<tr>
<td>18</td>
<td>Fly Away (2:59)</td>
<td>John Denver—RCA</td>
<td>11 18 20 17</td>
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<tr>
<td>19</td>
<td>That's the Way I Like It (3:06)</td>
<td>K.C. &amp; Sunshine Band—TK Records</td>
<td>20 22 21 22</td>
</tr>
<tr>
<td>20</td>
<td>All By Myself (4:22)</td>
<td>Eric Carmen—Arista</td>
<td>21 20 22 22</td>
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<tr>
<td>21</td>
<td>Love Hurts (3:03)</td>
<td>Olivia Newton-John—MCA</td>
<td>21 20 23 21</td>
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<tr>
<td>22</td>
<td>Take It to the Limit (3:48)</td>
<td>Nazareth</td>
<td>18 25 22 25</td>
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<tr>
<td>23</td>
<td>Fanny (Be Tender With My Love) (3:26)</td>
<td>Bee Gees—RSO</td>
<td>27 37 19 20</td>
</tr>
<tr>
<td>24</td>
<td>Dream Weaver (3:15)</td>
<td>Gary Wright—Warner Bros.</td>
<td>23 23 26 28</td>
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<tr>
<td>25</td>
<td>Fly Robin Fly (3:06)</td>
<td>Silver Convention—Midland Int.</td>
<td>25 21 29 29</td>
</tr>
<tr>
<td>26</td>
<td>Times of Your Life (3:19)</td>
<td>Paul Anka—United Artists</td>
<td>28 24 31 27</td>
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<tr>
<td>27</td>
<td>Feel Like a Bullet (5:50)</td>
<td>Elton John—MCA</td>
<td>29 31 30 30</td>
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<tr>
<td>28</td>
<td>Lonely Night (Angel Face) (3:17)</td>
<td>Captain &amp; Tennille</td>
<td>26 29 28 36</td>
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<tr>
<td>29</td>
<td>Squeeze Box (2:39)</td>
<td>Who—MCA</td>
<td>31 36 27 33</td>
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<td>30</td>
<td>Overload (3:17)</td>
<td>Fleetwood Mac—Reprise</td>
<td>39 47 24 23</td>
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<tr>
<td>31</td>
<td>Winners &amp; Losers (3:13)</td>
<td>Hamilton Bohack—A&amp;M</td>
<td>24 32 33 37</td>
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<tr>
<td>33</td>
<td>Dream On (3:25)</td>
<td>Aerosmith—Columbia</td>
<td>33 27 34 34</td>
</tr>
<tr>
<td>34</td>
<td>Sky High (2:55)</td>
<td>J. Geils Band—Columbia</td>
<td>32 30 35 31</td>
</tr>
<tr>
<td>35</td>
<td>My Little Town (3:52)</td>
<td>Simon &amp; Garfunkel—Columbia</td>
<td>51 26 37 26</td>
</tr>
<tr>
<td>36</td>
<td>Junk Food Junkie (3:30)</td>
<td>Larry Groce—Warner Bros.</td>
<td>34 28 38 32</td>
</tr>
<tr>
<td>37</td>
<td>Slow Ride (3:45)</td>
<td>Foghat—Bearsville</td>
<td>35 40 32 35</td>
</tr>
</tbody>
</table>

### Country

<table>
<thead>
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<tbody>
<tr>
<td>34</td>
<td>Paloma Blanca (3:27)</td>
<td>George Baker Selection—Warner Bros</td>
<td>30 34 36 44</td>
</tr>
<tr>
<td>39</td>
<td>Sweet Thing (3:18)</td>
<td>Rufus featuring Chaka Khan—ABC</td>
<td>40 45 40 48</td>
</tr>
<tr>
<td>44</td>
<td>Grow Some Funk of Your Own (4:45)</td>
<td>Elton John—MCA</td>
<td>42 39 42 41</td>
</tr>
<tr>
<td>42</td>
<td>Tracks of My Tears (3:12)</td>
<td>Linda Ronstadt—Capitol</td>
<td>36 43 46 45</td>
</tr>
<tr>
<td>41</td>
<td>Wake Up Everybody (3:39)</td>
<td>Harold Melvin &amp; the Blue Notes—Phils. Int'l.</td>
<td>44 44 39 47</td>
</tr>
<tr>
<td>43</td>
<td>Somewhere in the Night (4:0)</td>
<td>Helen Reddy—Capitol</td>
<td>40 45 40 48</td>
</tr>
<tr>
<td>50</td>
<td>White Knight (3:57)</td>
<td>Cledus Maggard &amp; the Citizens Band—Mercury</td>
<td>41 46 45 43</td>
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<tr>
<td>32</td>
<td>Island Girl (3:48)</td>
<td>Elton John—MCA</td>
<td>* 33 49 39</td>
</tr>
<tr>
<td>36</td>
<td>Nights on Broadway (2:52)</td>
<td>Bee Gees—RSO</td>
<td>* 35 * 38</td>
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<tr>
<td>22</td>
<td>Feelings (3:27)</td>
<td>Morris Albert—ABC</td>
<td>46 42 47 46</td>
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<tr>
<td>35</td>
<td>The Way I Want To Touch You (2:35)</td>
<td>Captain &amp; Tennille—A&amp;M</td>
<td>37 * 41 * 41</td>
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<tr>
<td>48</td>
<td>Bad Blood (3:12)</td>
<td>Neil Sedaka—Columbia</td>
<td>43 * 44 * 44</td>
</tr>
<tr>
<td>50</td>
<td>S.O.S. (3:22)</td>
<td>Abba—Atlantic</td>
<td>* 41 * 42</td>
</tr>
</tbody>
</table>

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Where Things Stand

Status report on major issues in electronic communications

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Indicates new or revised listing.

Antitrust/networks. Justice Department antitrust suits charging networks with illegally monopolizing prime time were filed in U.S. Court in Los Angeles in April 1972. Suits were dismissed on grounds that networks were denied access to White House tapes and documents they said were needed to support their charge that Nixon administration was politically motivated in bringing suits. However, Judge Robert J. Kelleher permitted Justice to refile suits after President Ford moved into White House and it did (Cases 74-3559 et al.). Network appeals contesting Judge Kelleher should not have permitted refiling of suits were dismissed by Supreme Court. Networks have made new effort to have suits thrown out by filing motions for summary judgment and dismissal with prejudice (BROADCASTING, Dec. 1, 1975).

Broadcasting in Congress. New resolution to permit daily live broadcasts from House floor continues to move along without incident in special House Rules subcommittee on broadcasting. 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 Senate 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 20508) that is considering possible alternatives to 1977 deadline. Comments on 20508 have been filed (BROADCASTING, Oct. 13, 1975).

Canadian policies. Canadian policy that cable systems there delete commercials from signals of U.S. stations and proposed law denying Canadian advertisers tax deduction for time purchased on American stations are being fought by U.S. broadcasters assisted by FCC and State Department. Latest meeting with Canadians on matter resulted in some optimism on commercial-deletion matter, but not on tax law (BROADCASTING, Jan. 19). Next meeting will be in Washington, before end of February.

Children's TV. FCC's policy statement on children's television programing, adopted in 1974 (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).

Commercial contract. Negotiators for Joint Policy Committee of Association of National Advertisers and American Association of Advertising Agencies have reached tentative agreement with American Federation of Television and Radio Artists and Screen Actors Guild on new three-year contract covering performers appearing in television commercials (BROADCASTING, Dec. 22, 1975). Proposal has been approved by governing board of unions and is to be submitted to membership for ratification by end of this month.

Community ascertainment. FCC has issued new rules designed to modify procedures commercial stations follow in ascertaining community problems (BROADCASTING, Dec. 29, 1975). Rulemaking (Docket 19816) for non-commercial 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 cross ownerships prospectively and requiring breakup of 16 cross ownerships has been appealed by various parties to three different circuit courts of appeals. Suits have been transferred from 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. Number of parties had petitioned commission to reconsider its order, but commission denied them.

Crossownership (television-cable television). FCC has amended its rules so that divestiture is required for CATV system owned with TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, Sept. 29, 1975). Affected are eight cross ownerships 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. 8, 1975).

Emergency Broadcast System. FCC has denied itself firm on April 15 deadline for implementation of new two-tone EBS set-up. It has rejected petitions by the Louisiana Association of Broadcasters for a one-year extension of effective date and by the National Association of Broadcasters for a six-month extension (BROADCASTING, Jan. 19).

Fairness doctrine bills. Senate Communicati-
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 has also fined WXPX(FM) Philadelphia $2,000 for obscene and indecent broadcast, may set station's license for hearing on ground of license abdication of responsibility (Broadcasting, Dec. 8, 1975).

KHL(Am). FCC has affirmed earlier decision awarding Pasadena, Calif., frequency to Western Broadcasting Corp. (Bob Hope and others) following remand of that decision to 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). Case now goes back to court.

Leapfrogging. FCC has repealed rules that require cable systems to select closest stations in importing 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 Subcommittee, has promised hearings in 1976. Meanwhile, National Radio 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 by CBS, NBC and ABC television affiliates, association, National Association of Broadcasters and number of individual broadcasters. 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. 10, 1975). Commission has to remove 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 have been asked to consider whether 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 juries in three cities have indicted 16 individuals and six firms on charges relating to payola, and another grand jury indicted Clive Davis, former CBS Records head, for income-tax evasion (Broadcasting, June 30, 1975). Group of Brunswick Record officials are scheduled for trial before District Judge Frederick D. Lacey in Newark, N.J. Several others under investigation have pleaded guilty (Broadcasting, Jan. 26).

