Critical mass of broadcasters faces FCC on cable
Brave new world of programming at NATPE

Broadcasting - Feb 23
The newsweekly of broadcasting and allied arts

13 Classic Thrillers
All first-run off-network
All in color
All major productions
All featuring top stars
All available now

WARNER BROS. TELEVISION
A WARNER COMMUNICATIONS COMPANY
The Doris Day Show
Take a star like Doris Day...put her in a show studded with regulars like Peter Lawford, Kaye Ballard, John Dehner, McLean Stevenson and Rose Marie...sprinkle with such special guests as Henry Fonda, Van Johnson, Patrick O'Neal, Ricardo Montalban and Charles Nelson Reilly...and what have you got?

A series with the perfect ingredients to attract women...the prime target audience for advertisers. During its five year CBS-TV Network run The Doris Day Show was consistently number one in total women viewers and averaged number one in rating and share*.

Now, 128 color half-hours are available for September '76 local scheduling, whenever women and the whole family watch. These shows, never overexposed as a daily network series, are perfect for early evening or primetime stripping.

Indeed, at a time when so few genuine all-family shows are available for those all-important time periods, The Doris Day Show is your recipe for capturing women and the entire family as well.

*Source: Nielsen National, 11 Sept. '68-11 Mar. '73

Meet Doris Day at the NATPE Fairmont Hotel, Suite 660

WORLDVISION ENTERPRISES INC.
The World's Leading Distributor for Independent Television Producers
Let's Make A Deal
starring Monty Hall
America's most popular television game-show is being renewed everywhere for its sixth primetime access season starting September 1976.

Meet Monty Hall at the NATPE Fairmont Hotel, Suite 660
It pays to start at the top!

Viacom.

The Fairmont Suite, 23rd Floor of The Fairmont Hotel, San Francisco.

INTRODUCING AT THE NATPE:
ARA'S WORLD OF SPORTS, MY THREE SONS, OPRYLAND U.S.A.,
THE $64,000 QUESTION, VIACOM FEATURES.

The Price Is Right, The $25,000 Pyramid, The Andy Griffith Show, The Beverly Hillbillies, The Dick Van Dyke Show, Family Affai:
Gunsmoke, Gomer Pyle, Hogan's Heroes, I Love Lucy, Perry Mason, Twilight Zone, Wild, Wild West and other all time favorites.
SRO AT FCC  □ Broadcasters jam meeting with seven commissioners and plead their case against de-regulation of cable. Passions are high but hard facts are few. PAGE 19.

AFTERMATH □ The House votes to investigate leak that led to Village Voice publication of Intelligence Committee's investigation into CIA. In hot seat will be CBS's Dan Schorr, who has been lifted from intelligence beat entirely. Meanwhile White House proposes legislation that would make it crime to leak classified information. PAGE 23.

GIANT STEP □ Senate passes its version of copyright revision bill. Few changes are made on floor, but one of them gives break to small cable systems. PAGE 23.

DEALING WITH DENIALS □ FCC spends busy day working on license protests. Several are set for hearing, two have their permits taken away, and WRC renewal is reaffirmed. PAGE 24.

RADIO RE-DO □ FCC suspects some of its radio-network rules might verge on the archaic. It starts up inquiry machinery. PAGE 24.

IT'S NATPE TIME □ A different programing world greets delegates to 13th annual conference in San Francisco. Family viewing has replaced prime-time access as issue in changing marketplace. PAGE 28. Here's firms exhibiting and what they have to offer. PAGE 38.

SEX AND VIOLENCE □ Screen Actors Guild protests it was unjustly criticized by Senator Pastore, points out that its opposition to family-viewing concept does not imply endorsement of improper programing. PAGE 50.

WILEY DEFENDS □ Convention of secondary-school principals hears FCC chairman maintain family-viewing concept is good and that his role in creating it was legitimate. PAGE 52.

NAB VOTE IS IN □ Seven new members elected to radio board, two to TV board. All incumbents will be back. Changes take place last day of Chicago convention. PAGE 56.

PINCH IN CANADA □ Broadcasters and cable operators in Dominion may face license-renewal problems similar to those of American radio-TV licensees. Canadian court ruling could break down much of traditional protection at license-renewal time. PAGE 62.

'N' TAKEN TO COURT □ Nebraska ETV Commission seeks to enjoin NBC from using new logo, hopes for amicable settlement. PAGE 68.

NEW COMMERCIALS PATTERN □ Different system for prime-time network TV may be evolving as CBS, NBC experiment with longer commercial breaks, but with less frequency, during hour shows. PAGE 67.

TV POWER □ Television Bureau of Advertising's regional sales seminars attract satisfied advertisers who attest to medium's selling prowess. PAGE 70.

FIRESTONE SETTLES □ Company plans to pay for remedial ads under consent agreement with FTC that is approved by Ohio court. PAGE 73.

CABLE WARNED □ Nearing final plans of rulemaking to establish new guidelines for broadcasters in EEO area, FCC's Wiley criticizes cable's employment record, indicates steps will be taken. PAGE 74.

CABLE PENALTIES □ NCTA's Schmidt urges Pastore not to give FCC power to fine systems—at least not at present time. PAGE 74.

NEW CTIC MONEY □ Cable Television Information Center gets grant for 19-month study of government regulatory agencies including FCC. PAGE 74.

CHINESE PUZZLE □ Coverage of Nixon trip to China set by networks despite itinerary and satellite obstacles. PAGE 76.

FLORIDA TEST □ State supreme court sets down rules for broadcast experiment in courtroom coverage. Access progress also made in Alabama. PAGE 78.

CBS INC. FINANCES □ Arthur Taylor amplifies announcement that company had its fourth consecutive record-setting year. PAGE 86.

HOW ABC INC. FARED □ Good news was that 1975 was its first billion-dollar year, but bad news was that profits were less than in 1974. PAGE 88.

MEET MARY CHAUVIN □ NATPE's chief will be very much in evidence in San Francisco this week. Here's some insights on that other president from Grand Rapids. PAGE 113.
Historic marker in York County directs tourists to restored Codorus Furnace, which supplied cannon and cannon balls for Washington's army during the Revolution.
Closed Circuit
Insider report: behind the scene; before the fact

Off network: new twist
Rhodes Productions, which sold Norman Lear's Mary Hartman, Mary Hartman, to 93 stations after three networks turned it down, now has eye on NBC's highest-rated daytime game show, Hollywood Squares, with aim of stripping it in daytime syndication. Sources at Rhodes, which also distributes twice-a-week nighttime version of Squares, say company has already lined up so many stations at NATPE convention now going on in San Francisco, that it will offer Heatter-Quigley, which produces Squares, more money than NBC pays.

Rhodes may have some advantage in negotiating price of daytime Squares. Both it and Heatter-Quigley are subsidiaries of Filmways. If it gets daytime version of program, it will sell it for stripping before 5:30 p.m. to avoid conflicts with scheduling of twice-weekly access-time version.

FCC action
What once was mountain of petitions to deny license renewals confronting FCC has been eroded to hill. Commission in January 1975 counted 215 petitions against renewals of 265 stations; it now has on file 60 petitions against renewals of 70 stations. And that does not reflect large number of petitions that were filed in interim.

Secret of success in reducing backlog is attributed in part to Chairman Richard E. Wiley's strengthening of renewal branch's staff from 14 to 20 professionals and to readiness of commission to deal with renewal matters in batches.

Ways of pay
Pay-television penetration for multipoint distribution service is reported to be double rate achieved by cable television systems. Approximately 11% of homes passed by pay cable are now subscribers; between 20% and 25% of apartment units passed by MDS service are paying to watch. Cheaper monthly subscription rates for MDS service may be key reason for difference. In raw numbers, pay-cable subscribers total about 475,000; pay-MDS subscribers are under 100,000.

Downs and ups
ABC isn't saying how much its TV network earnings declined in last year's fourth quarter, contributing to plunge from $11.1-million corporate profits to $4-million loss for that period (story page 88), but Wall Street sources note that ABC was caught in unique pinch. It had to sell fourth quarter on prior year's ratings, which were far below CBS's and NBC's. ABC's problem was compounded by another pressure that others did share: sharply higher prime-time program costs. Some Wall Street sources figure fourth-quarter sales and prices of other networks were by no means spectacular—somewhere between flat and up moderately—but that market firming solidly for this year's first quarter. ABC, with exceptionally strong ratings comeback, is considered sure bet for biggest first-quarter rate increases as well.

Lessened jeopardy
FCC is mulling policy statement that could pave way for conditional renewal of licenses of up to 50 stations now on deferred list. These are stations with co-owned outlets in renewal hearings on issues involving owner's basic qualifications (usually character), and staff is considering whether it would be legally possible to grant renewals conditioned on outcome of renewal hearings. Question that would have to be resolved is whether operation of station on deferred list has been isolated from that of co-owned station in trouble.

Broadcast Bureau staff, which is working on matter with general counsel's office, is reviewing 50-odd cases to determine if it is possible to sort out those in which operations of deferred stations are sufficiently isolated to permit conditional renewal. Policy statement being contemplated would parallel one commission issued in 1974 dealing with sales of stations with co-owned outlets in trouble.

Sky pilots
All three TV networks are getting experience in domestic satellite transmission, some more than others. What their uses have in common is primarily transport of programming from West Coast—or other pickup points in case of news—to New York for terrestrial networking.

ABC-TV sources say they've used Western Union's Westar satellite since last September for 15-20 hours per month—half-hour each Tuesday, Wednesday and Thursday to feed Good Morning, America material to New York, about five hours per month for news pickups, plus assorted other events. Since early February NBC-TV has been taking five hours per day on parent RCA's Satcom system to relay Tonight from Burbank, Calif., and news and sports coverage from various Western points to New York. CBS-TV officials say they've used satellites occasionally to get news pickups from West to East but have no regular satellite program.

Blow by blow
Latest research on TV violence by Dr. George Gerber of University of Pennsylvania's Annenberg School of Communications will confirm that network adherence to family viewing concept has indeed brought drop in violence at 8-9 p.m. nightly. Whether there has been increase in violence during other time periods, as some suspect, Dr. Gerber is not ready to say. His annual TV violence profile, to be completed by end of March, will, however, show some striking differences among networks in amounts of violence in all time periods. Gerber data isolates kinds of violence, kinds of people involved during entire programming week.

Free loaders
Cable operators see publicity about CATV piracy through illegal hookups as mixed blessing. New York City cable operators, hard hit by problem, want public to know they're committed to prosecute under five-month-old state law that makes cable theft punishable by fine and jail sentence. But in-depth news coverage sometimes explains techniques of tapping cable for free ride and thus compounds problem.

Accordingly, last week Teleprompter Manhattan denied request by CBS News to film story on theft problem.

Lion's den
Ronald Nessen, who was NBC newscaster before joining President Ford as his news secretary in September 1974, will be going back to his old network for one-shot appearance some time in April, but not as newscaster. He has accepted invitation from NBC's Saturday Night—comedy program that finds White House and particularly President Ford inspiration for much of its humor—to serve as guest host.

Bigs and littles
Katz Television is reported to be restructuring itself into two separate organizations—Katz Television American, which will handle larger-market stations, and Katz Television Continental, for smaller-market outlets. New setup is response to changing advertising agency procedures, under which more and more buyers are assigned to accounts on market-size basis rather than geographically.
Canada Dry □ Ginger ale by Canada Dry, New York, will be advertised in extensive campaign using celebrities (including Jimmy Connors, Isaac Hayes, Ethel Merman) with theme "Not too sweet" done to musical parody of "Ain't She Sweet". Network TV 30's in all day parts will run in six-week flights, April through July. Spot TV, some backed by radio, will appear in certain markets depending on individual bottlers. Target audience is adults, 18 to 34. Grey Advertising, New York, is agency.

Ace Hardware □ Various products by Ace Hardware Corp., Chicago, will be advertised in prime-time 30's, May 10 through June 6. Men, 25 to 49, are target audience for spots to run in substantial number of markets. D'Arcy-MacManus & Masius, Chicago, is agency.

General Electric □ Hot Point products will be advertised on spot TV in long list of markets for three weeks, starting in late April. Compton Advertising, New York, is zeroing in on daytime and nighttime fringe periods to reach women, 25 to 49.

Fiat □ Import car, currently in midst of six-week spot-TV flight, will take off on new cycle in mid-April for about two months in estimated 50 markets. TV commercials in fringe and prime periods and within spots shows will be used to reach audience of men, 18 to 35. Agency is Carl Ally, New York.

Cluett, Peabody & Co. □ Lady Arrow shirts will be featured in spot-TV campaign to begin in late April in 30 major markets, with schedules running two weeks or longer, depending on market. Chalk, Nissen, Hanft, New York, is aiming to reach women, 25 to 49, via spots in fringe and prime-time periods.

Keebler □ Two TV flights for Keebler Co.'s (Elmhurst, Ill.) products are scheduled for April 26-May 23 and June 14-July 4, in day and prime-time 30's. Target is women, 25 to 54. Leo Burnett, Chicago, is agency.

Pearl duck □ Dubl-duck hairdryer by Pearl duck, Garden City, N.Y., will be advertised in campaign tentatively set for April 26 through end of May. Marketabilities are out for fringe and day-time TV 30's for spots geared to women, 18 to 34, in number of markets. Zakin & Commorden Advertising, New York, is agency.

Selko Time Corp. □ Company's watches will be highlighted in spot-TV flight set to begin on May 10 and extending through June 6 in more than 30 markets. AC&R Advertising, New York, is seeking audience of men, 25 to 54.

Michelin Tires □ Spring spot-TV effort will be launched in late March for 12 weeks in 42 major markets. Target audience is men, 18 to 49, with Al Paul Letton Advertising, New York, seeking slots on early and late evening news programs and in late fringe periods.

Gillette □ Various products for men and women will be promoted via spot television in extended list of markets from March 29 through June 27. Men and women, 18 to 49, will be target audience for commercials created and placed by Benton & Bowles, New York.

Colgate-Palmolive □ Wilkinson Bonded blades will be given additional support via spot TV for one month, starting on March 22, in nine markets. These markets will provide extra impact to campaign already in progress in 30 top markets. D'Arcy-MacManus Masius, New York, is targeting its messages to men, 18 to 49, via buys on sports and late fringe programs.

Borden Inc. □ Sacramento Tomato Juice will be advertised in spot-radio drive set to begin on March 29 in long list of markets. Hicks & Greist, New York, is aiming to reach women, 35 and over, with commercials appearing in time periods between 6 a.m. and 7 p.m.

Miles Lab □ Flintstones chewable vitamins by Miles Laboratories Consumer Products Division, Elkhart, Ind., begins six-week flight, March 29 through April 25, in approximately 30 markets. Late fringe 30's geared to women, 18 to 49, are handled by Tatham-Laird & Kudner, Chicago.