'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, Association of Media, was granted rehearing panel's order, but was turned down. AIM 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 28, 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. U.S. Court of Appeals has overturned FCC order asserting that WMCA(AM) New York violated personal attack rules. Court said commission substituted its judgment for that of licensee, Strauss Communications (Broadcasting, Jan. 19).

Public broadcasting funding. First-ever long-range funding bill for Corporation for Public Broadcasting has been introduced in House (H.R. 4147) and will be considered by Appropriations committee. Corporation is seeking about $25 million for 1976-77 budget (Broadcasting, Jan. 19).
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 $88 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 Robert Macdonald (D-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, 1975). Also, Senator Pastore has bill (S.608) 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 the FCC be empowered to permit 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. Experimental law provided 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. 9568) would make law permanent Senate-passed bill (S. 2554), on other hand, would extend law temporarily another three years. Both bills would reduce 72-hour cutoff to 24 hours for postseason games in baseball, basketball and hockey.

* Star stations. FCC order stripping Star Broadcasting of KISN(AM) Vancouver, Wash., KOIL-AM-FM Omaha, and WIFE-AM-FM Indianapolis has been upheld by U.S. Court of Appeals in Washington (BROADCASTING, Dec. 22, 1975). Star had asked court to remand case to commission but was turned down (BROADCASTING Jan. 26).

UHF. FCC issued notice of inquiry in May 1975 on UHF taboos 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 VHF (BROADCASTING, Aug. 18, 1975). Both petitions are under study by chief engineer.

VHF drop-ins. In April, FCC adopted inquiry (Docket 20418) into feasibility of dropping as many as 83 VHF channels into top 100 markets. Comments have been filed (BROADCASTING Dec. 15, 22, 1975).

WPIX(TV). FCC Administrative Law Judge James Tierney has issued initial decision recommending renewal of New York station and denying competing application of Forum Communications Inc., a decision contested by commission's Broadcast Bureau (BROADCASTING, Sept. 22, 1975). Case is moving toward oral argument stage.

As compiled by BROADCASTING, Jan. 19 through Jan. 23 and based on filings, TV authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge, alt.—alternate, ann.—announced, ant.—antenna, aut.—aural, aux.—auxiliary, CH—critical hours, CP—construction permit, D.—day, DA—directional antenna, Doc.—Document, ERP—effective radiated power, HAAT—height above antenna average terrain, kHz—kilohertz, kw—kilowatts, MEQV—maximum expected operating value, mbz—megahertz, mod.—modification, N.—night, PSA—pressurer service authority, S1—specified hours, trans.—transmit, TPO—transmitter power output, U.—unlimited hours, vis.—visual, w.—watts. -- noncommercial.

**New stations**


**TV licenses**

Broadcast Bureau granted following license covering new station:


**AM applications**


**FM applications**


- Lamar, Colo.—KLMR Inc. seeks 93.9 mhz, 100 kw, HAAT 229 ft. PO. address: c/o Gordon Stafford, Box 890, Lamar, Colo. 81052. Estimated construction cost $86,611; first-year operating cost $36,020; revenue $60,000. Format: easy listening. Principals: KLMR Inc. owns KLMR(AM) Lamar; Dennis Beban is president, Gordon Stafford is general manager. Ann. Jan. 21.

- Fort Pierce, Fla.—Henry M. Lesher Jr. seeks 95.5
### Summary of broadcasting

**FCC tabulations as of Dec. 30, 1975**

<table>
<thead>
<tr>
<th>Licensed</th>
<th>On air</th>
<th>CP's on air</th>
<th>Total on air</th>
<th>CP's not on air</th>
<th>Total authorized*</th>
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<td>3</td>
<td>4,609</td>
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<tr>
<td>Total FM</td>
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<td>1,311</td>
<td>24,275</td>
<td>231</td>
<td>24,275</td>
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</tbody>
</table>

*Special temporary authorization

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**Applications**


- WQNA-AM Aurora, Ill. - Authorized program operation on 96.7 MHz. EPR 2.5 KW, HAAT 185 FT. Action Jan. 5.

- WDPD Dayton Ohio - Authorized program operation on 90.1 MHz, T80 10 W. Action Jan. 5.


### Ownership changes


- WHAM(AM) Haines City, Fla. (930 kHz, 500 W) - Seeks transfer of control of Radio Central Inc. from John H. Everbach (100% before; 0 after) to Edward F. and Bettie S. Shadburne (0 before; 100% after).

- KGU(AM) Honolulu (760 kHz, 10 kW-U) - Seeks transfer of control of Communications Hawaii from Copley Press (100% before; 0 after) to Sacramento-Hawaii Inc. (0 before; 100% after). Consideration: $400,000. Consideration: Copley Press is selling to the owner of "other businesses." Buyers include The Sacramento Union Corp. (87.5%) and Donald Metzger (16.5%). Mr. Metzger is presently president and general manager of KGU. Sacramento Union is owned by Global Communications Corp. which is 100% owned by John P. McGoff. Global also owns Sacramento Suburban Newspapers, a television newsgathering company and a printing and publishing company. Ann. Jan. 20.

- KESM-AM-FM El Dorado Springs, Mo. (1580 kHz, 500 W-D; FM: 101.1 MHz, 3 kw) - Seeks assign-
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20.

music sound

WVLR(FM)

Lansdale,

Russell

is

arenamications

assignment

WAYX

Inc. to Travis Broadcasting for $350,000. Seller: Joseph E. Smiley, individ has no other broadc ast interests. Buyers: Charles C. (45% and Jessica Travis (55%). Mr. Travis is salesman for WFXC(AM).

WFRC(AM) Reidsville, N.C. (1600 kHz, 1 kw-DA- D) — Broadcast Bureau granted license of assignment of license from WFXC(AM) to Travis Broadcasting for $350,000. Seller: Joseph E. Smiley, individ has no other broadcast interests. Buyers: Charles C. (45% and Jessica Travis (55%). Mr. Travis is salesman for WFXC(AM).

WVWC(AM) - Centreville, Va. — Broadcast Bureau granted assignment of license from WFXC(AM) to Travis Broadcasting for $350,000. Seller: Joseph E. Smiley, individ has no other broadcast interests. Buyers: Charles C. (45% and Jessica Travis (55%). Mr. Travis is salesman for WFXC(AM).

WVAC(AM) — Broadcast Bureau granted assignment of license from WFXC(AM) to Travis Broadcasting for $350,000. Seller: Joseph E. Smiley, individ has no other broadcast interests. Buyers: Charles C. (45% and Jessica Travis (55%). Mr. Travis is salesman for WFXC(AM).

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Facilities changes

TV application

*WITF-TV Hershey, Pa.—Seeks CP to change ERP to 438 kw v.m., 43.8 kw aur., change type trans. to 34.1 kw; change antenna, height: HAAT 1419 ft. Ann. Jan. 12.

TV action

*KENI-TV Anchorag—Broadcast Bureau granted CP to change antenna, height: ERP to 3.44 kw (BMPCT-6608). Action Jan. 16.

AM applications


AM starts

*Following stations were authorized program operating authority for changed facilities on date shown: KART Jerome, Idaho (BP-19, 934), Jan. 2; KZNG Hot Springs, Ark. (BP-19, 720), Jan. 9; WHLS Fort Huron, Mich. (BP-19, 531), Jan. 7; WLUX Batie Rouge, La. (BP-19, 976), Jan. 2; WPED Crozet, Va. (BP-19, 921), Jan. 5.

FM applications


*WRUC Schenectady, N.Y.—Seeks CP to change frequency to 89.5 mhz; install new Trans. and Ant.; increase Ant. Height; change ERP to 10 kw; HAAT 840 ft. Ann. Jan. 10.

*KTCU-FM Fort Worth, Tex.—Seeks CP to install new Trans. and Ant.; change ERP to 3 kw (H&V) and HAAT 124 ft. (H&V). Ann. Jan. 21.

FM actions

*WRQN Westbrook, Me.—Broadcast Bureau granted CP to change main studio location and remote control point to 779 Warren Ave., Portland (BMPH-14716). Action Jan. 15.

*WNUB-FM Northfield, Vt.—CP to change frequency to 89.3 mhz at request of applicant. Ann. Jan. 19.

FM starts

*Following stations were authorized Program operating authority for changed facilities on date shown: WYOM-FM Skowhegan, Me. (BPH-9601), Jan. 9; WHRM Wausau, Wis. (BPED-2102) & Doc. 20178, Jan. 8; WICB Ithaca, N.Y. (BPED-1544), Jan. 8.

In contest

Designated for hearing

*WAIR-AM Winston-Salem, N.C., renewal proceeding; Holiday Broadcasting Corporation (Doc. 20683) — FCC designated for hearing Jan. 22. Issues specified against Holiday included a determination whether and to what extent licensee engaged in

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fraudulent billing practices or failed to exercise reasonable diligence to see that its agents and/or employees did not engage in such practices, to deter-
mine all the facts and circumstances surrounding the conduct, in the spring of 1974, of a "Key Club Bicycle Promotion" and whether this promotion was con-

* WSEZ-FM Winston-Salem, N.C., renewal pro-
ceeding: Triad Broadcasting Co. (Doc. 20689)—FCC desig-
ned issues for Jan. 20. Issues specified against Triad in-
dicated a determination whether and to what extent the licensee engaged in fraudulent billing prac-
tices failed to exercise reasonable diligence to see that its agents and/or employees did not engage in such practices. Action Jan. 20.

Procedural ruling

* Fort Valley, Ga., FM proceeding: Rocket Radio and Apothecary Council of Churches, competing for 105.3 mhz (Doc. 20792)—FCC vacated December 11 order by chief AJL and granted request of Apothecary Council of Churches Inc. for change in hearing site. Hearings will be held in Macon, Ga., instead of Washington. Action Jan. 21.

Joint agreement

* Bennington, Vt., FM proceeding: Catamount Broad-
casters, Equinox Wireless Co. and Bennington Radio, competing for 94.3 mhz (Docs. 20931-3)—AJL Rejected applicants' requests by applicants and approved settlement agreement that application of Catamount is granted; applications of Equinox Wireless and Bennington Radio is held in abeyance pending determination of certain issues raised by the Review Board's action of November 20, 1975, which issues are retained in hearing status (Docs. 20931-3). Action Jan. 21.

Initial decision

* KSWB(AM) Elko, Nev., renewal proceeding: Oil Shale Broadcasting Co. (Doc. 20231)—AJL Walter C. Miller denied the application for renewal. Judge Miller ruled Oil Shale willfully and repeatedly violated rules and regulations in terms of its license and had broadcast no meritorious programming that would mitigate against such violations. The licensee re arranged, in its purported good faith contest of chance with intent to deceive listening public, judge said. He also found Oil Shale deliberately made false entries in its operating log and made "numerous significant misrepresen tations to the commission." Action Jan. 22.

Review board decisions

* Glenwood Springs, Colo., FM proceeding: Colorado West Broadcasting and Glenwood Broadcasting (KGLN(AM)), competing for 92.7 mhz (Docs. 19864-8)—Review board granted application of Colorado West Broadcasting Inc. It denied application of Glenwood Broadcasting Inc. for same facilities. Board said in agreement with Judge Harrison's initial decision that Glenwood should be awarded comparative preference for integration of ownership and manage-
mint. Board noted a slight comparative demerit for violating Section 1.514 of the rules, and that Glenwood should be assigned a comparative demerit for broadcasting code tone signals in unauthorized point-to-point communications (not de signed for reception by the general public) over its sta-
tion KGLN(AM) Glenwood Springs. Board said to those directors and directors who have decision-making positions. Action Jan. 13.

* High Point, N.C., TV renewal proceeding: Southern Broadcasting Co. (WGHT-TV High Point) and Furniture City Television Company, competing for ch. 4 (Doc. 1906-7)—Commission renewed license of WGHT-TV and denied competing application of Fur niture City Television Company for new station on Charlotte-selling. It was noted that a decision whatever action is determined on disposition of several anti-trust proceedings against companies in which Furniture City's directors and directors have decision-making positions. Action Jan. 21.

* WTSB(AM) Lumberton, N.C.—Broadcast Bureau or dered to forfeit $250 for violation of rules by failing to log appropriate notation that indirect method of determining operating power was being used and daily entries of efficiency factor F with notation as to its derivation. Action Jan. 19.

Translators


Cable

* Multi-City Cablevision, for Shreve, Ohio (CAC- 05958): WLWC, WTVN-TV, WBNS-TV, Columbus, Ohio; WTVL-TV Toledo, Ohio, WSTV-TV Steubenville, Ohio; WPTR-FM Canton. Action Jan. 9.

* Tele-View, for Roma, Tex. (CAC-05959): KGNS-TV Laredo, Tex.


* Empire State Cable TV Co., for Binghamton, N.Y. (CAC-05961): Requests certification of existing operations.

* Finger Lake Cable of Edinboro and Warren Cable of Green-

television for Unicoi County, (unincorporated areas) Tennes-

deese, Greenville, (town of) and Greene County, (unincor-

erated areas) Tenn. (CAC-05962-A): WRET-TV Charlotte, N.C.


* Bagley City Cable TV, Box M, Bagley, Minn. 56621 for Bagley, Minn. (CAC-05959): KDAL-TV Duluth, Minn.; KXJB-TV Valley City, N.D.; WDAY-TV, KTHI-TV, KFME Fargo, N.Dak.; KBIR-FM Superior, Wisc.; KNMT Walker, Minn. Action Dec. 31.


* Telaco, for Fort Wayne, Ind. (CAC-05958): Requests certification of existing operations.


* Tower Cable, Newark, Ohio (CAC-05987): WTTV Bloomington, Ind.


* Forest Cable Co. for Forest, Miss. (CAC-05968): WCBF-TW, WCT, Natchez, Miss. Action Dec. 31.


* Jerrold Polinsky c/o Spectrum Communications, 131 W First St., Duluth, Minn. 55802 for St. Louis Park, Minn. (CAC-05980): WCCQ-TV, WTCN-TV, KTMA-TV Minneapolis; KSTP-TV, KMSP-TV, KTCA-TV, KTCL-TV St. Paul; WGN-TV, WGN-TV Chicago; WBWT Winnipeg, Canada; WHA-TV Madison, Wis. Action Dec. 31.

* Grayson Cable Company, 125 E Main St., Grayson, Ky. for Grayson, Ky. (CAC-05981): WSAZ- TV, WCMX-TV, Huntington, W.Va.; WCHS-TV Charleston, W.Va.; WPCO-TV, WLWT, Cincinnati; WXIX-TV Newport, Ky.; WLEX-TV, WXTV-Q, Lexington, Ky.

* Cablecom of Abingdon, Saltville and Kingsport, for Abingdon, (town of), Washington county, (unincorporated areas), Saltville, (town of), Smyth county; (unincorporated areas); Va.; Sullivan county (unincorporated areas), Hawkins county, (unincorporated areas), Kingsport, Lynn Gardens, Colonial Heights, Sullivan Gardens, Church Hill, (town of), all Tenn.; Scott county, (unincorporated areas), Gate City, (town of), Va., and Mount Carmel, (town of) Tenn. (CAC-05965-7): WRET-TV Charlotte, N.C. Action Dec. 31.

Certification actions

* CATV Bureau granted following operators of cable systems certifications of compliance: Tele-City Media of Addil, Forbush, town, and Hovey township, Pa. (CAC-04242-4); Eastern Telecon Corp./Upper St Clair Cable TV, Upper St Clair township, Pa. (CAC-05959); Cablevision, A. G., Mich. (CAC-05865); TCI Pacific Corp. Pacifica, Calif. (CAC-05719): Midwest Metro, (town of) Chippewa Falls, Wis. (CAC-05808); Cable-Comm, General, Sherman, Tex. (CAC-05820); Glasgow Cablevision, Glasgow, Mont. (CAC-05874); Waukesha Cable of Port Washington, Wis. (CAC-05808); Cable-Comm, General, Sherman, Tex. (CAC-05820); Glasgow Cablevision, Glasgow, Mont. and Gasport Air Base, Base, Mont. (CAC-05825-6); Petit Jean CTV Co., Danville, Ark. (CAC-05828); Tele-City Media of Addil, specified unincorporated areas of Hancock county, W. Va. (CAC-05829); Cable CTV, Diego, Utah (CAC-05830); Grenada Video, Grenada, Miss. (CAC-05833).
### Professional Cards

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<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone Numbers</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATLANTIC RESEARCH CORP.</td>
<td>Jansky &amp; Bailey Consulting Engineers</td>
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<th>Services</th>
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</thead>
<tbody>
<tr>
<td>COMMERCIAL RADIO MONITORING CO</td>
<td>PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV</td>
<td>(816) 924-3777</td>
<td>Precision Frequency Measuring Service</td>
</tr>
<tr>
<td>CAMBRIDGE CRYSTALS</td>
<td>PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV</td>
<td>(617) 876-2810</td>
<td>Precision Frequency Measuring Service</td>
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</tbody>
</table>
HELP WANTED MANAGEMENT

Gospel radio station in growing Southwest market needs experienced sales manager. Ownership opportunities offered. Guaranteed salary plus bonus. Reply Box A-94, BROADCASTING.

Radio Station Manager. Full time AM radio in small market desires quality manager interested in long 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.

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.

Need General Manager long established low dial position Missouri AM. Must be aggressive. Sales and administration ability a must. Would consider present sales manager who is ready for management. Send qualifications and references to Box A-207, BROADCASTING.

Area station in Midwest has management opportunity for well rounded individual, must have strong sales background with experience in all phases of radio. Must be able to motivate personnel and execute company policies, giving qualifications, background and references to Box A-208, BROADCASTING.

America's fastest growing major market 14 station owner seeks an excellent opportunity to an exceptional salesmanager to be the general manager of one of their metro market stations. The station is well rated in a very competitive top 100 market, and is an all new physical facility. You must be a heavy hitter on the street, and be presently winning as a manager of another top rated station in an ARB market, with an understanding of modern programming techniques. If your career dedicated, goal oriented, and can make things move, you'll grow with us. E.O.E. Box P-5, BROADCASTING.