Mennen □ Protein 21 shampoo, Protein 21 hair spray and Protein 29 men's hair products by The Mennen Co., Morristown, N.J., will begin campaign March 21 for six weeks for Protein 21, geared to women, 12 to 24, and March 29 for four weeks for Protein 29, for men, 18 to 24. Fringe 30's in number of markets are handled by Warren, Muller & Dolobowsky, New York.

Johnson & Johnson □ Various products will be highlighted in spot-TV effort to be launched in mid-March in selected major markets, with flight lasting until mid-April in some markets and until June in others. SSC&B, New York, is looking for time periods slanted toward women, 18 to 49.

Stroehmann Brothers □ Stroehmann Brothers Bread (Williamsport, Pa.) will be advertised in March 15-April 25 campaign, continuation of fall campaign using theme "Tastes great because we bake it great." Daytime and fringe 30's

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**BAR reports television-network sales as of Feb. 8**

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<th>Day parts</th>
<th>Total minutes week ended Feb. 8</th>
<th>Total dollars week ended Feb. 8</th>
<th>1976 total minutes</th>
<th>1976 total dollars year to date</th>
<th>1975 total dollars year to date</th>
<th>% change from 1975</th>
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<td>Sign-on 10 a.m.</td>
<td>130</td>
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<td>6 p.m.-7:30 p.m.</td>
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<td>$291,587,800</td>
<td>$260,264,300</td>
<td>+12.0</td>
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Source: Broadcast Advertisers Reports
He'll run and run and run and run for you.

mcatv

The Six Million Dollar Man

(MCA TV Hospitality Suite 210, Fairmont Hotel)

Union Fidelity Insurance

Company's cancer insurance policy will be advertised for one week in spot television in substantial number of markets, starting in early March. Gaynor Media, New York, is handling buy with commercials slanted toward men and women, 35 and over.

Campbell Soup

Company's new "For One" product is being introduced via spot-TV campaign in limited number of markets, starting in early March and continuing for six weeks. New product is being directed toward women, 25 to 54, with time buying handled by Foote, Cone & Belding, New York.

O.M. Scott & Sons

Turf Builder will be given special push via spot TV in about 60 markets starting on March 6 and continuing through May 9. Doyle Dane Bernbach, New York, is directing its commercials to men, 25 to 64.

Books


Dr. Guimary, an associate professor of journalism at Portland State University in Oregon has placed the citizen movement in broadcasting in an historical perspective, tracing its origins beyond the early 1960's, when a few blacks and representatives of the United Church of Christ petitioned the FCC to deny the renewal applications of Jackson, Miss., television stations, to the very beginning of commercial radio itself, in the 1920's. Of course, things were different then, when largely middle class groups organized themselves into a network of councils that were supported by the National Association of Broadcasters and the FCC. But some things were the same -- concern about children's programming, for one. But the vigor with which citizen groups, most of them involving minority-group members, are attacking renewal applications is different, and so is the effect the groups are having on broadcasting.

Dr. Guimary believes the ideal citizen group would attempt to work with broadcasters on an informal basis. But he believes that on balance the public has gained "value and benefit" from the "link between citizens and broadcasters." And, he says, both the FCC and broadcasters should adopt new attitudes and policies to encourage citizen participation.

Indeed, although he expresses regret at the lack of receptivity on the part of broadcasters and network officials toward citizen groups, he sees history "repeating itself" in the NAB's increasing realization of the importance and potential value (or threat) of citizen feedback and citizen participation in broadcasting. For consumerism is too strong to reject, he says, "and commercial broadcasters most likely realize they would be wise to cooperate with such groups if they wish to retain their licenses."


Stanley Field, an academician and retired Army documentary writer and producer, says that "little or nothing" has been written on the minidocumentary, although the form has been used for more than a decade. He set out to fill that gap and turned up with a simple overview direct from the source.

Mr. Field focuses on Washington's four VHF outlets (three networks affiliates and one independent). More often than not, he lets the minidoc scripts speak for themselves. But he supplements that with cameramen who explain what equipment they use, and news directors and reporters who explain their techniques.

The author also provides a chapter on structure, from opening statement through summation to follow-up. He concludes the book with the results of a letter survey he conducted among stations which lists such information as the most commonly handled subjects. This survey confirms Mr. Field's belief that on the local level, "the minidocumentary has become a way of life for newscasts."


A simplistic view for outsiders to "get a feeling for the kind of women who are actively making it [television] their profession." A wide variety of careers available to women and their limited power at the top is made evident through interviews with those in the field.
The DMA rating point. For which spot buyers pay a bundle in the New York market.

“The Honeymooners” on WPIX-TV delivers more 18-34 women and more 18-49 women per DMA rating point than any other program on New York stations, weeknights from 11:00 to 11:30!

That’s a point worth looking into:

Among “The Honeymooners’” total women audience, 49% are 18-34 and 80% are 18-49. No competing program comes close to matching these figures.

And at a time of night when television’s sets-in-use are dropping sharply, “The Honeymooners” shows a 150% higher rating, a 233% higher share, 575% more 18-34 women and 329% more 18-49 women than its lead-in program!

The real point is: after 25 years, our honeymooners still perform with the exuberance of newlyweds.

“The Honeymooners” from Viacom

Visit us at the Fairmont Suite, 23rd Floor of the Fairmont Hotel, San Francisco.

Source: NSI, Nov. 1975. Audience estimates subject to qualifications available on request.
IRTF: an investment for the future

The survival of any species is related to its ability to reproduce itself. And the communications industry’s ability to survive is related to its ability to discover new talent coming up each year at our colleges and universities.

Whether you are a radio or television station, a rep, an advertising agency or an allied company, you already know the difficulties of securing top-rated personnel for your requirements. What you may not know is that for the last half dozen years, the International Radio and Television Society and Foundation (IRTS and IRTF) have developed and implemented several educational programs as a means of informing college students as to what we are all about. These programs are the seeds of knowledge from which the replenishing process is born.

There are three annual educational programs under the IRTS-IRTF banner. The largest is the college conference, which is open to college-level juniors and seniors. The conferences are held in New York over a three- to four-day period with leaders of our industry conducting panels and talks on our business. These conferences are informative and lively, and many attendees have already “graduated” into our ranks.

The faculty-industry seminar, held annually at Tarritry, N.Y., covers similar subjects but at college-faculty levels. This update on communications is also handled by executives in the radio and television business.

The third project is the internship program. Each summer from six to eight students are selected by IRTF and invited at IRTF cost to spend six intensified learning weeks in New York. In all of these programs the seminars, panels, lecturers, working labs, etc., are provided gratis by the many companies in our industry. However, the out-of-pocket costs for these programs are still large.

Since its inception, IRTS has underwritten 13 college conferences and five faculty-industry seminars. During this period an annual average of over 70 schools, 200 students and 60 faculty members have attended projects underwritten by the foundation. In addition, during the past six years the foundation has underwritten the summer internship program, which to date has brought 36 students to New York, and grants have been given to the foundation on a continuing basis of from, three to five years so that projects could be properly planned and financially supported.

Avram Butensky joined Dancer-Fitzgerald-Sample in 1955 and became a senior vice president, senior associate media director in January 1972, overseeing all local radio and television buying for all accounts at DFS. In 1973 he was elected to the board of directors of the International Radio and Television Foundation Inc. He served as treasurer of the organization in 1974 and was elected president in 1975. The International Radio and Television Foundation was incorporated in 1962, in order to provide funds to the International Radio and Television Society to broaden its education programs and provide financial support to fund these programs.

The rub is that the dimensions of these all-encompassing learning programs, are based on how much money one has to spend. In 1975, for example, there was no college conference. In 1976 plans are to do better. For what has already been accomplished much credit must be given to the three commercial television networks, which have contributed massive financial support. Thanks must also go to scores of other companies in our business that have also participated. Unfortunately, there are still companies which directly or indirectly benefit from these educational programs that have not participated.

How then can a program devoted to the restocking of our most important resource—people—replenish itself. If you come into this business as I did, then you stumbled in by accident—without any idea as to what it is all about.

Today, the communications business is an entity unto itself. That which didn’t exist at the college level 10 years ago is now a part of everyday college curricula. This change didn’t happen by accident. It needed a push, and today, as anyone knows, if you want something you’ve got to go out and make it happen. IRTS-IRTF and other organizations are providing that push, but an annual replenishing of dollars is needed to succeed. Success in this case requires the financial as well as the moral support of all companies in our business.

As we look to the future for expansion, the goals and the objectives of the society and the foundation should be noted. Here are some of them:

- To enlarge the college conference and provide greater opportunities for students to attend by providing funds for travel grants.
- To enlarge the faculty-industry seminar and provide funds for more attendees, semiannual seminars, and, where necessary, provide travel grants.
- To develop facsimiles and adaptations of the New York-based programs for other areas of the United States.
- To provide to both the industry and college conferences audio-visual recording facilities that will enable these conferences to be taped for curriculum use.
- To enlarge the internship program to include more candidates and to expand to other major cities.
- To initiate research in order to provide better input for curriculum for the conferences.
- To publish books and pamphlets on the industry and college conferences and make this material available for teacher and student reference.
- To broaden relationships with universities and colleges so that material can be developed for use in schools of communications, advertising and marketing.

All in all, while these educational programs have been highly praised, and have been well done, they do require the financial support of the many companies encompassing the communications industry.
Still #1 with you-know-who.

Sources: NSI/ARB, November, 1975. Estimates are subject to qualifications of the rating services.

DINAH!

Visit with us at NATPE.
Diplomat Suite/Fairmont Hotel
Major meetings

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

Feb. 22-25 — Bicentennial combined conventions of the National Association of Broadcasters and the National Religious Broadcasters. Among speakers: President Gerald R. Ford, FCC Chairman Richard E. Willey; Representative John B. Conlan (R-Ariz.) and Dr. David McKenna, Seattle Pacific College. Shoreham Americana hotel, Washington, D.C.


Feb. 23—Bicentennial breakfast of San Francisco chapter of The National Academy of Television Arts and Sciences. FCC Chairman Richard E. Willey will be saluted with chairman making brief remarks and participating in a question-and-answer period. Hotel St. Francis, San Francisco.


Feb. 25 — Radio-Television Council of Greater Cleveland's fifth annual "Take A Broadcaster to Lunch" FCC Commissioner Benjamin L. Hooks will be speaker. Sheraton Cleveland hotel, Cleveland.


Feb. 26 — Community Antenna Television Association board meeting, CATA 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 ABAS National College of the State Judiciary University of Nevada in Reno.

March

March 1 — Deadline for radio and television entries in 19th annual competition for Gavel Awards of the American Bar Association for programing "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 services and news syndicates). Deadlines for books will be Feb. 1. Entry form and information: Gavel Awards, ABA, 1155 East 60th Street, Chicago 60637.

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

March 1—Deadline for entries in The Scripps-Howard Foundation's Roy W. Howard Public Service Awards for public-service reporting in 1975. Cash grants (not to exceed $2,500) and bronze plaques will be given in newspaper, radio and TV station categories. Runner-up prizes of $1,000 and $500 may also be awarded. No entry blank required, but sponsoring letter explaining entry should be appended to entry by newspaper editor or station manager. WMC building, 1960 Union Avenue, Memphis 38104.

March 1 — Deadline for nominations for awards to be presented April 26 at Broadcasting Industry Conference of San Francisco State University Categories: Broadcast Preceptor Awards for individuals; Broadcast Media Awards for local programing in six categories and each of four groups covering commercial and noncommercial radio and TV; CATV Community Service Awards. Contact: Janet Lee Miller, San Francisco State University, 1650 Holloway Avenue, San Francisco 94132. (415) 469-2456.

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

March 3 — Radio Advertising Bureau co-op sales clinic. Hyatt Regency-O'Hare, Chicago.


March 5 — FCC's deadline for comments on its inquiry on preparations for 1977 World Administrative Radio Conference for planning of broadcast-satellite service in 11.7 to 12.2 ghz band (Docket 20468). Replies are due March 24, FCC, Washington.

March 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, Minneapolis.

March 8-10 — Fifth annual seminar for client stations of The BIAS (Broadcast Industry Automated System) Division of Data Communications Corp., Corp. Speakers will be Terry Gait, Broadcast Data Services which operates BIAS system in London, and Frank U. Fletcher, Washington communications attorney, Regency hotel, Memphis.

March 10 — FCC's deadline for comments on proposed rulemaking to allow captioning of TV programs for the deaf using vertical blanking interval (Docket 20693). Reply comments are due March 24, FCC, Washington.

March 12 — FCC's new deadline for comments on proposed changes of mandatory regulation of cable system rates by local or state franchising authorities (Docket 20681). Replies are now due April 9, FCC, Washington.


March 15 — Deadline for entries in annual Broadcast Promotion Association/Michigan State University awards competition for excellence in broadcast promotion. Twenty categories established, including new one for community events or attractions. Open to BPA members and nonmember stations. For information and entry forms: BPA, Box 5102, Lancaster, Pa. 17601.

March 15 — Deadline for submission of entries for Radio and Television News Directors Foundation Scholarship Awards. Submissions are to be made to department head of student's school. Eligible: any sophomore or advanced undergraduate whose objective is broadcast news and who has declared a major in broadcast journalism. Interested students should continued on page 97
EBS dissent

EDITOR: How long will broadcasters be bullied into "voluntary compliance" with the absurd new EBS rules? By its own report and order, the FCC states that the two-tone system's primary purpose is for interstation signalling, rather than for a home warning. Nonetheless, it refuses to exempt from the encoding procedure the countless hundreds of stations to which no other station is required to listen. Does it make sense to send this intrusive noise over the air to only that audience the FCC says need not hear it? Or was "sense" not one of the commission's criteria? —Kenneth R. Harris, executive vice president and general manager, WVIP-AM-FM Mount Kisco, N.Y.

Saturday night's not all right

EDITOR: Occasionally, in dial hopping on Saturday night, I have stumbled on the late-night bill of goods being offered by NBC-TV. As a broadcaster and a citizen, I must register total disgust.

This is a perfect example of an attitude that dominates our "entertainment" scene these days: "Morality" or "bad taste" or "good taste" do not change with the times. What was garbage 10 years ago is still garbage. —Dale Z. Dawson, general manager, WTH(AM) Gary, Ind.

Non-conspiracy theory

EDITOR: I was extremely distressed after reading Joseph Heston's letter ("Open Mike," Jan. 12). How unfortunate that this man contends the reason he has not been able to secure employment in broadcasting is the implementation of affirmative action guidelines set down by the FCC.