General manager, midwest AM/FM. Must be honest, have sales experience, send resume and letter outlining your view of small market radio. Box P-34, BROADCASTING.

California daytimer, seeking an experienced salesmanager, who can sell, lead and direct sales staff. Salary, incentives and benefits Box P-46, BROADCASTING.

Move up to management. Young, aggressive group of broadcasters have turned the market on with product, promotion and ratings. Now we need a hard nose street/manager whose efforts will be rewarded with management, stock and income as the corporation expands. Call William Payne or William Bundy, KLEU, Box A-3, IA EOE.

Care to try the Arctic? KOTZ-AM, a 5 kw educational station in Kotzebue, Alaska needs a station manager. Anticipate adding a tv facility during the coming year. Would look with special favor on a manager also qualified as chief engineer. Salary DOE; 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. 907-442-3229. Let the Arctic surprise you.

Station Manager, expanding group owner seeks exceptional person with general management goals. Will consider both programming and sales managers with strong administrative ability. Starting salary $30,000. Send resume to Dave Boylan, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631. Confidentially assured.

HELP WANTED SALES

Resident Midwest sales manager. Full-time travel (Mon.-Fri.). Salaries/sales-override provide opportunity for unlimited earnings. Availability, background, references first, letter. Community Club awards, PO Box 151, Westport, CT 06880.

Experienced sales or station managers needed due to future split of AM/FM plus new FM. Salary, sales bonus, other benefits. Chain has stations in Illinois, Tennessee, West Virginia. Send resume to Jim Glassman, VP, Community Service Broadcasting, Box 1209, Mt. Vernon, IL 62864. Please don't phone.

Program Director wanted with experience in Black formats. Position leads to General Manager opportunity with group broadcasters. Must now be Program Director at black-owned station with at least one year total Program Director experience. Exceptional growth opportunity for right person. Equal Opportunity Employer. Send tape and resume to Ron Curtis & Co., Suite 265-A, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631.

General Manager and instructor to supervise university noncommercial FM radio station, full-time faculty status, teaching basic radio-television courses and supervising student-operated station, starting September '76. Experience in commercial or public station essential. Ph.D. required. First-class license preferred. Departmental promotion can be expected. Send resume, comments, etc. to Rev. L.J. Flynn, Xavier University, Cincinnati, OH 45207.

HELP WANTED ANNOUNCERS

$10,000 guarantee is what we are offering to a great salesperson. We are a professional station in a small market in southern Wisconsin. If you want to kiss off the rat race, or become established in a community surrounded by lakes and green forests, we've got your position open. Write Box A-210, BROADCASTING.

Sales executive for newest station of group acquiring properties. Excellent opportunity for strong producer. Salary, commissions, many extras for the right person. EOE. Box P-36, BROADCASTING.

Excellent sales position open for experienced salesperson, must be creative, energetic, self starter, salary, incentives and benefits. Box P-47, BROADCASTING.

Sales persons, KOSM AM/FM, Ontario, California. Top draw-commissions, excellent fringe benefits. Contact Ross Adkins, PO Box 1510, Ontario, CA 91782.

Here's the right opportunity for the right salesperson! Put your sales experience to work in southeastern New Mexico selling AM (Cady & Rock) and FM (Beautiful music) in compact three city area, Mild climate. Ski and summer resort areas 90 minutes away. Live the good life, in this clean, friendly, sports oriented wholesome community of twelve thousand. Send complete sales track record to Dave Bulton, mgr., KSVP AM/FM, 317 West Quay, Artesia, NM 88210. 505-746-2751.

Combo account executive/announcer at position at No. 1 contemporary country station. Excellent growth opportunities. Send resume, tape, to Betty Masticz, WDXI, Jackson, TN 38301.

Madison, WI. Excellent career opportunity for bright, problem-solving salesperson who wants to be up strong on creativity and campaign building. Six station group seeks person with management potential. Job opening result of promotion, etc. Attractive earnings possible for the right person. Reply. For opportunity in sales and service. WISN, Madison, WI 53701. A Midwest Family Station EOE.

HELP WANTED MANAGEMENT

Great Scott Stations looking for spokesperson-announcer. Apply at headquarters station, WPZF, 215-326-4003.

AM Sales Manager. New position with strong central Illinois' station. Strong radio sales background and leadership ability essential. Excellent salary and benefits. Send resume to Orv Graham, WSOY, PO Box 2250, Decatur, IL 62526.

Young expanding company needs experienced salespeople. All formats, Kansas, Oklahoma, and Colorado. Bob Freeman, President, American Media, 7397 W. Central, Wichita, KS 67212.

Virginia $5,000 wait looking for broadcasters with program experience ready to move into sales. Good opportunity with fast growing small group. Call Tom Maloney at 703-434-1777.

Jingle salespersons, Top commissions, leading producer. Keep your broadcast sales job, still moonlight for us, Box 49, Alamonton Springs, (Metro Orlando), FL 32701.


Northeast Country Music giant needs one experienced country personality for bright friendly daytime show. In confidence, send resume, income history, EOE, M/F. Box A-252, BROADCASTING.

Wanted: Bright sounding Midwest Top Forty personality. Box P-8, BROADCASTING.

Hartford/Springfield/New Haven. Beautiful music station accepting resumes for staff announcing position. Minimum 3 years experience. Five day week. Good salary and fringe benefits. Box P-31, BROADCASTING.

Midwest college town. Experienced jocks with good voices for Continent. MOR and non-screamer rock FM. EOE. Box P-32, BROADCASTING.

Mature voice, self motivator for Connecticut beautiful music. News studio, top consultant, excellent benefits. No beginners. EOE. Box P-37, BROADCASTING.

Play by Play/Announcer combination needed for leading contemporary station. If you can jock and do PBP football and basketball send tape and resume to KBIM, Box 910, Roswell, NM 88201.

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 KHOM/KTIB, 2306 West Main Street, Houma, LA 70360. Equal Opportunity Employer.

Classified Advertising
HELP WANTED ANNOUNCERS

CONTINUED

Wanted, a one to one communicator for morning drive, an entertaining personality, but one who knows when enough is enough. Good voice and delivery a must. Stable professionals only. Send tape and resume to: KRAV, PO Box 748, Tulsa, OK 74101. An EOE.

Inspired, creative, professional Top 40 morning person. Top 25 young university only. Good bucks. Tapes and resumes to Bob Sherman, WCLG, Morgantown, WV 26505.

COMBO ANNOUNCER: Account executive position at No. 1 contemporary country station. Excellent growth opportunities. Send resume, tape to Betty Mattlack, WDXI, Jackson, TN 38301.

Announcer who has good commercial delivery and production ability. Must be experienced and have 3rd. Prefer someone from southeast. Send tape and resume or call Billy Powell, WFBF, Greenville, SC 803-233-4601.

Announcer Sales/Production person wanted. Possible promotion to P.D.; Contemporary/Top 40 station with emphasis on personality, not time & temp. We're on the ocean, between Savannah & Jacksonville. Send a short aircheck, picture and resume to: G.M., WDXI, Jackson, TN 38301.

Wanted, a one to one communicator for morning drive, an entertaining personality, but one who knows when enough is enough. Good voice and delivery a must. Stable professionals only. Send tape and resume to: KRAV, PO Box 748, Tulsa, OK 74101. An EOE.

HELP WANTED NEWS

Medium market station is looking for a full or part-time news person with female experience necessary. Please send resume. We are an Equal Opportunity Employer. Box P-8, BROADCASTING.

REPORTER WITH BROADCASTING & SALES EXPERIENCE NEEDED AT SMALL MARKET STATION IN WESTERN SKI RESORT. MUST BE ABLE TO DIG FOR AND DELIVER NEWS. BOX P-18, BROADCASTING.

SOLID MIDWEST AM/FM LOOKING FOR NEWS COMMUNICATOR. MUST HAVE 3RD ENDORSED, MATURE VOICE. WORK WITH PROFESSIONALS. EXCELLENT FRINGE BENEFITS, PROFIT SHARING ETC. E.O.E. RESUME, SALARY REQUIREMENTS TO BOX P-50, BROADCASTING.

WANTED, a news director who believes that news can entertain as well as inform, not just hard news, but news of the human condition. Must have 3rd endorsement. Good voice, delivery and writing ability a must. Stable professionals only. Send tape and resume to: KRAV, PO Box 748, Tulsa, OK 74101. An EOE.

Opening for second newsperson at top rated station in SC. Excellent salary, benefits. Position leads into Operations Manager. Send resume to: KWKJ, Westfield, WV 26003.

No. 1 contemporary station needs aggressive, innovative director. Must have at least 1 year total program management experience. Box 1, Operations Manager, WKWK, Wheeling, WV 26003.

No. 1 area station needs top newswoman due to vacancy created by promotion of our man to another station in chain. Send resume to: Kevin Brennan, News Director, KTRM, PO Box 5425, Beaumont, TX 77702. An Equal Opportunity Employer.

SITUATIONS WANTED

SALES


ANNOUNCER: Major market sales/production experience. B.S. Communications, college sales director, experiences, 3rd endorsed. Seek promotional small or medium market station to grow at as full time announcer or combo announcials/sales. N.E., but not New York area. Part time considered. Brian Mander: 617-787-1091.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

ANNOUNCER-PRODUCTION WHIZ: Good voice, bright, creative, spot production ability. Some news, information sense. Professionalism and quality a must. New facilities, new management opportunity. Send tape and resume to: KRAV, PO Box 748, Tulsa, OK 74101. An EOE.

PRODUCTION/SWING ANNOUNCER: WBT, Charlotte, North Carolina, has an opening for an experienced, creative production personnel-swing announcer. Send tape and resume to Andy Bigchair. WBT, Charlotte, NC 28206.

PROGRAM DIRECTOR wanted with experience in Big Market formats. Position leads to General Manager opportunity with group executive. Must be a program director at black-oriented station with at least one year total program director experience. Exceptional growth opportunity for right person. Equal Opportunity Employer. Send resume to: Cox Enterprises, WBNZ-AM, Suite 285-A, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631.

A Great Spot Caller that gets off on winning can find stimulation with us. No hassle station in a no hassle market. Resolution research like mad and go for the book. We're a Top Fifty AD, and Top 100 Metro. Stay for a few months or a few years. The bread is fat, but the cost of living is lowest. E.O.E. Call 304-525-9827 for Dan.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS, CONTINUED

Morning announcer/Program Director opening March 1. MA/S affiliate. Attractive New England community. Duties include hosting morning talk show and production. Liberal benefits. Experience required. Send resume and tape. Station Manager, Box 468, Revere, MA 02151.

SITUATIONS WANTED MANAGEMENT

$$$$$$$ That's the name of the game! GM seeks opportunities to turn AM/FM operation into real money maker. 16 years all phase radio. Presently showing 26 percent increase over '75. Box A-205, BROADCASTING.

Experienced broadcaster. Sales oriented with knowledge and dedication to broadcast management responsibilities. Self generating, will lead and motivate staff. Excellent references. Will invest substantial cash. Box A-206, BROADCASTING.

GM, GMS. Shirt sleeved mountain climber. Creative! Experienced large and medium markets, markets. Strong personal salesmen, manager, leader, executive. Box P-1, BROADCASTING.

Goals oriented management professional. Superb track record at one of the Nation's major, full-service broadcast properties. Some pull, but bigger size. Stricture, confidence. Box P-4, BROADCASTING.

Experienced Top 100 GM, GMS, MBA, young proven performer. Southeast preferred. Write for details. Box P-9, BROADCASTING.

SITUATIONS WANTED SALES

Salesman: 10 years experience. Small market. Send resume, copy. 22 & single. Box P-25, BROADCASTING.

ANNOUNCER: Major market sales/production experience. B.S. Communications, college sales director, experiences, 3rd endorsed. Seek promotional small or medium market station to grow at as full time announcer or combo announcials/sales. N.E., but not New York area. Part time considered. Brian Mander: 617-787-1091.
SITUATIONS WANTED ANNOUNCERS CONTINUED

Denver, Dallas, Albuquerque, Toledo, want more? Can you pay $12,000 for right man? Then you’re good enough for me. Personality, first, country, rock. Box P-24, BROADCASTING.

Experienced, 3 year serious professional seeking contemp. New England/New York State. I’m ready now. Box P-33, BROADCASTING.

Philly’s top telephone talker available now. Don’t wait!! Consider all offers over $12,000. Box P-45, BROADCASTING.

Dependable, experienced, 1st phone DJ. seeking fulltime employment in Southwest. Willing to learn engineering and/or sells. Call Gary 505-327-9476.


Top 40 jock seeks work within 150 mile radius of Hartford, CT. Call Pete 1-203-223-4322.


Resourceful communicator, broadcasting B.A. needs any position available. 714-466-7367. 568 Sears, San Diego, CA 92114.

Attention. Let’s talk from news to rock, from first and third years exp. In suburbs of major market, call Steve, 412-322-3254, or write 502 Chester Ave, Pgh, PA 15214.


Rock jock first, witty, handsome, love to boogie, going to be famous, no bull, I work, love radio as much as sex, don’t want a vacation. Just you and some of your moom. P.J. Mars, 2153 Union Ave, Havre de Grace, MD 21078. 1-301-939-5008.

DJ experienced tight show good personality. Third. Contemporary format. Call Mike 904-255-6950.

Creative, humorous personality desired contemporary MOR or Top 40, Eastern area. Factual production. 609-429-2316.

Strong personality DJ 3rd phone. 1 1/2 experience on 2 major bay area stations, smooth delivery, can write, produce, competent interviewer, blues & jazz oriented, looking for position in northern Cali, excellent references. George Allen, 2563 Divisadevo, S.F., CA 94115. 415-563-5326.

Above average rock personality seeking solid opportunity. 2 years experience. Extraordinary production. 216-729-4592.

You’ve heard the superlatives, now hear my tapes, talk or up MOR and a first phone. Call 217-442-7450 evenings or write: Adrian Collier, 814 South Street, Danville, IL 61832.

Experienced First Phone wants job in Southern Michigan, Contact: Patrick Wyliss, 1320 Floyd, Jackson, MI.

Announcer, Newscaster, production, 3rd tight com. bo. Craig, 428 W 26 St. NYC. 924-6181.


Super jock, rockin 110% for 5 yrs, only 22, 3rd, mar., want to go to top. Help start a market. You won’t be sorry. 217-342-4391 Bill after 7 PM.

Any small town station in peaceful setting in need of a mature, dependable announcer, I’m your man. Young, reliable, knowledgable in sports, you name it. That’s me. Mike Rather. 410-231-7576.


I want to work because I love radio. It’s my life. I’d like to go to work for you and your station. All you have to do is say yes. People tell me I have a good voice. I can produce saleable spots. I have a 1st ticket. Call Al at 612-756-5361.

SITUATIONS WANTED TECHNICAL

FCC 1st, 2 yrs technical training, ham license will work around Carbondale, Ill. or western U.S. Ready to start 6/176. Box A-249, BROADCASTING.

Broadcaster engineer eight years experience, first phone wants to relocate Los Angeles. Presently employed at New York AM/FM TV operation. Summer relief position accepted. Box P-3, BROADCASTING.

Experienced chief. Directionals, rewrites, construction, audio processing. Degree, young, married. University town NE. Canada. Box P-22, BROADCASTING.

Chief Engineer experienced in areas of engineering looking for new position. Box P-51, BROADCASTING.

1st phone engineer, 5 yrs experience with AM, FM transmitters and studio equipment. Prefer studio work. 24 yrs old, single. Ted Levin, 5331 Bryant St, Erie, PA 16509. 814-866-2308.

SITUATIONS WANTED NEWS

Talking now in Top 25 market. News oriented who is “red-hot” but made more dollars in 1966! inflation forces me to relocate. Am own producer: Give me a talk show and forget “ascertainment” problems. Your confidential reply gets yesterday’s aircheck etc. Box A-74, BROADCASTING.


Seeking all sports job. College grad, medium market experience. Major college basketball, baseball, high school football ppb. Box P-20, BROADCASTING.

Professional Radio-TV journalist, degree, (RTNDA), anchorman/reporter/sports director/documentary credits. Outstanding credentials, references, portfolio. All offers, radio, and or/TV, considered. New England preferably. Box P-27, BROADCASTING.

Midwest sportscaster seeks free-lance baseball for summer, football for fall. Experienced BB, FB, KBX, hockey, college and pro. Have own equipment. Very reasonable talent fee plus expenses. Box P-35, BROADCASTING.

Woman, highly experienced top major markets in all phases of broadcast journalism, including morning anchor, field reporting, talk show host, documentaries and public affairs, seeks major position. Box P-41, BROADCASTING.

Experienced radio news reporter seeking immediate position in major market, either on the West Coast, or in the Midwest. Am thoroughly familiar with all aspects of news reporting and directing. Am 30 years old, black, with a special interest in documentaries. Box P-53, BROADCASTING.

SITUATIONS WANTED NEWS

Newswoman, experienced in all news duties, 3 yrs major & medium, Sue McNeill, 14306 Howe River Drive, IL 312-949-2303.

Capable meteorologist desires experience radio TV. Available now for low salary. Contact S.G. Davis, 401-464-3666 or 401-826-0157 weekdays mornings or afternoons.

Top sportscaster PBP and reporting background. Only stations that have it together, call 1-717-733-0531.


I can run your news department. 15 years experience news/sports, radio and television. Bob Daniels 606-271-3397.

Experienced “J” grad seeks position in West, Paul Hoegen, 1039 Obisko Ave., Long Beach, CA 90804.

Multi-talented newcomer, Top investigative, write, produce, host. Lively interviews, and or news commentary a specialty. Can produce or host talk show, not a powerhouse voice but a top digger with 5 years experience. Dedicated, dependable, 3rd endorsed. Will relocate. Ed Isenberg, 4915 Tyrone Ave., Sherman Oaks, CA 213-786-2094.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

I am currently employed as a morning man in a major (Top 10) market and now seek the opportunity to employ major market tactics and practices in a small or medium market programming situation. My experience encompasses MOR, Top 40, and progressive rock and country. I prefer the Atlantic coast but will consider all offers. Available in time for the spring ARB. Reply to Box A-122, BROADCASTING.

News Production background in 4 New York FM stations in the past 5 years. Also, 1st phone, Box A-129, BROADCASTING.