I, like Mr. Heston, am a radio-television graduate (from the University of Wisconsin-Oshkosh). I have completed one year of graduate study in mass communications (at Illinois State University). I, too, have had limited experience in radio and television, the bulk of it gained at the public radio station and television center of UW-O. And I, too, have outstanding references.

Then why is it that I—a young, aggressive black woman—cannot find employment in broadcasting? If I am to believe that what Mr. Heston says is true, then I would have to admit that I am living proof that the implementation of affirmative action guidelines is not working for those whom they are meant to help. But I do not choose to believe in Mr. Heston's assessment.

The real reason goes far beyond affirmative action rulings. Can't the joblessness of many communications graduates be due to the fact that there is just an over-supply of individuals who are trained in broadcasting? Isn't it true that less than half of the graduates of communications programs of institutions of higher education will be "meaningfully" employed in the communications industry? In today's extremely competitive job market, it simply is just not enough to be a graduate of a communications program, whether white, black, brown, yellow, male or female. —Guendolyn Kelly, Harvey, Ill.

The 'Sourcebook'

EDITOR: The 1976 Cable Sourcebook is another gem among the publications Broadcasting has issued. Including network affiliations with the stations carried in each cable system's listing will be a boon for many involved with broadcasters as well as cable companies. —Charles E. Everett, Sag Harbor, N.Y.

Still in demand

EDITOR: Broadcasting continues to make its own worthwhile contribution to the business it covers. Thanks for the issue on "The First Amendment and the Fifth Estate" (Broadcasting, Jan. 5). The St. Louis section was covered accurately, fairly and interestingly. —Max Roby, anchorman, KSDK-TV St. Louis.

EDITOR: Having just taken part in a local seminar dealing with the subject of free press vs. fair trial, I found the special report in the Jan. 5 issue comprehensive and timely. Your magazine has performed a vital service to everyone in broadcasting who is interested in preserving a vital and viable news media. —Irv Weinstein, news director, WKBW-TV Buffalo, N.Y.

EDITOR: I would like to know if it is possible to obtain two more copies of your special report.—Representative Henry B. Gonzalez (D-Tex.), U.S. Congress.

(Limited quantities of the Jan. 5 issue are still available. The single copy price is $2.50.)
In 1975, for the 20th year in a row, the American public made the CBS Television Network its first choice in primetime entertainment. And what a 20-years for perennial winning:

*With all those people out there*: Since 1956, CBS Television has entertained close to one quarter of a billion Americans—performing in history’s largest and most richly diversified theater.

*With so much else to compete with*: Year after year, CBS programs won not only a plurality over rival broadcast offerings, but a landslide victory over all other leisure alternatives.

*With so much national tension*: Television breaks through stress and strain. In troubled times, a nightly festival of talent—and comedy, drama, and adventure—has been a balancing force for sanity. The public most often turned to CBS for relief from the day’s pressures. And for new uses of laughter: to cushion change and bridge divisions.

*With so much informed selection*: Television viewers know their own minds: Whether in checking program listings or shopping around the dials. In what other field can people sample alternatives so quickly—and select and reject? Season after season, the viewer controls a continuous process of individual choice. The most responsive network receives the encore.

A 20-year accolade—made of choices by the billion.

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1 Nielsen Television Index estimates indicate more households tuned to the average minute of CBS prime time (Monday-Sunday 7:30 pm-11:00 pm) programs than to any other network in each calendar year 1956-1975 Subject to qualifications available on request.

2 U.S. Census Bureau statistics.
**Top of the Week**

**Broadcasters swarm at FCC to protest looser rules for cable**

Small-market operators cite loss of business and audience from cable importations now; bigs see much larger dangers; FCC keeps asking for facts

Some 160 broadcasters from around the country, taking a leaf from the book of so many of their antagonists as "activists in a cause," descended on the FCC last week in hope of persuading it to abandon what they see as a relaxation of its restrictions on cable television.

Seven spokesmen for the group, which overflowed the commission meeting room, warned the commission it was on a course that could lead to the extinction of small-market television stations at least and to a reduction in the quality of service now received by television viewers generally.

The presentation, arranged by the National Association of Broadcasters, came at a time when the tide of opinion in government and outside it seems to be running with cable television. The tide reached flood stage in the House Communications Subcommittee staff report urging a general de-regulation of cable (Broadcasting, Feb. 2).

And it is lapping at the FCC. Chairman Richard E. Wiley saw more than a touch of irony in broadcasters' criticism of the commission for "diluting" the cable television rules, as they put it in a petition they presented. "At the same time that you are criticizing us," he said to Wilson Wearn, president of Multimedia Broadcasting Co., of Greenville, S.C., and NAB chairman, "we get a lot of criticism from the Congress, the White House Domestic Council, the Office of Telecommunications Policy, and the Justice Department" for allegedly hobbling cable's growth.

And in response to comments by Samuel S. Carey, of WBOC-TV Salisbury, Md., Mr. Wiley said, jokingly, "We always get criticism of how pro-broadcasting we are. So lay it on. We need this criticism."

Some of the criticism was harsh. Bill Bengston, of KOAM-TV Pittsburg, Kan., taking his cue from a speech in which Chairman Wiley recited steps the commission had taken to de-regulate cable (Broadcasting, Feb. 2), said, "I resent the fact that your mind is already made up and that you will not listen to the logic that we are presenting to you and will not accept the facts as they actually are."

The broadcasters' presentation, which consumed about two hours of the latest in a series of en banc meetings the commission has been holding with industry and public-interest groups, was regarded by some commissioners as reasonably effective. Chairman Wiley said he thought the statements were "pretty good," interested him and helped focus attention of the commission and Congress on the issues.

But he also said he didn't agree with everything that was said.

Although some of the NAB spokesmen talked of the need to reverse the commission's de-regulatory policy, it seemed unlikely there would be reversal of such actions as repeal of the antileapfrogging rule and the decision to increase the size of cable systems that come under commission jurisdiction. But commission officials assumed the real aim of the broadcasters was, as one said, "prophylactic"—to guard against further de-regulatory actions.

The broadcasters, who represented 35 states and the District of Columbia, did not restrict their activities to their appearance before the commission. Many later visited Capitol Hill to call on their senators and representatives and urge support of two pending measures—the copyright bill, which would require cable systems to pay fees for the programs they transmit, and a resolution expressing the intent of Congress that pay cable not be permitted to siphon programing from commercial television.

However effective the presentation at the commission, it brought to light the views of a number of commission officials that the NAB has been badly outclassed by the National Cable Television Association in lobbying—not in terms of arm twisting, one official said, but in terms of making factual, reasoned presentations.

"The NAB relies on rhetoric and cries of horror," one official said. "The NCTA is light years ahead of them," he said. "They don't do their homework."

Chairman Wiley appeared to reflect some of that feeling at the meeting, when he stressed several times the need for hard evidence. "The factual presentations are what's going to settle these things as they come up," he told Mr. Bengston. "No one has a grand plan for a wired nation or a grand plan for a nonwired nation. We'll do these things one at a time based on evidence. Maybe the presentations have not been as good as they should have been."

He also chided Mr. Bengston for the failure of the 100-plus market television committee, which he heads, for failing to
FCC activists. Chairman Richard Wiley (I) and Commissioners Glen Robinson and James Quello (in background, picture on right) fielded most of the comments made by broadcasters at last week's en banc session. Mr. Robinson came off as the villain in the piece, from the anti-cable point of view.

Petitioners. These eight spokesmen carried broadcasting's message to the FCC last week: Cable has the capability of doing us in. Star witness was Sam Carey of wsoctv Salisbury, Md., a UHF station whose market has been invaded—and whose commercial viability has been threatened—by a cable system importing signals from both Washington and Baltimore. Mr. Carey testified against a cable monopoly. Commissioner Robinson countered by noting that Mr. Carey's was the only broadcast game in town.
follow up on the chairman’s suggestion to form a committee to discuss cable deregulation. “If we make a mistake, we’ll revisit it,” he said. Mr. Bengston said material is being prepared on the issue.

And Commissioner James Quello, who said he was one commissioner who felt the commission had gone “far enough, perhaps too far,” in de-regulating cable, also suggested that NAB’s efforts at persuasion were deficient. “We need facts... We need specific case histories” to support arguments that cable de-regulation would harm broadcasting. Later, he indicated that the NAB presentation as a demonstration of broadcaster interest. “Some people had wondered if broadcasters were too proud to testify,” he said.

It was NAB President Vincent Wasilewski who introduced the broadcasters’ spokesmen as having become “activists in a cause” and who quoted the group’s petition to the commission as saying that broadcasters’ concern about cable de-regulation “springs from the damage that further dilution of the cable rules will do to local, over-the-air television service and consequently to the millions of Americans it serves.”

Some of the spokesmen dealt with some of the facts the commissioners said they wanted, as well as rhetoric. The man who apparently most impressed his colleagues in that connection was Mr. Carey of Salisbury, Md., the 165th market. He related, as he had when he and a group of broadcasters met with the White House Domestic Council’s regulatory reform group on the cable de-regulation issue last fall, that a national advertiser had reduced by 40% the money spent in his station because of the “spill-over” of other television signals imported by the cable systems in the area.

He also said his research turned up 13 other small-market stations similarly affected by cable imports. “What you are allowing in broadcast regulation of cable at the expense of broadcast TV will force small-market TV stations off the air,” said Mr. Carey. “For what has happened with one advertiser and 14 stations will soon multiply.”

Warming to his subject, Mr. Carey said the Salisbury cable system, which has 95% penetration in the town, has none of the objections to competition does, yet has a franchise that permits it to serve subscribers for $6.95 per month, or for a total of $15.90 to cover pay cable service, and he added, “That’s a pretty good franchise, a monopoly operation, with no production costs.”

But Commissioner Glen O. Robinson, who through the presentation indicated little sympathy for the broadcasters’ position, was quick to note that WBOC-TV is the only television station in Salisbury. “They have a monopoly with one system, but you don’t have a monopoly with one television station?” Mr. Robinson asked.

Mr. Bengston, too, cited what he indicated were real-world facts. He said the substitution of mileage zones for contour zones in determining the area within which a station would be protected from cable competition, coupled with the elimination of systems with fewer than 10,000 subscribers as counted from the head end, has reduced the systems required to protect his station from 17 to 11 and resulted in his station’s loss of 6,500 homes, or about 5% of its area of dominant influence.

Bob Rice, president and general manager of KTVT(TV) Fort Worth, chairman of the Association of Independent Television Stations, also put forward evidence he felt supported the anticable case. He said a CATV impact study done in the Fresno, Calif., market showed that importation by cable of station programming into Peoria has handicapped the station in its choice of programs. “What 40,000 households on cable can view now affects what 160,000 TV households will, in all likelihood, not view,” he said. “Yet our unwillingness to buy such duplicated programming invites viewers to become cable homes. Is this ‘can’t win for losing’ battle in the public interest?”

James B. Terrell, of KTV(TV) Fort Worth, chairman of the Association of Independent Television Stations, also put forward evidence he felt supported the anticable case. He said a CATV impact study done in the Fresno, Calif., market showed that importation by cable of station programming into Peoria has handicapped the station in its choice of programs. “What 40,000 households on cable can view now affects what 160,000 TV households will, in all likelihood, not view,” he said. “Yet our unwillingness to buy such duplicated programming invites viewers to become cable homes. Is this ‘can’t win for losing’ battle in the public interest?”

Mr. Wearn’s main thesis was that broadcasters had been “mislaid” in 1971 when they were persuaded by Clay T. Whitehead, then director of OTP, and Dean Burch, then chairman of the FCC, to sign the consensus agreement with representatives of the cable industry and with copyright owners. The agreement, which paved the way for the commission’s adoption of the cable rules in 1972, involved an understanding that all three sides would support copyright legislation, and would submit to arbitration if they could not agree on a bill.

But, Mr. Wearn said, over the past four years, the cable industry “has blatantly reneged on supporting the copyright provision of the agreement,” and the commission, “over vigorous objections from the NAB, has seen fit not only to implement the new cable rules, but even to relax them, time after time after time.”

Mr. Wearn said the commission, far from attempting to hold the cable industry to its promise, was solicitous of its well-being, and he reached back for a BROADCASTING "Closed Circuit" published in October 1973 to make his point. The item described a private meeting that officers and directors of the National Cable Television Association and representatives of a New York brokerage house held with six FCC commissioners to discuss the cable industry’s economic health and said the message the commissioners received was that the cable was heading into bad times that would get worse unless the commission released its restrictions on the industry. “It appears,” said Mr. Wearn, “that cable has gotten just about everything they asked for in that closed meeting.”

Mr. Wearn’s presentation regarding the consensus agreement did not seem to move the commission. In fact, Commissioner Robinson noted that the broadcasters, in signing the agreement, had not sacrificed their right to protest any relaxation of the restrictions on cable. And he suggested that the broadcasters had been naive in signing the agreement. “Did you think a regulatory agency could bind itself forever by a private agreement?” he asked. Mr. Wearn indicated he thought the commission had indeed been bound.

C. Wrede Petersmeyer, president of Corintian Broadcasting Co., attacked the argument that removing restrictions on cable would not be dangerous because they could be reimposed in the event that became necessary. He called that argument “fatuous,” contending that, once restrictions were removed, forces would be set in motion that could not be reversed and the public would lose. What’s more, he said, by the time injury became widespread, the potential for expansion of conventional television had been “restricted if not totally destroyed.”

Lawrence H. Rogers, president of Taft Broadcasting Co., echoed the broadcasters’ long-standing contention that cable should operate solely as a supplemental service, that it should provide access to the-air signals otherwise denied an area because of terrain or other factors, or provide for "a few programs otherwise unavailable by any means." These are "legitimate businesses which deserve to be encouraged—but not at the cost of denying the U.S. public a service for which they themselves have voted with their dollars and their dials," he said. "There is no
public-interest requirement that the federal government subsidize cable development.”

Representatives of the broadcasting industry were not the only ones the commission heard expressing concern about cable television last week. Jack Valenti, president of the Motion Picture Association of America, said the commission would not let passage of copyright legislation, if it comes, persuade it to relax all restrictions on cable’s importation of distant programs.

Mr. Valenti’s concern was for the copyright owners. For while the original copyright bill would have applied copyright owners of some $13.8 million per year in fees, the bill that was awaiting a Senate vote as he testified would provide only half that much, with revision possible only once over the next 15 years. And a bill pending in the House, he noted, would reduce the total to $2.1 million.

Accordingly, he said, copyright owners cannot count on copyright legislation for cable protection, and need the protection of some form of market exclusivity. “The alternative to that stance,” he said, “is to rip off, erode and eventually destroy the syndication market for programing—which is the arena from which all television producers hope to recoup their investments for prime-time programing.”