Increase sales 300%! I’ve done it before and ready to do it again! This time possibility for you with my country programming and promotion ideas. Contact A.S.P. as I’m ready to move. Box A-181, BROADCASTING.

Experienced, creative production/air talent seeking challenge with Major Market contemporary or MOR station. Employed. Preferably first, money second. Box A-239, BROADCASTING.

Top 15 major market jock now seeking programming position in midwest/west medium or secondary. Contemporary or MOR only. Strong desire to make a station win. 3rd endorsed. Currently working. Box P-13, BROADCASTING.

Experienced PD and afternoon drive-time personality seeking challenging position, medium and major markets. Prefer south/southeast. Box P-19, BROADCASTING.

Adult contemporary programmer, developer of an exciting new approach which has been a phenomenal success story in both ratings and sales. Composite format tape available. Box F-40, BROADCASTING.

Experienced music director available for contemporary easy listening station. Excellent knowledge all types of MOR music, write Box P-48, BROADCASTING.


Looking to program Top 40 small to medium market station. Write Dean Mionske, 590 SW 27 Ave., No. 12, Ft. Lauderdale, FL 33312.
HELP WANTED NEWS

Equal Opportunity Employer

SITUATIONS WANTED NEWS

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.

Dynamic young asst ND/anchor/producer with heavyweight ratings seeks serious, progressive news operation dedicated to being or becoming number one. 30s market or better. Box A-242, BROADCASTING.

Weatherman doing number one show in 28th market desires a move up to larger, progressive station. Exceptional presentation, appearance and delivery. Film editing, graphics, and charts will brighten your weather outlook. Box A-250, BROADCASTING.

Reportor/Weekend Anchor/Mini Documentary Producer. All that and more in one package. Solid experience in radio, Catholic and now NB affiliate, Young, married, BA. Box P-12, BROADCASTING.

Meteorologist seeks position as television meteorologist. B.S. in Meteorology. Successful television experience. Cassette available. Box P-52, BROADCASTING.

Reportor, four years in top forty, creative. Box 7023, West Trenton, N.J. 08694.

Top 80 anchor/reporter, 10 years news experience, 31, degree, family, 305-295-3024.

Top Australian reporter/assignment editor. Seven years experience investigative and hard news. Young, family man looking for career position anywhere in U.S. References and videotape audition on request. 516-735-8652.

Meteorologist, graduate wants your weather! Some experience Wacoil, some ideas, much desire! Paul Hagai, 12 Langdon, Madison, WI 53703. 608-2584762.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Three years experience media field. Interested in learning the production end of the business. Willing to relocate and work for you. Box A-200, BROADCASTING.

PTV/Education. 20 years experience includes TV, film, radio, recording, in industry and education; both production and management; PhD; seeks production and/or teaching position in PTV or University facility. Major markets or large universities only. Box P-30, BROADCASTING.

Producer/Executive wants new creative challenges. Two years experience newscasts, commercials. Mini-cam productions. Plus two years experience in control rooms, operations, and camera. Also Scene/ Lighting design. Box P-38, BROADCASTING.

Female media grad. seeks first break. Interested in writing, producing, directing, editing. All secretarial skills. Will relocate. Call 313-687-7258 or Box P-43, BROADCASTING.

BUY—SELL—TRADE

WANTED TO BUY EQUIPMENT

Need: used remote truck. Self-contained unit, no semi's or trailers. With or without equipment. UHite should be able to hold 4 cans & VTR. Write Box P-44, BROADCASTING.

Projector. 30 fields, 16mm optical with reverse. 520 Vectoracope. Phone Jay or Wright, WFTG Atlanta 404-878-2241.
FOR SALE EQUIPMENT

Used 250 watt FM transmitter for educational FM station, 90.1 mhz. Tax deductible. Donation or low price. Contact Mr. Ed Bell, Jones College, 5353 Arlington Expressway, Jacksonville FL 32211. 904-743-2400.

Gates FM-2500 transmitter, must be in good shape. 714-972-IA. 318-752-2701.

Wanted: 20-25 KW recent vintage FM transmitter in good shape. Also need IBM 500 stereo automation brain. Call Fred Moore, 217-423-9745 right away!

FOR SALE EQUIPMENT

CCA 10KW transmitter, good condition, spare tubes, $80000.00. KTAC, Tacoma, WA. 206-473-0005.

Complete Gates automation system 3 Scully decks. 2 carousels with random select, time announce, 3 cartridge machines and digital loggger. Sources stereo. System is now on the air and in mint condition. Call KRAV, Tulsa 918-585-5555.

IVC 1 inch recorders, 870C, 700C, possible trade for 3/4 inch editing set-up. Call or write 40 Malterthy Hall University of Florida 32211. 904-392-1426.

Automate for just $58500. Complete Gates SP-10 system, brand new, network join, logging, 55 extra, mint condition, now available. KEUR, Burlington, IA. 319-752-2701.

RCA BTA-1-M 1kw AM transmitter in excellent condition. Tuned and tested to your request. $3200.00. 805-642-2000.


Brand new Memorex 2 videotape, still in original plastic shipping box. All one-hour reels. $70.00 per reel. Less shipping. David Castellano, 3323 McNutt Ave., Walnut Creek, CA 94596. 415-937-9566.

Gates cart machine remote starts, RCA8 550, RTB8 with digital timer $100, compatible with ITT machines. Remote AM deviation monitor, $80. All new. Brad Hildebrand, POB 13405, St. Louis 63136.


Anpeix 440 4 track wshystow. 70 hours use. $4000/ offer. Jeff, WBFU, Syracuse, NY. 315-453-9631.

Available approximately April 1, 1978. Gates FM-5H, 5 KW FM transmitter; Gates PMA-10A, horizontal FM antenna; Andrew RH-1, 5/9" Coax 240' in length; Gates remote meter & control panel. All in use approximately 12 months and in excellent condition. We are increasing price. Price for the package $15,000.00 FOB. Sioux Center, IA.

COMEDY


You belong on top! Obits can help! Free sample: Obits. 366-C West Bullard Avenue, Fresno, CA 93704.

MISCELLANEOUS

Prizes Prizes! Prizes! National brands for promotions contests. 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.

MISCELLANEOUS CONTINUED

Air checks of the top personalities in the nation! Current and collectors tapes available! Send for free catalogue and order checks. 1518 Hinman, Suite 505, Evanston, IL 60201.


You can train your salesmen to sell like pros. Free information. Tiger Tapes, Box 4713, Nashville, TN 37216.

Success digest, exciting, motivational, 3 min. scripts. Ideal editorials, 5 min. programs, newscast features. Some tapes available. $5.50 month. Tucker, 151 East 550 North Springville, UT 84683.

PLACEMENT SERVICE

Many Top 40, MOR, and country & western openings available now! Rush tapes and resumes to: Air Talent Placement, 1516 Hinman, Suite 505, Evanston, IL 60201.

INSTRUCTION

Institute of Broadcast Arts, 75 East Wacker Drive, Chicago, IL 60602. Phone 312-238-8105 or 414-444-3900. Extensive catalogue: Free Checks. 1516 Hinman, Suite 505, Evanston, IL 60201.

Help Wanted Sales

WANTED

Salespersons... Top Drawer Commissions! Excellent fringe benefits! Send resume to Ross Adkins KSON AM/FM PO Box 1510 Ontario, California 91762 (Equal opportunity employer)

Help Wanted Sales

WANTED

Salespersons... Top Drawer Commissions! Excellent fringe benefits! Send resume to Ross Adkins KSON AM/FM PO Box 1510 Ontario, California 91762 (Equal opportunity employer)

MAJOR MARKET

SALES-NEWS PERSONS

Northwest Michigan's top AM is going full-time. WV0Y is looking for two heavy-weight news persons who can sell contemporary radio, or two super sales persons who can deliver network quality news. Compensation can total $15,000. Send news tape and sales track, no phone calls. WV0Y, PO Box 237, Charlevoix, MI 49720.

Help Wanted Announcers

We want a great adult entertainer. We're a 50K giant in California... If you're a real communicator. If you know music... If you can work within a format and still sound free... If you love having fun on the air... If you know how to get involved with your audience and how to get your audience involved with you... If you need to be part of an air "Family"... Send us a tape.

PO. Box 1008 New York, New York 10019 An Equal Opportunity Employer

ATLANTA FALCONS PLAY-BY-PLAY

Analyst Also Needed

WGST Radio has secured broadcasting rights to Atlanta Falcons Football. We need an experienced play-by-play announcer with heavy college and pro experience.

We are also seeking an experienced analyst with an excellent technical knowledge of football.

Both positions available during the Falcon season on a part-time basis.

An Equal Opportunity Employer Send tape and resume to Bill Sherard Operations Manager WGST Radio PO. Box 7886 Atlanta, Ga. 30309

Help Wanted News

 MORNING NEWS

Full time morning news plus Big Ten football play-by-play. Send news and play-by-play air samples and resume to Jerry Reid, KSTT, Inc. PO. Box 3788, Davenport, Iowa 52808.
Help Wanted Programing, Production, Others

PROGRAM DIRECTOR
WBNO in Bloomington, Illinois, programs Drake-Chenault's Solid Gold automated, and we're looking for a program director to make sure we remain the number one FM in the market. Strong production, promotion, music and talent mandatory. Send a production tape and some info on yourself to Don Munson.