The broadcasters who heard Mr. Valenti’s presentation received it with mixed emotions. They sympathized with his plea for a retention of restrictions on distant signals, but, as Chairman Wiley noted, the MPAA is out of phase with broadcasters on the question of pay cable—it would remove all restrictions on that service.

A number of NCTA officials were in the audience last week, listening to the broadcasters and Mr. Valenti. They have requested and will be given time to present cable’s views on cable regulation, at the next en banc meeting. That is now scheduled for May.

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**Masla representative firm absorbs Century National**

Merger of Century National Sales into Jack Masla & Co., the radio station rep firm, has been announced by Jack Masla, president of the surviving firm, who says 15 or 16 of Century’s 28-station list will join Masla’s, being trimmed down from 86, to form a new list of about 95 stations. Dick Warshaw and Arnold Taylor, who joined President Gordon Potter in acquiring Century National Sales from Century Broadcasting Corp. last summer, have joined the Masla firm. Mr. Warshaw in New York as VP and national sales manager, Mr. Taylor in Chicago as VP in charge of Midwest operations. Mr. Potter’s future plans have not been disclosed. Mr. Masla said that stations moving to the Masla list include three Century Broadcasting and all three GCC Communications FM stations: KQOQ(AM) Los Angeles and KUPD-AM-FM Tempe, Ariz. The merger was effective Feb. 16.

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**In Brief**

- FCC will face House Communications Subcommittee in two days of Oversight hearings next week (March 2 and 3). On agenda, according to Chairman Torbert Macdonald (D-Mass.), are: children’s TV advertising, political broadcasting, equal-employment-opportunity policy and enforcement, FCC procedural reforms, availability of VHF frequencies to public broadcasting, prime-time access rule, license renewal, community ascertainment, radio formats, Citizens Band radio and radio frequency interference. ■ President Ford is expected to name Calvin J. Collier, 37, associate director of White House Office of Management and Budget for economics and government, as chairman of Federal Trade Commission. Mr. Collier served as FTC general counsel from 1973 to 1975, would take over from acting chairman, Paul Rand Dixon, in job since resignation of Lewis A. Engman. President also is expected to name Thomas Sowell, author and economics professor at University of California at Los Angeles, to fill FTC seat vacated by Mayo J. Thompson last September. Mr. Sowell would be second black commissioner in FTC’s history. ■ FTC said Friday that it plans to investigate advertising codes and self-regulatory reviews to see if comparative advertising—citing specific competitors, as opposed to “Brand X”—is being restrained. Announcement drew immediate opposition from Howard Bell, president of American Advertising Federation, who called it “perplexing and [possibly] counterproductive.” ■ Various locals of American Federation of Television and Radio Artists have completed ratification of new three-year contract covering performers appearing in television and radio commercials. Contract still awaits ratification by Screen Actors Guild, but that’s expected by Feb. 27. Unions won increases of more than 20% in rates and fees for television work (Broadcasting, Dec. 22, 1975). Radio increases, for AFTRA alone, amounted to about 25%. Industry sources estimate that payment to TV performers will rise by $13 million to $15 million annually, exclusive of cost-offiving increases. ■ Presiding judge granted motion for directed acquittal of Carmina DeNola, defendant in tax-fraud trial in Newark, N.J. (early story page 52), but denied motions for acquittal of remaining six, all officials of Brunswick Records. Their attorneys then rested their case without calling witnesses. Jury deliberations were expected to start shortly. Mr. DeNoia was identified as business acquaintance of Brunswick officials, and his attorney insisted he had no knowledge of—and that no evidence linked him with—alleged wrongdoing. ■ CBS correspondent Daniel Schorr, currently in national spotlight for his role in leak of House Intelligence Committee secret report, will address luncheon of Washington Press Club Wednesday (Feb. 25) at Sheraton-Carlton hotel. ■ Office of Telecommunications Policy has submitted to Office of Management and Budget draft legislation that would designate subsidiary of Communications Satellite Corp. to represent U.S. in provision of international mobile satellite services. Voice, data, radio-determination and air traffic control communications to mobile terminals on ships and aircraft are contemplated in bill. ■ Cameramen on location in Los Angeles last Thursday for NBC-TV’s Jigsaw John police series found themselves in midst of real-life violence that spilled over into filming.UPI reported that bleeding young men stumbled onto location after student of computer school allegedly opened fire on room full of students, killing one and wounding seven with sawed-off shotgun. Retired policeman working with TV crew felled suspect, who was reported in serious condition with two bullet wounds in chest. ■ Comcast Corp., Balta Cynwyd, Pa., multiple-system owner, has completed acquisition from Lamb Communications of two cable systems passing 50,000 homes and serving 22,000 subscribers in Flint, Hillsdale and Jonesville, Mich., and unbuilt franchises in Flint suburbs of Grand Blanc, Burton and Mount Morris on which construction will start immediately with initial financing from Home Life Insurance Co. and Pittsburgh National Bank. Price: $5.5 million. ■ FCC Commissioner Glen O. Robinson, whose term ends June 30, has decided to accept professorship at University of Virginia law school, effective next fall (Broadcasting, Jan. 12). ■ Mary Wells Lawrence, board chairman and chief executive officer, Wells, Rich, Greene, New York, got salary raise from $210,000 to $225,000 a year, effective last November, according to agency’s proxy statement. She also earned $94,953 incentive pay in fiscal year ending last Oct. 31. Since May 1969 she has additionally been accumulating deferred compensation of $30,000 per year. ■ Metromedia Inc. reported 1975 revenues of $212,979,563 ($202,158,050 in 1974) and 1975 profits of $14,081,506 ($12,15 per share), 11% increase over 1974 profits of $5,881,795 ($1.02 per share).
Schorr under congressional gun for leak

CBS correspondent is subject of resolution directing investigation into circumstances of CIA report being published in 'Village Voice'; network takes him off intelligence beat for duration of controversy

CBS correspondent Daniel Schorr is to be the prime subject of a House investigation into the leak that led to the publication of the House Intelligence Committee's secret report on U.S. intelligence activities. The House passed (269 to 113) a resolution last Thursday ordering its Committee on Standards of Official Conduct to investigate the disclosure. It suggests no action against Mr. Schorr, who has admitted obtaining a copy of the intelligence report and passing it to the New York weekly, the Village Voice. But it mentions him specifically, saying it appears the "alleged actions of the said Daniel Schorr may be in contempt of Congress and a breach of the privileges of this House."

The day before the resolution passed, CBS News removed Mr. Schorr from the intelligence beat. That is a change from the network's stance a week earlier (Broadcasting, Feb. 16), when it announced that Mr. Schorr would be barred from covering one part of the story that concerned the House Intelligence Committee. Mr. Schorr has worked the beat since it was created in January 1975.

The move by the network immediately gave rise to speculation that Mr. Schorr's job at CBS News is in jeopardy, but CBS News vice president and Washington bureau chief Sanford Scofield indicated last week that CBS is not considering firing Mr. Schorr. He said "we found that in practice it was too hard" to keep the controversy over the House report separate from the rest of the intelligence beat, hence the decision to take Mr. Schorr off the beat altogether. He also said that CBS is "proud" of Mr. Schorr's reporting during the last 13 months.

Beyond that, CBS News had no comment about the House's vote Thursday. Nor did Mr. Schorr, who had said earlier that he sees no constitutional basis for a finding of contempt of Congress against him.

Neither he nor CBS has yet been questioned about the leak of the House report by anyone from the government.

The move to have Mr. Schorr investigated was initiated by Representative Samuel Stratton (D-N.Y.) shortly after Mr. Schorr admitted receiving a copy of the secret report and funneling it through the Reporters Committee for Freedom of the Press to the Village Voice. Mr. Schorr revealed some of the report's contents on television and radio broadcasts, but he told Broadcasting he never offered the text of the report to CBS News because he saw no way the network could have aired it word for word.

For Mr. Schorr, the decision to make the report public was a question of "journalistic conscience." But to Congressman Stratton, it was a deliberate effort to thwart the House, which voted Jan. 29 to suppress the report.

"This is not a case of freedom of the press," Mr. Stratton said. "It is one thing for Mr. Schorr to comment on the committee report on his own news program. That action is apparently protected by the latest Supreme Court decisions."

"It is quite another thing for him to pass along the complete text of that report to someone else for publication in clear defiance of the mandate of the House of Representatives."

The Stratton resolution was opposed on the House floor by Majority Leader Thomas P. O'Neill (D-Mass.), who tried unsuccessfully to have it referred to the House Rules Committee, where it probably would have died. Mr. O'Neill said the media should be allowed to handle their own affairs. Other opposition came from Representative Bob Eckhardt (D-Tex.), who said, "I'm willing to join in an inquiry, but I'm not willing to join in an investigation." Representative Don Edwards (D-Calif.) said the issue of press freedom "is very much involved here ... By bringing it up this way and naming Mr. Schorr, there is a very chilling effect on reporters' rights to receive classified information."

Earlier in the week, Senator Robert Taft (R-Ohio) said it is not enough to have Mr. Schorr cited for contempt. "We must find the original source of the document and see to it that those responsible are punished to the fullest extent of the law," he said. The senator called for the Justice Department to investigate the leak.

A spokesman for the department said last Tuesday that Justice is looking at existing law and at the material released to see if there has been a possible violation. He said, too, that the department is acting on its own and has not been requested to take action by the White House.

The week before, President Ford had offered to House Speaker Carl Albert (D-Okl.): "all services and resources of the executive branch" to track the leak, but Mr. Albert said he did not plan to accept.

Hearings before the House Committee on Standards of Official Conduct on the Schorr leak will begin Tuesday.

On Friday Representative William Walsh (R-N.Y.) made a written request to Speaker Albert that Mr. Schorr's press credentials be revoked for his "contemptable act." The letter also went to Senate Rules Committee Chairman Howard Cannon (D- Nev.) and to Robert Fester, chairman of the executive committee of the congressional radio and television correspondents galleries.

Meanwhile, CIA Director George Bush remained firm in his decision not to release the names of any journalists who have cooperated with the CIA in the past, but he agreed during a luncheon with two members of the Senate Intelligence Committee to give over information about the types of reporters used, their responsibilities to the agency and what they did. If the Senate committee is able to deduce from that information the names of the news organizations and reporters involved, said one of the senators, Walter Huddleston (D-Ky.), the committee will keep the names secret, unless they were involved in same criminal activity. The other senator at the luncheon was Charles Mathias (R-Md.).

FCC decides it's time for another look at its radio network rules

Commission institutes inquiry into several areas to determine if any regulations are outdated

For the first time since radio was at its peak as a mass entertainment medium more than 30 years ago, the FCC has initiated a wide-ranging inquiry into its rules for regulating network radio.

The commission wants to determine whether it is still necessary in 1976 to have a rule on the books barring arrangements between stations and networks that prevent the station from carrying the program must continue in force a rule limiting time optioning by stations to networks to no more than three hours in each four-hour segment of the day. And hasn't the multiple ownership rule superceded the rule barring network ownership of two stations serving substantially the same area?

In all, the inquiry is aimed at providing a fresh look at eight network radio rules adopted in 1941, the "small market policy," adopted in 1969 and designed to prevent ABC, with its then-new four radio networks, from dominating small markets with its radio services by affiliating with more than one or two stations in such markets, and regulations requiring the filing of network agreements with the commission.

Which of the rules and policies should be retained or revised, or wiped off the books? the commission is asking.

The commission, in addition, will seek help in developing an "appropriate" definition of "network—a term not defined in the rules—or perhaps a series of definitions. The over-all inquiry was prompted in part by a Mutual Broadcasting System request that the commission apply its network rules to AP Radio and UPI Audio.

The commission is seeking comments on whether those services should be considered networks, as well as whether network rules should be applied to regional
Petitions day keeps FCC busy

It denies renewals to two stations, puts several on EEO notice, and sets four licenses for hearing

The FCC got a little tough last week. It denied renewal of license to WOTW-AM-FM Nashua, N.H. And, for the first time in a petition-to-denay-day—a ritual observed every month or two for the past year—it designated a license renewal application for hearing, four of them in fact.

The commission found Eastminster Broadcasting Corp., licensee of the Nashua stations, guilty of a number of offenses, particularly fraudulent billing.

The stations whose renewals were set for hearing are WHBB(AM) and WAMA(AM), both Selma, Ala., and the object of a petition filed by a citizen group, and Edorea Corp.'s WSRW(AM)-WWQK(FM) State College, Pa.

Nittany Communications Inc. had filed against the State College stations' renewals, claiming that Edorea had filed a strike application in an effort to frustrate Nittany's efforts to secure a construction permit to operate a UHF station in State College.

The Selma items, resulting from petitions by the Dallas County Progressive Movement for Human Rights, are sure to provide encouragement to citizen groups who almost always see the commission reject their petitions to deny. WHBB was designated for hearing on progranming issues, including promise-versus-performance questions, and on allegations of mislogging. The WAMA application was set for hearing on ascertainment-of-community-needs, programing and equal-employment-opportunity issues.

EEO issues had been raised in many of the other petitions the commission considered last week. In renewing seven licenses, some for short terms, the commission directed the stations involved to report on steps they take to improve their EEO performance.

And in a separate matter in which it affirmed its renewal of NBC's WRC-TV Washington, the commission conditioned the renewal on NBC taking actions to assure that all employees are notified of all job openings, union and nonunion.

The commission denied petitions to renewals, largely on the basis of alleged discrimination against women in employment. The commission indicated there was no reason to believe WRC-TV's employment practices did not comport with the commission's nondiscrimination rules, but added it was concerned with the station's apparent failure to inform all of its employees about job openings.

Two of the stations on whose renewal applications the commission acted last week—WWSF(FM) and WQOK(FM), both Philadelphia, had already filed additional EEO information as a result of a petition to deny filed by the Philadelphia Communications Coalition. In renewing their licenses last week, the commission asked for still more EEO data.

Stations receiving short-term renewals as well as being given EEO reporting assignments were WAXC(AM) Rochester, N.Y., and Booth American Co.'s WJVA(AM)-WRBR(FM) South Bend, Ind. Citizen groups had filed against both.

The other stations with EEO problems whose licenses were renewed were KGIN-TV Portland, Ore., and KFEN-TV Fresno, Calif., both the objects of petitions filed by local NOW chapters.

In other actions during the petition-to-denay day, the commission denied petitions filed by local groups and renewed the licenses of KHOU-TV Houston, Tex., WWJ-TV Detroit, and KNWU(AM) Oakland, Calif.

The commission also denied petitions for reconsideration of renewals granted earlier to General Electric's WSYG(AM), WGF(M) and WROB TV Schenectady, N.Y., and Concerned Communicators Inc.'s WDAS-AM-FM Philadelphia.

Petitions to deny filed against WSBK-TV Detroit and WHBB-FM Boston were also rejected. But the commission did not renew the two licenses because of other matters pending—a competing application, in the case of the Boston station.

Senate passes copyright revision bill

By a vote of 97 to 0 the Senate passed the copyright bill, S.22, last Thursday, that would for the first time make cable television and public broadcasting liable for copyright infringement. The bill is essentially the same as the one the Senate passed two years ago, except for one modification that is intended to lessen the amount small cable systems would have to pay in royalties.

Another new feature of the Senate bill is the provision for a compulsory license for public broadcasters. The compulsory license in effect reduces the copyright holder's right to decide who can use his work and to negotiate the royalty for that work. With a compulsory license, the public broadcaster can use the music, nondramatic literary or photographic works he chooses and would pay an annual fee set by the government into a pool that would be distributed to copyright owners. Providing for a compulsory royalty license survived an attempt on the Senate floor by Senators Alan Cranston (D-Calif.), Hubert Humphrey (D-Minn.) and William Buckley (C-R.N.Y.) to make it apply only to music works.

Under the bill, cablecasters would also be given a compulsory license. The size of their royalty fees is spelled out specifically as follows: Systems with quarterly gross receipts of up to $40,000 would have to pay one half of one percent of those receipts every quarter; systems with gross receipts of $40,000 to $80,000 would have to pay 1%; systems with gross receipts of $80,000 to $160,000 would have to pay 1½%; systems making from $120,000 to $160,000 would pay 2%, and systems making more than $160,000 would pay 2½%.

An amendment by Senator William Hathaway (D-Maine) alters that pay scheme downward somewhat for systems with quarterly receipts of $40,000 or less. Senator Hathaway gave an example of how it would work: If a system's gross revenues of $30,000 per quarter, it would subtract that figure from $40,000, then subtract the result from $30,000. That would give $20,000 and its copyright payment would be one-half per cent of that, or $100. The Hathaway amendment was modified, however, to insure that every cable system would at least pay $30 annually.

The National Cable Television Association, to which the Hathaway amendment came as a surprise, calculates that the amendment would result in a 5-10% reduction in over-all copyright payments for the industry from the original pay schedule.

The bill provides for the creation of a copyright royalty tribunal to adjust the set copyright fees and arbitrate royalty disputes. It is directed to begin its first review of the copyright fees, including cable's, three years after the passage of the bill, then every 10 years thereafter.

Because there are no fees spelled out for public broadcasters, the tribunal is directed to meet to set them 30 days after passage.

S. 22 represents the first revision of the copyright laws since 1909 and has been pending in the House and Senate in one form or another since 1964. The House bill, H.R. 2223, is currently being marked up by this House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice. Although the bill must still pass the House subcommittee, then full committee, then full House, then House-Senate conference committee.

Broadcasting Feb 23 1976 24
Wolper Productions and Columbia Pictures Television are embarking on a unique television adventure... "The Unexplained"...a half-hour series that explores those mysterious and dramatic events for which no rational explanations exist.

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"The Unexplained" is a different kind of access series that can unravel the secret of good family entertainment and the riddle of high ratings.

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The Donna Reed Show 175 half hours
I Dream of Jeannie 139 half hours
The Best of Burns and Allen 130 half hours.
Father Knows Best 191 half hours
The Flying Nun 82 half hours
The Monkees 58 half hours
A different programing world greets NATPE in San Francisco

Prime-time access is no longer a big issue; it's replaced as a point of debate by family viewing; the marketplace is changing, too: access shows become more varied, number of off-network series drops, quality of movie packages declines

Among the things on the minds of station managers as they work the corridors of the Fairmont, Mark Hopkins and Stanford Court hotels during the 13th annual NATPE conference in San Francisco this week are:

- The wider selection of content—not just game shows and animal shows—that is being made available by syndicators for use in the prime-time-access periods.
- A continuing shrinkage in the number of off-network series dropping into the syndication hopper—due, among other reasons, to a greater casualty rate among network prime-time series, to the production of fewer original episodes of the series that do make it, and to violent cop series being generally out of bounds for family viewing.
- The devaluation of theatrical-movie packages because the networks have already played the more desirable titles in most packages four or five or six times, rather than the two or three times typical of past syndication offerings.

"More and more programing—different programing—is becoming available for access," says Thomas Battista, vice president, station services, CBS Owned Television Stations, explaining that by different he means other than animal and game shows. Not that he's belittling the latter. CBS-owned stations carry animal and game shows, and Mr. Battista says he'd take another one "if I could come up with a Hollywood Square." But what he's trying to do, he says, is develop a variety of programs, and with that in mind four CBS-owned stations (all but WBBM-TV Chicago, which puts news in the access period) have renewed the Chuck Barris-Sandy Frank Bobby Vinton Show (after negotiating what Mr. Battista expects to be improved production values for the comedy-variety series' second year), and all five will carry The Muppets, a new comedy-variety access series bankrolled by CBS and Independent Television Corp.

"I think we're seeking some new and fresh ideas making their way into the access periods for next season," says another CBS programing executive, who says it's because the FCC and the courts have pretty much decided to drop tinkering with the rule for the foreseeable future. In line with this trend, the CBS-owned stations have renewed Chuck Barris's and Sandy Frank's The Bobby Vinton Show, a comedy-variety half-hour that made its debut last September, and have bought The Muppets, a new comedy-variety access show bankrolled by both CBS and the Independent Television Corp.

"All five of our access pilots fall into the category of new forms, that is, outside of the traditional game-show/animal-show concepts," says Phil Boyer, vice president, programs, for the ABC-owned stations. Time-Life's People: Cover Story, for example, focuses on personalities such as Ann-Margret, recapping their careers in a 30-minute film biography. Twentieth Century-Fox's Here's Hollywood covers broader theatrical subjects, using the narrative technique of the MGM compilation film, "That's Entertainment!" which was produced by Jack Haley Jr., who serves as executive producer (for Universal). The Gong Show, a Chris Bearde-Chuck Barris production, features a panel of celebrities who act as judges of talented amateurs in a format harking back to the days of Major Bowes. Syndicat Services' Dancin' Time is a discotheque-type variety show produced by Don Kirshner and presided over by Tommy Tune. Another Syndicat Services' show, Courtroom, is a fictionalized anthology of cases from the criminal-justice system—everything from juvenile court to traffic court.

"We think the public is willing to accept new forms in prime access," continues Mr. Boyer. The one common denominator of these five shows is the action and movement to appeal to children and teen-agers, who tend to outnumber adults in front of TV sets at 7:30 p.m.

Weston Harris, vice president, programs, NBC Television Stations Division, has also prodded his group into moving away from strict reliance on quiz shows and wildlife shows, and among the new series being considered for next September's access periods on NBC are Don Kirshner Presents New Stars, a talent scouts-type show produced by Viacom Enterprises; The Unexplained, a documentary half-hour from Columbia Pictures Television that focuses on phenomena such as UFO's, the abominable snowman and the Bermuda Triangle; and Grey Advertising's Hollywood Palace, a comedy-variety half-hour under the production aegis of Nick Vanoff, who was in charge of the series when it ran on the ABC network as a weekly hour in the 1960's.

And all the major broadcast networks have made firm commitments to another variety half-hour from Grey Advertising, The Andy Williams Show, which begins in access next September. Four of Group W's stations have also bought Andy Williams, the group's only new acquisition so far this season, according to the station's president, Win Baker, because "this is the one pilot I've seen that looks as though there's a significant amount of investment to give it the staying power it will need over the course of syndication. Most of the other pilots, unfortunately, won't guarantee that kind of ongoing investment." But NBC's Wes Harris adds, "Now that the regulatory instability of the access rule is behind us, it's not as great a risk for syndicators to try new ideas."

But Mr. Harris is also willing to sink some of NBC's money into these ventures because of his conviction that, as he says, station groups and individual stations "have the obligation to take part in the creative process," they must "help satisfy their own appetites rather than simply be consumers," particularly of off-network reruns.

Mr. Harris remembers the year 1966, when a total of 16 network off-network rerun series (among them Perry Mason, The Flintstones and McHale's Navy) began their recycled lives in syndication. This year's off-network supply has dwindled to a fraction of the 1966 figure. A variety of factors accounts for the decrease, as Mr. Harris sees it. For one thing, the access rule knocked off at least six half-hours a week that were formerly programed by each of the networks. And the networks now schedule many more longer-form shows—theatrical movies, made-for-TV movies, rotating two-hour series—than they did back in 1966. Only six half-hour series were scheduled in prime-time in 1965; eight years later, only 23 half-hour shows dotted the three networks' schedules.

Not only are there fewer network series for syndicators to draw from, but in Mr. Harris's words, the "casualty rates" in prime time "continue to spiral at an alarming rate" because the three-network ratings wars have become fiercer than ever. No network programer is willing to keep a show on the air—even a series he's personally high on—if it's not getting survival ratings, Mr. Harris says.

And among the series that do survive beyond the first season, rising costs and shifting syndication techniques have cut the number of original episodes set in motion each year from the 30 to 35 of a decade ago to the more recent 22 to 24—which means, according to Mr. Harris, that a "network series must now have enough energy to survive four or five seasons in order to provide enough inventory to satisfy demand from syndication."

But even some series that have stayed the course for the requisite number of seasons face uncertain futures in syndication because of family-viewing. In the past, when a station invested millions of dollars in the off-network reruns of a successful cop series—such as Warner Bros.' The FBI or MCA Universal's Ironside—it wanted the option of playing the show off in the time periods where it could charge the highest rate-card prices. And, particularly for independent stations and network affiliates outside the top-50 markets, the most lucrative time period is 7 to 8 p.m. But as soon as family-viewing time, which
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Source: ARB Mon.-Sun. 6AM-1AM MSA, April/May 1975, Oct./Nov. 1975. Note: Audience and related data are based on estimates provided by the rating services indicated and are subject to qualifications issued by these services. Copies of such qualifications are available on request.
The NATPE agenda

Unless otherwise indicated, meetings are in the Fairmont hotel.

Saturday, Feb. 21
9 a.m.-5 p.m. Registration desk open.
10 a.m.-7 p.m. Screenings, hospitality suites.

Sunday, Feb. 22
9 a.m.-5 p.m. Registration desk open.
10 a.m.-8 p.m. Screenings, hospitality suites.

12 a.m. Liaison brunch with officers of industry organizations (Gold room, Stanford Court hotel). Moderator: John Comas, wazi-TV Winston-Salem, N.C. Participants: Herman Land, INTV; Roger Ottenbach, Broadcast Promotion Association; Jane Cohen, American Women in Radio and Television; William Carlisle, National Association of Broadcasters; Conrad Cagle, Television Programming Conference; Ralph Kuenh, Production Managers Association; Wayne Vriesam, Radio Television News Directors Association; Roger Rice, Television Bureau of Advertising; Marvin Chauvin, NATPE; John Cannon, Academy of Television Arts and Sciences; Ken Harwood, National Association of Educational Broadcasters; Roy Danish, Television Information Office; Stan Moger, International Radio and Television Society; Roland Zavada, Society of Motion Picture and Television Engineers; James Greenwald, Station Representatives Association.

6:30-8:30 p.m. Cocktail reception hosted by associate members.

Monday, Feb. 23
9-9:30 a.m. Call to order—Lew Klein, conference chairman, and Marvin Chauvin, NATPE president. Welcome—George Moscone, mayor of San Francisco.
9:30 a.m. Keynote address—Richard E. Wiley, chairman of the FCC.
12 noon. Break.
2:30 p.m. Simultaneous meetings of individual stations and affiliates of the three TV networks. Moderators: Charles Sorlien, wccoTV Minneapolis, for CBS; Vic Skaggs, ktvuTV St. Louis, for ABC; A.R. Van Cantfort, wais-TV Atlanta, for NBC, and Al Korn, KROI General Television, for independents. Speakers at independents’ meeting include Av Butensky, Dancer-Fitzgerald-Sample; Jerry Smith, Worldvision; Robert Glaser, RKO General Television, and Robert Worthington, kbtv-TV Kansas City, Mo.
4-7 p.m. Screenings, hospitality suites.

Wednesday, Feb. 25
8:30 a.m. “Old Problems, New Treatments,” a workshop. Moderator: Alan Frank, wjzTV Baltimore. Participants include Jeanne Findlater, program manager, wtvzTV Detroit; Bill Jay, wtrnTV Nashville; Betty Hyater, wcau-TV Philadelphia; Dick Borden, Borden Productions; Jerry Wishnow, Wishnow Group.
10 a.m. “Movie Time Matinee,” a feature film workshop. Moderator: Phil Boyer, ABC. Speakers: Seymour Horowitz, wabc-TV New York; Milt DeReyna, wearTV Pensacola, Fla.; Avra Flegelman, Broadcast Information Bureau; Jerry Birdwell, ktlvTV Los Angeles.
12:30 p.m. Award of the Year luncheon.
2:30 p.m. Elections and business meeting.
3:30 p.m. Adjournment.

covers the 7 to 9 p.m. time slots, appeared on the scene, stations began to shy away from buying such hit network series as Hawaii Five-O, The Rookies and Mannix. A station would not only have trouble making its money back by slotting an expensive off-network cop series in late fringe but it would also probably not attract much of an audience for a hard-action show at, say, 11 p.m. Frank Tuoti, the assistant vice president for marketing and planning at WPIXTV New York, speaks for most stations when he points out that “heavy-action shows like The FBI simply won’t work at 11. We know because we tried it. People want something light at that hour—they want to go to bed with a few laughs.”

One of the ways some syndicators of cop shows have skirted the family-hour problem is to sell the reruns to the networks for slotting in their late-night time periods. Paramount has found a home for Mannix (which ended its lucrative eight-year run on CBS last season) every Thursday on ABC (11:30 p.m.-12:40 a.m., NYT) and Spellings-Goldberg has done running on ABC simultaneously in prime time (originally on Tuesday, 9-10 p.m.) and late-night (reruns on Friday, 11:30 p.m.-12:40 a.m.). In addition, MCA-Universal has sold Kojak reruns to CBS for eventual once-a-week late-night scheduling.

Kojak, when it is eventually scheduled, will take the place of one of the theatrical movies the CBS network runs Monday through Friday (11:30 p.m.-conclusion). But the station programmers say that one pre-emption will not solve the problem of the decline in value of theatrical-movie packages. By the time they’re ready for syndication, most of the really desirable titles “have had as many as six network runs,” according to Jack Jacobson, the vice-president and program manager of wgnTV Chicago. “I’m in a constant battle with syndicators over this problem because not too long ago the good titles would have only two or, at the most, three network runs when they reached the local stations.”

Mr. Jacobson is thankful for the durability of such old-time war horses as “Casablanca,” “The Maltese Falcon” and John Wayne’s “The Comancheros,” which, he says, “people flock to” every time wgnTV plays them.