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.

Situations Wanted Anncoucers

ITS NOT THANKSGIVING but let's talk turley. Bright, off-key, kinda strange DJ ready to be gobpled up. Creative copy, Good sports background... PBP, 1 Yr exp. as afternoon drive DJ, music dir., assit. news director. Good talk show potential. I can put more "stuffing" in your ratings. Management considered. Stan 215-378-9147. Prefer Pa., Md., or N.J. ... request northeast only. Excellent references.

Situations Wanted Programing, Production, Others

Your Next PD
After spending recent years as air talent for ABC and Melromedia, I'm looking to return to programing. Willing to consider PD and air talent combination. Future growth and stability more important than market size. Jarrett Day (713)371-7814.

Program Advisor proven results in major markets. Excellent track record. Now specializing in recovery of medium and small market stations top references in top 40, contemporary RB. Call collect now to Chris Bailey 216-981-1009 or write Chris Bailey 11408 Clifton Blvd., Suite 804 Cleveland, Ohio 44102.

I LEFT RADIO for the summer and it's been a summer getting back in. Looking for position as PD, Med-Large Mkt, or Alt Talent, Large-Major Mkt. A/C or Upl tempo MOR. I have the credentials including who all have been successful Top 30 stations, 30 yrs. old, 8 years full-time in the business. Call or write: John Kramer, 1557 Beachcliff Dr., N.E., Atlanta, Ga., 30329. 404-834-1449.

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.

Placement Service

RADIO-TELEVISION CATV
Looking For A Job?
Mail Us Your Resume Now! William J. Elliott, Jr. & Company, Inc.
6196 Forest Hill Blvd.
Suite 104
West Palm Beach, Florida 33406
305-967-8838

Situations Wanted Programing, Production, Others

Help Wanted Programing, Production, Others

TELEVISION
Help Wanted Sales

IMPORTANT TV SALES MANAGEMENT OPPORTUNITY
With Group-Owned Network Affiliate
This is an important sales management opportunity within a major group.
It will be filled by a first-rate television sales professional who can document a record of steadily growing achievement and responsibility.
Someone who has a firm grasp of both local and national sales operations.
And who has the administrative skills and personal leadership ability this position demands.
Please submit a detailed resume, including all history of your earnings.
All contacts will be held in strictest confidence.

BOX P-39, BROADCASTING.
An Equal Opportunity Employer.

Help Wanted Programing, Production, Others

Situations Wanted Anncoucers

I'm not Robert Redford, but then Marty Feldman didn't make it on his looks either. I'm a young man with the gift of gab, who is very interested in the tube Exp. as co-anchor cable TV news, sports commentary and PBP and as weatherman. Great talk show potential. TV news, sports or weather preferred. Stan 215-378-9147. Prefer PA. MO. or 11 J... northeast only.

Dolphin Productions, Inc.
140 East 80th Street
New York, N.Y. 10021

Employment Service

WE HAVE THE JOBS!!!
Subscribe To:

Box 61, Lincondale, N.Y. 10540
Number "One" in Weekly Nationwide Employment Listings for Radio, TV, D.J.'s, P.D.'s.
News, Announcers, Sales & Engineers.
$15.00 3 mo. (12 issues); $30.00 12 mo. (50 issues) No C.O.D.'s, Please

Financing

IMMEDIATE
CASH AVAILABLE
WE WILL PURCHASE
YOUR ACCOUNTS RECEIVABLE
Money is provided to you on a non recourse basis...therefore, your Financial Statement is not needed. Our funding does not require a long term commitment or contract that will be off your balance sheet.

JUSTIN-BRADLEY ASSOCIATES, INC.
Tower 1-Four Ambassadors
999 South Bayshore Drive
Miami, Florida 33131
305-374-3222.

Business Opportunity

Established, nationwide, media brokerage firm has opening for additional Associate Broker. We work on a commission basis handling the purchase, sale and merger of radio and television stations. Applicant must have good character. Successful sales and/or management record, and be financially responsible. Chapman Associates, 5 Dunwoody Park, Atlanta, Georgia 30324.

Public Notice

ORLEANS, MASSACHUSETTS
Applications for Community Antenna Television Licenses will be received on or before May 10, 1976.

Herbert F. Wilcox
Robert R. Peno, Jr.
Gaston L. Norgard
Orleans Board of Selectmen
Licensing Authority

Miscellaneous

ATTENTION BROADCASTERS
Your clients deserve the best quality jingle at an affordable price. We also have custom station IDs. Both starting as low as $395.00 created and recorded in our own 15' -back MCI Studio. Send for your free demo tape today!

SeeBird Recording Studio
415 N. Ridgewood Avenue
Edgewater, Florida 33332

Wanted To Buy Stations

Qualified buyer interested in majority ownership in profitable medium market AM or FM/AM operation. Can pay all cash if required. Send complete market and financial information with response. All replies held in confidence.

Box A-119, BROADCASTING.

YOU BELONG IN BROADCASTING!
1735 DeSales Street, N.W.
Washington, D.C. 20036

Broadcasting Feb 2 1976 61
For Sale Stations

TOP TEN MARKET
CLASS II FULLTIME
AM STATION
$3,700,000 CASH
Principals only reply to:
Box A-197, BROADCASTING.

Midwest Class B-FM, Priced 2-1/2 times revenues. Outstanding opportunity for medium-market group owner. Price firm at $500,000 cash. Please reply on company letterhead to:
Box A-198, BROADCASTING.

Come South where the living is easy. This Florida fulltime AM with FM companion has the best signal in the market and valuable real estate. The asking price of $750,000 is approximately three times the gross. Grow with Florida by owning this AM/FM combination. No brokers please. Please write Box A-199, BROADCASTING.

FOR SALE
SUBURBAN
NEW YORK CITY
FM
Signal Reaches
New York City
Box P-49,
BROADCASTING.

Southeastern Coast T.V.
Number one facility in robust market. On air twenty (20) years. Network affiliation. New equipment. Gross revenue— $1,300,000 and growing. Cash or terms to qualified buyer.

Southeastern Coast AM
Price—$750,000. Fulltime in booming resort market. Excellent signal. New equipment. Station on air over 35 years. Cash or terms to qualified buyer.

Contact: Edward E. Murrey, III
A/C 615 748-9438
J.C. BRADFORD & COMPANY
Investment Bankers, Nashville, TN

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. Mention the ad in copy enclosed, when a code should be placed. No make goods will be run if an ad is not included.

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

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

No telephone copy accepted.

Rates, classified listings ads:
- Help Wanted: 50c per word—$10.00 weekly minimum.
- Situations Wanted: 40c per word—$5.00 weekly minimum.
- All other classifications: 60c per word—$10.00 weekly minimum.

Add $2.00 for Box Number per issue.

Rates, classified display ads:
- Situations Wanted: Personal ad—$5.00 per inch
- All other: $4.00 per inch
- More than 4" billed at next size rate.

Stations for sale. Wanted by D.B. Pro, Employment Agen-
cies and Business Opportunity advertising requires display space.

Publisher reserves the right to alter Classified copy to con-
mform with the provisions of Title VII of the Civil Rights Act
of 1964, as amended.

Agency Commission only on display space.

Word Count: Include name and address. Name of city/State.

Minimum: Count as two words. Zip Code or phone number including area code counts as one word. Phone number including area code counts as one word. Publisher reserves the right to omit Zip Code and/or abbreviate words if space does not permit. Copy each abbreviation or

chopped words count as two words.

Name

Phone

City

State

Zip

Insert_______ times(s). Starting date__________________ Box No.______

Broadcasting Feb 2 1976
## Broadcasting Stock Index

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exch.</th>
<th>Closing Wed. Jan 18</th>
<th>Closing Wed. Jan 21</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High</th>
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<th>Approx. share capital (000)</th>
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Programming

COLUMBIA PICTURES
DIsney
FILMWAYS
FOUR STAR
GULF + WESTERN
MCA
TELETRONICS INTL.
TRANSMERICA
20TH CENTURY-Fox
WALTER READE**

WARNER
WRATHER

Service

BBDO INC.
CHES.
DUPONT
DOYLE DANE BERNBAUM
FOOTE CONE & BELLING
GRAY ADVERTISING
INTERPUBLIC GROUP
MARVIN JOSEPHSON
MC COMMUNICATIONS
MOVIELAB
MPD VIDEOTEKNICS
Mundie-Harper

Ogilvy & Mather

J. WALTER THOMPSON

Electronics/Manufacturing

ARP
centec
COHU, INC.
CONRAD
DOVER" Printout

FARRON ELECTRIC
GERMANL GE
HARRIS Corp.
Harvel Industries
INTERNATIONAL VIDEO
MICROCOM Associates
3M
NOROTOLA

RTS AMERICAN PHILIPS

EASTMAN KODAK
FARN
GE

Harve1 Industries

Sedv Corp.
Tektronix

TELEMAH

VARIAN ASSOCIATES
WESTINGHOUSE

ZENITH

Standard & Poor's Industrial Average

110.3
110.0 +3

A-American Stock Exchange
AM-Midwest Stock Exchange
NM-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

Stock did not trade on Wednesday, closing price shown is last traded price.
No P/E ratio is computed, company registered net loss.
Stock split.