Dick Woollen, the vice-president in charge of programs for Metromedia Television, says the networks are squeezing more runs out of the theatrical movies they buy because “the film industry itself is making fewer pictures. It wasn’t all that long ago when each major studio would turn out as many as 50 pictures a year. Now a studio will make as few as six a year.”

Another manifestation of this product shortage, according to Jerry Birdwell, the director of program administration for independent ktlvTV Los Angeles, is “the delays on many of the best pictures that
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"The series reveals itself to be as successful as it is ambitious!" — Washington Star News

"The current American rage for nostalgia makes 'The Age of Ballyhoo' even more fascinating as news, documentary and feature film clips reveal the preoccupation of another era." — Variety

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You've probably never seen footage of the first American rocket. We've got it. And a lot more. In fact, we've got the whole filmed saga of the American who pioneered space, Dr. Robert Goddard. Using new material acquired from Dr. Goddard's widow, diaries, notebooks and rare home movies, this film gives a new perspective to Goddard's incredible vision. It's all here. You've already seen man take his one small step. You should see him when he was crawling.

THE EMPTY FRAME
The first decade in American history ever completely captured on film. The 20's. Paving the roads for the Model T. The first sound film ever made of a President. An extraordinary picture of life back then. Gloria Swanson. With photos and film clips from her private collection. As a special, it's already won two Gold Medals. Two Silver Medals. And four Emmys.

We only had room to feature six. Here are seven more. They're every bit as compelling.

**THE AGE OF BALLYHOO**

You can actually see the growth of our country through the growth of the Capitol building. As we got bigger, so did the building. Here are the actual blueprints and drawings. Here are the contractors during the Civil War putting up the dome at their own expense because the United States ran out of money. This film is an architectural extravaganza. And a human document. The story it tells is unfinished. It's still unfolding today.

D.W. Griffith was filming "Birth of a Nation." At the same time black filmmakers were making movies for black people that most white people have never seen. Many of them have disappeared. But the ones we could find are here. Paul Robeson's "Emperor Jones: "Scar of Shame." Even a four minute segment from the one remaining print of a black "Body & Soul." Ossie Davis narrates "Black Shadows," First run. 50 years late.
Meet them in San Francisco

The following firms will be exhibiting programs or selling their services at the NATPE conference. Listed for each company are the programs (in the best of available episodes) and personnel attending. A product is indicated by an asterisk. Hospitality suites are in the Fairmont (F), Mark Hopkins (MH) or Stanford Court (SC) hotels.

**ABC-TV**

**Personnel:** Dick O'Leary, Dick Savage, Mark Roth, Jerry Regina, Joe Rowan, Phil Boyer, Dick Beesemyer, Bob Fountain, Len Maskin, Kenneth H. MacQueen, Lew Erlicht, Russ Coughlan, Jim Osborn, John Severino, Seymour Horowitz, Jeannine Findlater, Paul Cost, Jim Tuveron, Jeff McGrath, Bob Mitchell, Tak Kako, Don Azars, Beverly Hayon, Peter Rodriguez, Sharon Brown, Sheila Tucker.

**Alan Enterprises**

26170 Pacific Coast Highway, Malibu, Calif. 90265.

Contemporary Cinema Features (18), Cinema Classics (29), Fine Arts Cinema (29), War and Peace (4), Walter Reade Favorite Features (145), Laurel & Hardy Films (10 features, 52 featurettes), The Abbott and Costello Show (52), The Janus Star Package (39), The Janus Mystery Package (43), Movie Jamboree (30), Speed Racer (52), Felix the Cat (260), The Mighty Hercules (130). **Personnel:** Alan L. Gleitsman.

**Alcare Communications**

12 Tower suite, F P.O. Box 72, Philadelphia 19105.

Firing Line, Great American Men*, Maintenance Men* (117), One Great Moment In Sports* (260), Mort Crim with One Moment Please* (260). **Personnel:** Jordan Schwartz, Frank Beazley.

**All-American Network**

740F P.O. Box 19, Topeka, Kan. 66601.


**American International Television**

312F 9033 Wilshire Boulevard, Beverly Hills, Calif. 90211.

The Avengers (57), Adventures of Ozzie and Harriet (200), Johnny Sokko & His Flying Robot (26), Prince Planet (52), Sinbad Jr. (130), various feature-film packages. **Personnel:** Hal Brown, Alex Horwitz, Gerry Gorwin, Noah Jacobs, Chad Mason.

**Atwood Richards Inc.**

99 Park Avenue, New York 10016.

Muntz TV, Phillips miniscopes, Sony portable video cassettes, syndicated barter shows. **Personnel:** Sidney Hoenig, Donald Quinn.

**Avco Broadcasting**

400F 140 West Ninth Street, Cincinnati, 45202.

The Phil Donahue Show, young people's specials (12), Hanna-Barbera animated holiday specials, Orson Welles specials (2). **Personnel:** Donald L. Dahlman, Lee Jackoway, Dalton Danon.

**Avco Embassy Pictures 10 Tower suite, F**

750 Third Avenue, New York 10017.

Witness to Yesterday (26), Lionel Hampton Specials (2), Ports of Call (26), American Sketchbook (5), Years of Lighting, Day of Drums, Nightmare Theater (13), V.I.P. Group, Plus Twelve (12), 28 for 98, Top Time, Sons of Hercules. **Personnel:** Don Goodman, Charles Britt, Sy Shapiro.

**Baron Enterprises**

376F 999 North Doheny Drive, Suite 812, Los Angeles 90069.

Nature's Window (140), Kukla, Fran and Ollie, Swiss Family Robinson* (26), In Other Words*. **Personnel:** Barry Bergsman.

**Behrens**

280F

**Bill Burrrd Productions**

368F 1100 South La Brea Avenue, Los Angeles 90019.

Animal World, World of the Sea, hour specials,* Wildlife/Adventure. **Personnel:** Dick Hasbrook, Jon G. Eichstaedt.

**Bristol-Myers**

SC 717 Fifth Avenue, New York 10022.

Station representative. **Personnel:** Jack W. Fritz, Walter A. Schwartz, Harry B. Smart, James Kelly, Lawrence Lynch, William Morris, Robert Billingsley, Ralph Abell.

**CBS-TV**

SC 9255 Sunset Boulevard, Los Angeles 90069.

*Break the Bank* (52)*, Higher And Wilder (26)*, Celebrity Bowling (104), Explorations (85), feature films (150), Soap Angel (260), Chuck Cargo (260), How the West was Lost, Wild Wonderful Winter, Christmas special, Outdoor Sports, Bill Cosby Show (52), Jerry Vale's World (26), White Escape (13), Passport to Travel (52), Four Winds to Adventure (35), It's a Small World (39), Flip Side (13), Wyatt Earp (220). **Personnel:** Art Greenfield, Dick Colbert, Gene Wilkin.

**C&D Chesley**

18 Tower suite, F

Cinema 5 Ltd. 390F

**Cinema Shares International Television**

450 Park Avenue, New York 10022.

Police Surgeon (78), Cinema Shares Features I (12) and II (11). **Personnel:** Ken Israel, David Blake, Mort Zimmerman, B. Crenshaw Bonner, Ken Welden, Don Colaginio.

**Claster Television Productions**

2111F 660 Kenilworth Drive, Tousand, Md. 21204

Bowling for Dollars, Romper Room, Pin Busters, Strikes 'N Spares. **Personnel:** John Claster, Ken Gelbard.

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we're forced to accept to get the packages. One 30-title package on the market includes movies with availability dates as far away as 1980." He says some smaller distributors are trying to peddle European films with maybe one or two recognizable names. But these packages, he adds, are no substitute for "the pre-sold titles with proven box-office performance." A NATPE panel on the subject of feature films is expected to be well attended, but the session that most of the attention appears to be focused on, at least in the eyes of most station programmers, is the one on family-viewing time. A key area that won't be affected by family hour, however, is prime-time access, which, in addition to the previously mentioned ITC's *The Muppets*, the Barris-Frank *Bobby Vinton Show* and Grey Advertising's *The Andy Williams Show*, will continue to be dominated by eight game shows, whose common denominator is that they all have deals with one of the network-owned-station groups: Rhodes Productions' two half-hours of *Hollywood Squares* (ABC), Jim Victory's *Match Game PM* (ABC); Worldvision's *Let's Make a Deal* (ABC), Viacom's *The Price is Right* (NBC), 20th Century-Fox's *Celebrity Sweepstakes* (NBC), Sandy Frank's *Name That Tune* (NBC), Viacom's *The $25,000 Pyramid* (CBS) and Mr. Frank's *Treasure Hunt*.

Probably the most talked-about series in non-access periods (it's being stripped in late fringe in most markets that have picked it up) is Norman Lear's *Mary Hartman, Mary Hartman*. Mr. Woollen, who has bought *Hartman* in five of Metromedia's six markets (all except Washington), says the ratings are "credible." In New York, he adds, "we're beating the 11-o'clock news on the network-owned stations by pulling down 10 to 12 ratings every night. And in the even more competitive Los Angeles market, we're getting solid eight ratings."

C.D. Zimmerman, the program manager of Kaiser-owned KBKH-TV, a UHF station in San Francisco, also strips *Hartman* at 11 p.m. and says, "We've increased our ratings about 350% over the show that used to play in the time period, *The Best of Groucho*. By getting six and seven ratings, we regularly beat every other station in the time period except the evening news on the ABC-owned station."

Among the children's series up for grabs in syndication for next September, both Mr. Woollen and WGN-TV's Jack Jacobson are high on the potential of a new taped version of the venerable *Howdy Doody* series (distributed by Jim Victor), which they think could tap the same vein of nostalgia that the resuscitated *Mickey Mouse Club* hit on last year. Like *Mickey Mouse*, *Howdy Doody* will be stripped in late-afternoon fringe.
THE ODD COUPLE

After slugging it out for five big years on the ABC-TV Network, television’s “The Odd Couple” is ready to hit it big again... **in the only new half-hour family viewing/situation comedy show available for stripping for September 1976.**

This means that Emmy award-winning stars Tony Randall and Jack Klugman (better known to their millions of fans as Felix and Oscar) will again bring families together, and keep them in stitches, just as they did on their network run... having sewn up an outstanding audience profile of 40% women, 26% men, 21% children, and 13% teens.*

When you’re looking for the family viewing/situation comedy show that’s great for stripping, call Paramount.

---


Audience and related data are based on estimates provided by the rating services indicated and are subject to the qualifications issued by these services.
Copies of such qualifications available on request.

Visit us during the N.A.T.P.E., Napel Suite, Rooms 362—364, Fairmont Hotel.
When you read the book, you'll want to buy the movies.

These are some of the outstanding films in Paramount's Portfolio VII:
True Grit, Serpico, The Odd Couple, Rosemary's Baby, El Dorado, Catch-22,
Play It Again, Sam, Paper Moon, The Gambler and Hatari,
These are some of the outstanding stars:
John Wayne, Robert Redford, Sean Connery, Barbra Streisand, Ryan O'Neal,
Elizabeth Montgomery, Kirk Douglas, Robert Mitchum, Jack Lemmon,
Raquel Welch, Walter Matthau, Mia Farrow, James Caan, Robert De Niro, Julie

Visit us during the N.A.T.P.E., Napel Suite, Rooms 362—364, Fairmont Hotel.
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<td>rating, share, homes, women 18-34 &amp; 18-49, teens and children</td>
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We're Number 1 in other markets too!
Research data available on request.

The Brady Bunch.
117 Half Hours in Color.

Source:
November 1975 ARB and Nielsen Reports. All ratings reported are ADI except ft. Y., which is DMA. Audience and related data are based on estimates provided by the rating services indicated and are subject to the qualifications issued by these services. Copies of such qualifications are available on request.
Broadcasting Feb 23 1976
The other side of Peter Marshall...

He's one of TV's best known and best liked stars, popular host of The Hollywood Squares, a warm and witty winner of a Super Emmy.

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Daily Variety

"a sensation... singing, swinging... enjoying himself... an explosion of applause."
Salt Lake Tribune

"he communicates beautifully with the entire audience: they loved him."
Las Vegas Sun

Find out more about the entertainment explosion called The Peter Marshall Show—a sure-fire winner that will light up night-time TV in September. For a better look at the other side of Peter Marshall, visit our NATPE suite, Regency 2303 at the Fairmont. Meet Peter Sunday 10 AM-1 PM, Monday 4 PM-7 PM.

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WHEN YOU'RE HOT, YOU'RE HOT.

Sources: 1) "Numero Uno"—NTI/SIA Report, average audience household estimates, prime time, week ending February 8, 1976. 2) NTI/FEP Report average audience estimates, Adults 18-49, total program duration, two weeks ending January 25, 1976. 3) "Daytime Demographics"—January I and II 1976 NTI Rating Reports, Women 18-49, all regularly scheduled Monday-Friday programs, 10:00 AM—4:30 PM. Data subject to qualifications which are available on request.
They won last week in a walk. Had their highest ratings of the season and made it "numéro uno" four in a row.

Not bad for a start.

They've got the momentum... The Winter Olympics were golden... and rich man, poor man is a winner.

I like rich men.

Check this. With young women they've got the number one daytime show and the number one game show.

They're number one in more ways than one.

It's the biggest delivery of young women in ABC's history.

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Make-Up (13)*. Personnel: John McLean, Joan Ellen Frostad.


Modern Talking Pictures Service 701F


Originators Group SC

Pade Productions MH Paramount Television Sales 362F 1 Gulf & Western Plaza, New York 10023. The Odd Couple (114), The Brady Bunch (117), Love, American Style (224), Star Trek (79), Mission Impossible (171), The Lucy Show (156), The Untouchables (114) and various Portfolio, Marquee and Paramount feature film packages. Personnel: Barry Diller, Dick Lawrence, Joseph Ceslik, Mike Policars, Jerry Kauer, Len Sherman, Louis Israel, Andy Busch, Charles Keys, Robert Horen, Robert Neece, Jim Rick's.


Preferred Entertainment Products 342 Prime TV Films 618F Rhodes Production 338F 6535 Wilshire Boulevard, Los Angeles 90048. Hollywood Squares series IV (99 first-run/31 repeats), Hollywood Squares series V (78/26), High Rollers (39/13), Celebrity Concerts (12/12), Mary Hartman, Mary Hartman (daily), Green Acres (190), Addams Family (54), Mr. Ed (143), It's Your Bet (260), Ed Allen Show (195/65), Good Day (daily)*, Jabberwocky (26/26), Chi Coltrin (111), Lucky Jim Adventure Show (26/26), Keystone Komedias (79), Everything Goes (26), Dating Game (195 off-network, 39/13 access), Plants are Like People (52), Me Tiltis Specials (13), Abbott & Costello (95), Tommy Banks (26), Gambit (39/13), Others Horizons (10)*. Personnel: Jack E. Rhodes, Roger B. Read, Will Tomlinson, Dick Deitsch, David Sifford, William Rhodes, Buddy Brooks, Chris Remington, Susan E. Scofield.


SFM Media Service Corp. 19 Tower, F 6 East 43rd Street, New York 10017.


Six Flags F 8 Tower, F


Telesound Garden room, F

Teleworld 638F 10 Columbus Circle, New York 10019. BBC entertainment specials (6)*, The Funniest Man in the World, Tele 20 Package (20), Teleworld Chiller package (27), Adventure Classics (79), Simon Sanctorum (26), You Asked for It (52), Hapalong Cassidy (20 first-run films, 54 hour, 52 half-hour), all Four Star Entertainment product, all Avco product (including Phil Donahue Show). Personnel: Robert Seidelman, Dalton Danon.

Broadcasting Feb 23 1976.
Mike Beats The EveryShow

Leave it to Mike to beat the EveryShow. The movies, the talks, the offnets, the sitcoms, the adventures, the games... all kinds of programming, Mike topples them.

Mike's the winner. And not just by a little—but by a lot. In fact, The Mike Douglas Show delivers 75% more total audience than the average of his competition.*

All over the country, Mike clobbers the EveryShow.

*Source: Arbitron, Nov. 75, based on audience estimates from the top ten markets. Estimates are subject to qualification, available on request.

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Time Life Television

Fall of Eagles (13), Wild Wild World of Animals I, II, III, IV (104), Window on the World I and II, Money news inserts (260), The Goodies (26), The Oneedin Line (29), America (13 or 26), The Commanders (7), Monty Python's Flying Circus, I, II, III (39), Billy Smart's Circus (4), The Search for the Nile (6), Civilisation (13), War and Peace (19), Vision On (42), Elizabeth R (6), The Six Wives of Henry VIII (6), Dr. Who (72), The First Churchills (12), Life Adventure Specials (6), The Story Behind the Story (6), Dad's Army (28), Nana (6) Play of the Month (16), The Times Two (2), The Gates of Asia (6), Life Around Us (26), Great Zoos and Great Parks of the World (14), One Man's China (7), Blue Peter-Special Assignment (4), Take Six Girls (6), Roads to Freedom (13), Family Classic Drama Series, I and II (46), The Energy Crunch (3), The Making of the: 1972, plus 20 varied one-hour specials. Personality: Bruce L. Palsen, William E. Miller, Wynn Nathan, Bob Lloyd, Bob Greenstein, Monte Lounsbury, Jack Donahue, Frank Miller, Peter Hansen, Harvey Chertok.

Turner Productions

TV Cinema Sales

434 North Rodeo Drive, Suite 212, Beverly Hills, Calif. 90210.

Buck Owens TV Ranch Show (52), Always Another Wave, Anatomy of a Model/Model & The Pussycat, Sail to Glory, Nutsy Squirrel (150)*, Art Linkletter's Wonderful World of Kids (plot)*, EMI English features (105, 30 color), First-run EMI English features (7, 6 color)*, The Clones (for foreign TV)*, Castle of Fu Manchu, Spectre of Edgar Allan Poe*. Masterpiece classic feature package (26), Nostalgia Six Personality: Jerry Weisfled.

TV National Inc.

37 West 57th Street, New York 10019.

Laff-Movie (52), Hopalong Cassidy (200), All Night Movies, Movies 'til Dawn, Spiderman (52), Marvel Superheroes (65), Max the 2000 Year Old Mouse (104), Strange Paradise (195), Travelling With the Stars, Nostalgia Theater (cartoons and features including Rintin-Tin and seven Shirley Temple shorts). Personality: Maurice H. Zouary, A.R. Nunes, Tom Corrandine, Kyle Thomas.

TV Sports Scene

8200 Normandale Boulevard, Minneapolis 55437.


TVS Television Network

280 Park Avenue, New York 10017.

Personnel: Chris Zoulamis, Alan Lubell.

20th Century-Fox Television

10201 W. Pico Boulevard, Los Angeles 90035.


United Artists Television

729 Seventh Avenue, New York 10019.


Viacom Enterprises

2310F

345 Park Avenue, New York 10022.

ara's World of Sports* (26), Don Kirschner's Rock Concert (75), The Price is Right (78), The $625,000 Pyramid (52), The $64,000 Question (weekly), Wildlife In Crisis (26), The Andy Griffith Show (249), The Beverly Hillbillies (216), The Bob Newhart Show (future release), The Dick Van Dyke Show (158), Family Affair (195), Gunsmoke (226), Gomer Pyle (150), Hogan's Heroes (188), The Honeymooners (39), I Love Lucy (179), The Mary Tyler Moore Show (future release), My Three Sons (160), Perry Mason (245), Twilight Zone (134, half hours, 17 hours), Wild West (104). Viacom Features I, II, III, Viacom Movie Greats. Personality: Ralph M. Baruch, Lawrence Hillford, Henry A. Gillespie, Elliott Abrams, Bill Andrews, Todd Gauthier, Mort Staloff, Jean Goldberg.

Jim Victory Television

45 East 45th Street, New York.

Match Game PM (39), Howdy Doody (130), Concentration (160). Personality: James T. Victory, Robert J. Kolb, Ben R. Okulski.

Vidtronics

855 North Cahuenga Boulevard, Hollywood 90038.

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Vipro

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Les Walkow & Associates

6255 Sunset Boulevard, Los Angeles 90028.


Warner Bros. Television

482F

4000 Warner Boulevard, Burbank, Calif. 91522.

The FBI (234), Maverick (124)*, Tarzan (57), Superman (104), Porky Pig & Friends (156), Bugs Bunny & Friends (100), feature film packages, including Volumes 10-20 (28-38 films each), Volume 1-24, Volume 2-22 (23), Starlite 1-6 (29-46 films each), Tarzan Features (32), 12 Classic Thrillers (13)*. Personality: Charles D. McGilroy, Edgar J. Donaldson, Alfred Ashley, Peter Atte, Sid Cohen, James Delaney, John Louis, Bill Seiler, Gordon Hellman.

Adrian Weiss Productions

7 Tower, F

186 North Canon Drive, Beverly Hills, Calif. 90210.

The Voyages of a Queen*, features: first-run (16), Golden Showmanship group (9), Parade Pictures (14), Impact group (120), English Classics (63), westerns (60), Vintage Flicks (24), The Brave Rifles, Our Time in Hell, Those Crazy Americans; setlists: Custer's Last Stand (15), The Black Coin (15), The Clutching Hand (16), The Traveler/Traveler/West (184), Ski West (39), Craig Kennedy, Criminalist (26), Thrill of Your Life (13), Canine Comments (13), The Chuckie Heads (150), Alice (10), Krazy Kid Karturns (4), Nursery Rhymes (6). Personality: Tom Corradine, Richard Ostrander, Ken Weldon, Art Jacobs, Robert I. Kronenberg.

Western International Syndication

8732 Sunset Boulevard, Los Angeles 90069.


WGN Continental Productions

2801 Bradley Place, Chicago 60618.


Worldvision Enterprises Inc.

660F

660 Madison Avenue, New York 10021.

The Doris Day Show* (128), Let's Make a Deal, Dark Shadows, The Mod Squad (124), Come Along (13), Wonders of the Wild (26), FDR (27), Great Adventure (39), The Irish Rovers (39), The Wonderful Stories of Professor Kitzel (104), It Pays to Be Ignorant (39), The Jackson Five (23), Discovery (103), Specialty for Kids (17), Ben Casey (153), The Fugitive (120), The Invaders (43), Combat (152), Fabulous Sixties (10), Casper Cartoons (244), various features and specials. Personality: Kevin O'Sullivan, Neil Delman, Jerry Smith, Colin Campbell, Howard Lloyd, Cathriles Atkins, Jim Thompson, Scott Mogel, Bert Cohen, Eric Hartst, Kent Fredericks, Charles Quinones, Scott Towle, Kevin Tabbard.

Y&R Ventures

285 Madison Avenue, New York 10017.

Lorne Greene's Last of the Wild (52). Personality: John White.

Yongestreet Program Services Inc.

380F

357 North Canon Drive, Beverly Hills, Calif. 90210.

All-news hours (26), Dee Haw, new series to be announced. Personality: Alan D. Courtney, Sam Louvolle, Jerry Franken.

Sex and violence and family viewing equally deplored

That's position SAG takes in letter answering Pastore

The Screen Actors Guild says it was unjustly criticized by Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) in a speech he gave to the Senate last December endorsing family-viewing time. SAG, one of the parties in a suit against
IS ON THE RISE
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BONANZA
Plus
HIGH CHAPARRELL VICTORY AT SEA
GET SMART
CAR 54
I SPY

Subject:
the networks, the FCC and the National Association of Broadcasters over the in-
dustry's imposition of the nightly family-view-
ing hour. "I recall the words of the Senator Pastore's" words accusing the Hollywood creative community of "peddling violence for profit while poisoning the minds of our children and grandchildren with total dis-
reard for the obvious social and psychic costs to our nation" (BROADCASTING, Dec. 22, 1975).

"Those are strong words," Chester Migden, SAG national executive secre-
tary, has written in a letter to Senator Pastore, "for a union such as the Screen Actors Guild, whose board of directors, 10
months before the family-viewing hour came into existence, unanimously passed a resolution on behalf of its 32,000 mem-
ers deploring and condemning excessive violence in TV programing."

Mr. Migden said it does not follow that because SAG opposes family viewing, it supports violence. "Both, in our view, are
inherently wrong," he said. "Our concern is that, as well intentioned as the family-
viewing hour may be, it is a little bit of censor-
ship—no matter how well motivated can and frequently does lead to the next and so
on until the path back becomes impossible to travel."

Wiley defends involvement in family viewing

He tells meeting of high-school
principals that concept is a good one and that his role
in creating it was legitimate

FCC Chairman Richard E. Wiley has taken
personally the criticisms Hollywood
writers and producers have directed at
family viewing in the court suit they have
filed against ABC, and last week he offered his defense in a speech to a group of second-
ary-school principals.

But while defending the concept, he
said the problems it was designed to deal
with are ultimately the responsibility of
the industry and the nation's "citizens,
leaders and educators."

"The government," he said, "can do
not more."

Chairman Wiley, who was addressing
the National Association of Secondary
School Principals, noted that the suits the Hollywood group has filed against the net-
works, the National Association of Broad-
casters and the commission allege in that
meeting with industry leaders and by en-
couraging them to deal with the problems
of sex and violence in programing, he
and his colleagues) engaged in censor-
ship.

The plan, under which networks and
stations air between 7 and 9 p.m. only
those programs considered suitable for the
entire family, is also said to restrict the
creativity of producers and writers and to
be an insincere public relations gesture
designed to ameliorate congressional and
public concern.

"Family viewing," Chairman Wiley
said, in his response, "is not government
censorship." He acknowledged meeting
with industry leaders and suggesting adop-
tion of self-regulatory reforms. "But," he
said, "it does not violate anyone's First
Amendment rights for concerned public
officials to encourage voluntary action and
to make suggestions for improvements in
programing practices."

Second, "family viewing should not in-
hibit anyone's creativity," he said. On the
contrary, he said, it provides "a great op-
portunity and challenge" in calling on the
creative community to present programing
which involves drama, adventure and
emotion but which does not include a "needless concomitant of violent and sex-
ual excess."

And as the father of three young children, he said, "There is no issue with-
in our jurisdiction on which I am more sin-
cere." The time for reform has arrived, he
said, and he has done what he thought
proper.

The chairman, who noted the difficult
First Amendment problems the commis-
sion faces in attempting to deal with pro-
graming, also said, "The government can
do no more. The rest is up to the indus-
ty—and up to you, citizens, leaders and
educators in our society."

He urged those in his audience to in-
terest themselves in the issue. "If you are
concerned about television violence, say
so," he said, to local broadcasters, the net-
works, Hollywood, and elected officials.

"Through your intelligent expressions of
concern, perhaps a new commitment will
emerge—a new commitment on the part of the broadcast industry to upgrade
their efforts."

But Chairman Wiley also said he recog-
nized that the television industry cannot
by itself rid the nation of the problem of
violence: "The pressure to work for a
more effective solution," he said, "must
therefore, rest heavily on the shoulders of
the traditional institutions which influence
a child's educational and cultural develop-
ment—and, in particular, on the nation's
schools."

ABC-TV chalks up
another good week

Olympics, second-season successes
give it top Nielsen for Feb. 9-15

ABC-TV, coating along on two runaway
second-season hits (Laverne and Shirley
and Rich Man, Poor Man) and on another
solid seven days of Olympics ratings,
finished on top for the fifth week in a row.
Its Nielsen rating for the Feb. 9-15 week
was 21.3, compared to NBC's 19.3 and
CBS's 19.1

In the season-to-dates, though, CBS has
a 19.7 rating, ABC an 18.4 and NBC an
18.2.

ABC researchers said its Feb. 4-15

Payola described in Brunswick trial

Three programers tell of gifts of money; FCC's ears pick up

Current or former music directors for
three radio stations have testified that they
received cash payments from representa-
tives of Brunswick Records.

Their testimony was given in the tax-
frac trial of seven Brunswick executives in
federal district court in Newark, N.J.

E. Rodney Jones, program director of
WYON(AM) Cicero, Ill. (Chicago), said he
had received a total of $2,000 on six occa-
sions from Melvin Moore, a promotion
agent for Brunswick who is one of the
seven defendants, as "a token of his ap-
preciation." He said he also had received
airline tickets from Mr. Moore.

In addition, Mr. Jones said that from
time to time during his 14 years at WYON
he had received payments from Aveo,
Stax, Chess and Buddah Records as well
as Brunswick.

W.L. Williams, former program director of
WCBI(AM) Inkster, Mich., near Detroit,
said Mr. Moore gave him $25 to $100 on
several occasions and told him it was "just
to say thanks." Roosevelt Green, former
music director of WMON(AM) Cleveland
Heights, Ohio, said Mr. Moore handed
him Brunswick's latest release and some
cash in November 1972 and said,
"Thanks."

All three witnesses said the money had
no influence on their selection of records
to be played on the air. All three testified
under grants of immunity.

The Newark trial opened a month ago
(BROADCASTING, Jan. 26). Mr. Moore and
Sweepstakes!

CELEBRITY SWEEPSTAKES...Racing into a Second Successful Season with Top Stars and Top Cash Prizes!

36 New half-hours & 16 repeats
Available for prime-access January, 1976
Already bought by the NBC owned & operated stations

Distributed by 20th Century-Fox Television in association with the Burt Rosen Company.