Weekly highs and lows are drawn from trading days reported by Broadcasting. Actual figures may vary slightly.

PIE ratios are based on earnings per-share figures for the last 12 months, as published by Standard & Poor's Corp or as obtained through Broadcastings own research. Earnings figures are exclusive of extraordinary gains or losses.
ANA Chairman Garrett:
a 3M man, all the way

R. Ross Garrett once dreamed of becoming a dashing foreign correspondent, decked out in battered hat and trench coat, crisscrossing the globe on challenging assignments.

As it turned out, Mr. Garrett stuck pretty close to his adopted Twin Cities home; joined the 3M Co. in St. Paul 29 years ago; climbed steadily up the ladder to the post of executive director, staff marketing, for 3M, and last December was elected chairman of the influential Association of National Advertisers.

"But I did become a newspaperman briefly," Mr. Garrett says. "Right in St. Paul, I worked as a reporter for the Pioneer-Press and the AP while I was still in college."

Mr. Garrett was born in Des Moines, Iowa, but moved around the country as a youngster. His father had been a music teacher but the Depression forced him into sales work. The elder Mr. Garrett rose to sales manager of a firm that published self-improvement courses and he was transferred frequently. The family lived for stretches of time in such places as Enid, Tulsa and Okmulgee in Oklahoma; Sioux City, Iowa; Buffalo, N.Y.; Cincinnati, Milwaukee and Minneapolis.

Mr. Garrett has lived and worked primarily in the Twin Cities area since his late teens, except for a five-year period when 3M assigned him to Los Angeles and Chicago. He is a tall, huskily built man of 53. He has a friendly manner and quiet sense of humor, and laughs at himself easily.

"Even when I was in the Air Force I never got around to flying. I spent two years in pre-flight training."

Following his discharge from the Air Force in 1945, he resumed his education at Macalester College in St. Paul. In 1946 he received a BA degree in communications, which, he says, "consisted mainly of journalism." From 1946 to 1947 he was an assistant instructor in communications and the modern novel and worked on a part-time basis for the 3M Co. He joined 3M fulltime in 1947.

He began as a public relations representative and in 1948 moved into the advertising sector of 3M. He has remained in that general area ever since, expanding his horizon into related activities, including marketing, merchandising and sales development. As executive director of staff marketing services, Mr. Garrett oversees corporate advertising for 3M.

For the mammoth ($3 billion in annual sales) 3M Co., corporate advertising is aimed at communicating the firm's credo: "It's a good climate to grow good products." 3M has 45 product lines, into which are incorporated several thousand different products, including video-tapes, adhesives and coatings, magnetic recording tapes, copying machine paper, photographic paper and chemicals, and duplicating machines.

Mr. Garrett acknowledges that 3M is not a heavy broadcast advertiser (about $6 million annually) because of the industrial nature of its business. Its main advertising thrust is directed to business firms, and specialized publications are a logical outlet. But Mr. Garrett considers television a valuable mechanism for the delivery of corporate advertising messages and to promote those products that are sold directly to the consumer.

Mr. Garrett says that 3M started as a corporate advertiser on TV in 1965, placing substantial funds in documentary programs on ABC-TV. A few years ago the company moved into sponsorship of evening news programs on the three networks and in selected spot markets, and more recently has been involved also with public television.

"We felt that we ought to do something that would help people," he explains. "For example, one year we supported a program called The V.D. Blues and we alerted hospitals throughout the country to the telecast. Some clinics stayed up all night and had people phoning and coming in. Again, with two other PBS telecasts—one on the aging process and another on alcoholism—we worked together with social service agencies and felt we helped in making a small dent in these social problems. A third successful program we were involved in centered on breast cancer."

Mr. Garrett says 3M intends to continue this alliance with public broadcasting, and on the agenda is a one-hour program dealing with the learning disabilities of children. He believes that 3M's association with such programing benefits the company, but emphasizes that the reason for financing such telecasts is basically a desire to make a contribution to the public.

Mr. Garrett has been active in the ANA for 13 years and has found its seminars and meetings valuable forums for the acquisition of information on all facets of advertising. He was named vice chairman in 1975 and succeeded to the post of chairman last December.

"We have about 400 major companies belonging to the association," he says, "and our main objective is to advance the cause of advertising. For a number of years, our main problem has been the encroachment or the threat of encroachment by regulatory agencies on the advertising field."

"It's an important part of our work at the ANA to maintain an educational program directed at government agencies. We find it is necessary to inform these agencies over and over again on what advertising is and is not."

Mr. Garrett says another method of keeping members informed on developments in the various aspects of advertising is the system of ANA policy committees, including one on broadcast. Through committee reports, the total membership keeps abreast of new trends.

Mr. Garrett and his wife enjoy symphony music, the theater and art galleries. He relaxes by boating, skiing and playing the guitar (he earned money in high school and college by playing in dance bands). Perhaps his most unusual hobby is collecting and repairing antique clocks.
Everybody’s target

Both broadcasters and cable operators will find plenty to criticize in the cable-regulation recommendations that emerged last week from the House Communications Subcommittee staff.

Broadcasters will see the prospects of extinction in the proposed rescission of present restrictions on pay-cable siphoning and distant-signal importation. They will be appalled by the suggestion that the nation be wired to its most rural outpost by government-subsidized loans.

Cable operators, however, will take small comfort in the staff’s assertion that the FCC clearly has the power to impose anti-siphoning rules and should do so if the phenomenon develops. They will disagree that local jurisdictions ought to have free rein in regulating cable rates and establishing franchise conditions. They will object to their ultimate consignment to common-carrier status, as proposed by the subcommittee staff. And the copyright proposals in the report are at basic odds with the deals the cable interests are negotiating elsewhere on the Hill.

Nor has the subcommittee staff curried much favor with other agencies of government. The FCC is mercilessly criticized for cruelly disadvantaging cable for the protection of broadcast profits. The White House is accused of abetting the protectionist cause by its prolonged inaction on the cabinet-committee report on cable legislation.

Whatever else it may achieve, the staff report has established the Capitol as the scene of the definitive showdown on future cable regulation. Assuming that the subcommittee chairman, Torbert H. Macdonald (D-Mass.), adheres to his announced plan for extensive hearings, we may expect the first confrontation to be played out in the House this spring.

At this point it is impossible to predict what kind of legislation will eventually emerge, or when. It’s improbable, however, that it will bear more than traces of the document delivered by the staff last week.

Wired nation

Although distasteful to cable operators in some of its details, the scheme of cable deregulation that came from the House Communications Subcommittee staff last week is openly fashioned to expand the cable industry at the expense of television broadcasting. The staff report is contemptuous of broadcast programming and critical of broadcast profits. It accepts the cable promise of a dazzling array of services to be offered if only the government wills controls. And it questions television broadcast occupancy of spectrum space that might be put to other uses.

Those are the standard ingredients in the ideal of the wired nation that cable enthusiasts, including a cadre in government, have been assiduously promoting. The wired-nation advocates have influential confederates in other fields, land-mobile radio, to name one, that would find commercial profit in a reallocation of television frequencies.

The subcommittee staff’s report is conspicuously deficient in projections of the economic cost or public disruption that the conversion of the U.S. television distribution system to cable would entail. Indeed its few ventures into economics betray either ignorance or intentional deception. In suggesting, for example, that there could be a similarity in the costs of rural electrification that was begun in the 1930’s and the costs of subsidizing the building of an infinitely more sophisticated cable system for the hinterlands of the U.S. the staff must be putting us on.

The hard questions remain to be addressed in future presenta-
He brought Washington news to the nation. 
Now he brings Washington...news.

His name is David Schoumacher. For the past 13 years... Washington correspondent for CBS and ABC news. At last report, he was on the Hill. Probing the investigations of the CIA.

Before that it was Watergate.
The Nixon resignation...and Ford.
The Saturday Night Massacre.
The endless days of Viet Nam.
He was there at the moon launch.
And all five Gemini flights. He was there for the Humphrey campaign. Then... he picked up the Nixon beat.

Schoumacher goes back. To Martin Luther King. To the visit of the Pope. Back... to the Kennedy years. From their hopeful beginnings to their tragic ends.

There's history in David Schoumacher. His stories bear witness to that. And now...so will you.

Schoumacher. Anchorman.

News 7. At 6 & 11 pm.
Introducing the lightweight champion!

MICROCAM

Here's the hardest hitting eight pounds in the business. That's right! Just eight pounds for an ultra-miniature, three-Plumbicon®, broadcast-quality color TV camera head, complete with lens and viewfinder.

The associated electronics pack weighs only another three pounds and can be worn on the battery belt. Miniaturization has reduced power consumption to 22 watts, which means a full hour of operation is possible from a 2½ pound battery pack. A two line vertical image enhancer and comb filter are included as standard equipment.

MICROCAM™ will go anywhere, capture anything, live or on tape. It will revolutionize studio programming and remote operations for news, sports, commercials, and special events.

MICROCAM™ also costs less than its heavyweight competitors. Meet the new champ—a broadcast-quality color camera at half the size, half the weight, with half the power consumption.

See the new lightweight champ at the NAB Convention.

THOMSON-CSF LABORATORIES, INC.
37 Brownhouse Road, Stamford, Connecticut 06902
(203) 327-7700 / TWX (710) 474-3346

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