Visit with us at NATPE. Diplomat Suite/Fairmont Hotel
six associates, including Nat Tarnopol, head of Brunswick, were charged with defrauding the Internal Revenue Service and some of their own recording artists of more than $184,000. Presiding Judge Frederick Lacey has ordered attorneys for both prosecution and defense not to discuss the case with anyone outside the courtroom proceedings.

The Brunswick case is likely to catch the attention of the FCC. Arthur Ginsburg, assistant chief of the Complaints and Compliance Division, said, "We'd look at any station where evidence indicates an employee received payola," which would be a violation of law. "We would want to determine if the station has complied with commission policy regarding control of payola." He said the commission would probably ask for a copy of the transcripts of the three witnesses' testimony.

Court nudges FCC on prerelease study

Canadian showings ahead of U.S. are called 'difficult problem'

The U.S. Court of Appeals in Washington has in effect given the FCC a six-month deadline to conclude its inquiry into the release of American television programs to Canadian stations before they are broadcast in this country. The inquiry was begun on Oct. 22, 1975.

The court is considering an appeal taken by KIRO-TV Seattle from a commission order refusing to grant it special nonduplication protection against the relay by Vanhu Inc.'s cable system of network programs prereleased to stations north of the border.

The court, in a brief, unsigned order issued last week, said it was "deeply concerned about the difficult problem that confronts both the commission and broadcasters" in connection with the prerelease issue. However, it also noted that the commission's attorney had said during the oral argument that the commission would probably complete its prerelease inquiry in six months.

Accordingly, the court said, it would "hold in abeyance any action" for a period of six months from date of the order "to permit the commission to formulate whatever remedial procedures it deems appropriate for the solution of this problem." (Broadcasting, Jan. 19) will be composed of INTV's board of directors and will be headed by John Reynolds of Golden West Broadcasters. First meeting will be today (Feb. 23) in San Francisco, during National Association of Television Program Executives convention there.

Films-flam advisories. Have You Been Taken Lately?, series of two- and one-half-minute radio programs exposing consumer fraud is ready for distribution by National Broadcasters Group. Sixty-five programs, which also advise listeners how to avoid being taken, are completed and 260 are in production. 8200 Normandale Boulevard, Minneapolis 55437, (612) 831-2878.

Pearson comes home. John Pearson International, Beverly Hills, Calif.-based overseas television program distributor (Here's Lucy, Hallmark Hall of Fame etc.) has formed subsidiary, Pearson Television Sales, to handle domestic syndication. Like international operation, domestic sales will emphasize syndication of major network series and specials, with other shows produced for syndication. Country music specials and children's series are among shows presently available for domestic run.


From Mutual's outlets. Two country music specials have been set for broadcast on Mutual Radio Network affiliates. Cinderella City Country Music Spectacular, originated by KERIA(AM) Denver, is scheduled for March 13 and North American Country Cavalcade, broadcast from WMNI(AM) Columbus, Ohio, is set for April 17.

From JWT. Half-hour film nominated for Oscar in short film-live action category, Angel and Big Joe, has been placed into TV syndication by J. Walter Thompson New York. Film stars Paul Sorvino and was written, directed and produced by Bert Salzman for Learning Corp. of America, New York, distributor of educational films.

Experimental. WNED-TV New York presented as experiment last Saturday (Feb. 21) half-hour special, Consenting Adults with Dr. Sonya Friedman (11-11:30 p.m.), during which practicing psychologist discussed human relations and sexuality with lesbian couple denied child custody. Station spokesman said if there is sufficient audience reaction and acceptance, this programming concept will be considered for full-length series.

new syndicator. Cinema Shares International Television, New York, will syndicate group of feature films with stars like Tyrone Power, Robert Mitchum and others. Film will be aired for six months on Monday nights.

Chairman for the sale. Dr. Jack Warner, head of Cinema Shares International Television, New York, will syndicate group of feature films with stars like Tyrone Power, Robert Mitchum and others. Film will be aired for six months on Monday nights.

shares, which is now open for business at 450 Park Avenue, New York 10022; (212) 421-3161.

Room service for 10. Romper Room Enterprises, Towson, Md., has sold its Romper Room for pre-school children to WRCB-TV Chattanooga; WBOY-TV Clarksburg, WVa.; WXIX-Cincinnati; WJW(DTV) Cleveland; WDAY(DTV) Bismarck, ND; WIBW(DTV) Topeka, KS; WTVI-DTV Huntsville, Al.; KMBK-TV Kansas City, Mo.; KSOW-TV Lawton, Okla.; WYCL-TY Minneapolis; WNYS-TV Syracuse, N.Y., and WKTU(TV) Utica, N.Y.

Warming up. WOWK-TV Huntington, W. Va., has enlisted 300 students from 23 high schools to hold a mock Democratic national political convention March 20. Advised by Democratic National Committee, station will stage presidential nominating procedure, with speeches, demonstrations and votes. Excerpts will later be broadcast.

CCC wants more time for format-change comments

Citizens Communication Center has petitioned the FCC to rescind or redirect its notice of inquiry into entertainment-format changes (Broadcasting, Dec. 22, 1975).

CCC, acting in behalf of two citizen groups that have been involved in format change cases, said the FCC has prejudged the issue and that it had not considered the public's First Amendment rights to access to diverse programming. That right, CCC said, is paramount over the broadcasters' interest in "maximizing profits on public airwaves."

Another group, the National Citizen Committee for Broadcasting, has asked the commission to extend the Feb. 19 deadline for comments on the inquiry until June 15. NCCB said the present deadline is too early for comments on any action taken by the FCC on CCC's petition. In addition, NCCB claimed, the Feb. 19 date does not allow enough time to prepare comments since it has been only a month since the release of the text of the notice of inquiry. NCCB added that the delay would allow the FCC to "encourage widespread participation in this proceeding."
A walk on the moon will get you some rocks, a journey with us will give you the world.
issue to the local community is good.

What impressed committee aides most about the Utah hearing, Feb. 13, was the lack of animosity between opposing witnesses. They report that the public witnesses—representatives of churches, parent groups and local government—expressed more concern about the effects on children of TV's depictions of violence than sex. There was general agreement with Costanzes Subcommittee member Frank Moss (D-Utah), who presided at the hearing, who said that children are affected by what they see on TV. But the criticisms of TV violence were "balanced," according to the committee aides, by praise for the Utah broadcasters' steps to curb excessive violence and for the industry's adoption of family viewing.

A panel of five broadcasters at the hearing defended their records on the violence issue and talked of TV's potential for prosocial influence. The broadcasters included Milt Davis of KUED-TV, Jay Lloyd of KSL-TV, LaMar Smith of KUTV(TV), Dan Raiser of KCPX-TV, and Bruce Christensen of KBYU-TV, all Salt Lake City.

Voting for NAB posts

Nine new members are elected to TV and radio boards; all incumbents are back again

The results are in on the 1976 National Association of Broadcasters board of elections. Seven new members won seats on the radio board, two on the TV board. The five radio board members running for reelection and the four TV incumbents were all returned. All will begin two-year terms March 24, the last day of the NAB convention in Chicago.

The radio board winners:


Cari Venter Jr., WPFFAM-WQDR(FM) Raleigh, N.C., in district four (North Carolina, South Carolina, Virginia).

Len Hensel, WSM-AM-FM Nashville (incumbent) in district six (Arkansas, Louisiana, Mississippi, Tennessee).


R. E. McKune, KTRR(AM)-KZNN(FM) Rola, Mo., in district 10 (Iowa, Missouri, Nebraska).

Pat Murphy, KCRC-AM-FM Enid, Okla., in district 12 (Kansas, Oklahoma).


Jack Willis, KHEF-AM-FM Phoenix in district 16 (Arizona, southern California).

David G. Scribner, KHOB-AM-FM Denver, class A markets (at-large seat for markets with populations of 50,000 or more).

Herbert W. Hobler, WHWH(AM) Princeton, N.J., WPST(FM) Trenton, N.Y., in class B market (population of 100,000 to 500,000).

Dick Painter, KSYM-AM-FM Mankato, Minn. (incumbent) in class C markets (population of 15,000 to 100,000).

Jack S. Younits, WEEB(AM) Southern Fines, N.C. (incumbent) in class D markets (population of 15,000 or less).

TV board winners:


The 12 newly elected radio board members and six TV board members account for about half of the elective positions on the NAB board. The seats of the other half are up for election next year. Five of the positions on the 30-member radio board and three of these on the 15-member TV board are held permanently by networks.

Somethinc for all

Noncommercial FM is realization of Indian council's dream of meeting area needs

A multicultural and multilingual FM station to serve American Indians, the Spanish-speaking population and others has gone on the air in Albuquerque, N.M.

KIPC, a noncommercial, educational daytime station with an 8.9 kw and a listening area of about 100 miles, signed on Feb. 2, some four years after the idea for the station was first conceived by the All-Indian Pueblo Council there.

According to Consuelo Burrell, KIPC general manager, the council originally planned the station to serve only Indians. However, other elements of the community were included when the council couldn't get adequate funding. KIPC is operated by the Albuquerque Public Broadcasting Corp., which has received grants including $55,000 from the U.S. Department of Health, Education and Welfare and $50,000 from the Corporation for Public Broadcasting. The All-Indian Pueblo Council, which represents 19 area pueblos, added another $89,000 received from a four-state regional commission.

KIPC broadcasts predominantly in English, with heavy reliance on National Public Radio and some news in Spanish. Programming in five American Indian dialects is expected to be integrated within the next 30 days, part of the station's eventual goal of evenly dividing the broadcast day among the English and Spanish-speaking audiences and the Indians.

The board of directors overseeing station operations comprises five American Indians, two Spanish-speaking persons, one black and one white.

Twenty-first anniversary

Association of Maximum Service Telecasters will celebrate its first two decades with special program at annual membership meeting in Chicago in March 21. Meeting, to be held prior to opening of National Association of Broadcasters annual convention in city that day, will feature special reports from Lester W. Lindow, AMST executive director; Arch L. Madsen, president of AMST and of Bonneville Communications, Salt Lake City, and from engineering and legal counsel. Election of 21-member board also is scheduled, with new association officers to be elected at board meeting later that day. AMST membership consists of 165 stations, VHF and UHF, commercial and noncommercial. Association was founded in New Orleans in 1956.

Back at its charge

Community Broadcasting of Boston, one of three competing applicants for RKO General's WNAC-TV Boston, has submitted affidavits to FCC to support Community's claims that RKO's parent, General Tire & Rubber, bribed foreign officials and violated federal laws (BROADCASTING, Dec. 15, 1975, et seq.). Documents include incorporation certificate of firm in Liechtenstein which Community says is subsidiary of GT&R that funneled money to foreign officials to keep GT&R's competitors out of certain countries.

Bigger sample

Arbitron Radio will increase its sample sizes in top-eight markets, effective April-May survey. New York and Los Angeles are up to 3,000 meter sample; San Francisco and Chicago to 2,500; Philadelphia, Boston, Detroit and Washington to 1,500. These markets account for nearly half of all national and regional spot radio advertising dollars in Arbitron measurements.

Rose to speak

Jonathan Rose, deputy assistant attorney general, Department of Justice's Antitrust Division, will address Federal Communications Bar Association today (Feb. 23), in Washington. Mr. Rose helped prepare Justice brief urging court to strike down FCC's pay-cable rules as anticompetitive (BROADCASTING, Feb. 9).

New number

Telephone number of CBS Inc. headquarters in New York has been changed to (212) 975-4321. With change, Centrex direct-dial system was introduced, enabling callers to reach employees directly by dialing 975 plus their former telephone extension number.

Newhouse adds

Newhouse Newspapers, Newark, N.J.-based publisher and group owner, purchased 17% interest in Booth
"If we only had a nickel for every box of Popcorn..."

.....or for every magical moment at the movies when movies were movies... for everyone who remembers those great times... FOX ONE is the one! Fifty marvelous films from the 20th Century-Fox library, and all brand new prints—every one as colorful as only those illustrious films could be! "Gentleman's Agreement," "Desk Set," "How Green Was My Valley," "Laura," "The Snake Pit" and many more great pictures with great stars!

REMEMBER WHEN MOVIES WERE FUN? REMEMBER FOX ONE!
The biggest prize of all!

You know how big "The $64,000 Question" was. The biggest ever.

That is, until now. Because now Viacom is introducing a new first-run production of "The $64,000 Question" that's going to surpass the original show!

Already, it's the most talked-about new access series for Fall 1976. With an impressive pre-NATPE record of sales in 47 markets.

Visit us at the Fairmont Suite, 23rd Floor of the Fairmont Hotel, San Francisco.
These stations have “The $64,000 Question” for 1976:

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<thead>
<tr>
<th>WNEW-TV New York</th>
<th>KBTV Denver</th>
<th>WXEX-TV Richmond</th>
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<td>KTTV Los Angeles</td>
<td>WJAR-TV Providence</td>
<td>WLUK-TV Green Bay</td>
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<td>WPVI-TV Philadelphia</td>
<td>WBTV Charlotte</td>
<td>KFSN-TV Fresno</td>
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<td>KRON-TV San Francisco</td>
<td>WBNS-TV Columbus</td>
<td>KHQ-TV Spokane</td>
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<td>WJBK-TV Detroit</td>
<td>WLKY-TV Louisville</td>
<td>WCSH-TV Portland, Me.</td>
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<td>WJW-TV Cleveland</td>
<td>WKZO-TV Grand Rapids</td>
<td>KGMB-TV Honolulu</td>
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<td>WTTG Washington</td>
<td>WDBO-TV Orlando-Daytona Beach</td>
<td>WPTA Ft. Wayne</td>
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<td>WIIC-TV Pittsburgh</td>
<td>WCHSTV Charleston-Huntington</td>
<td>KVOA-TV Tucson</td>
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<td>KXAS-TV Ft. Worth-Dallas</td>
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<td>KTVE Monroe-El Dorado</td>
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<td>WTCN-TV Minneapolis</td>
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<td>WNYS-TV Syracuse</td>
<td>KLAS-TV Las Vegas</td>
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<td>KIRO-TV Seattle-Tacoma</td>
<td>WLWD Dayton</td>
<td>WLBZ-TV Bangor</td>
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<td>WBAL-TV Baltimore</td>
<td>WDAU-TV Wilkes Barre-Scranton</td>
<td>WBBH-TV Ft. Myers</td>
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<td>WCHP-TV Greensboro-HPWS</td>
<td>WEAU Eau Claire</td>
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<td>WISN-TV Milwaukee</td>
<td>WAVY-TV Norfolk-P-NN</td>
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An impressive lineup? Yes. But more important, “The $64,000 Question” sales record is indicative of how fast this new show is going!

Act now. Because the biggest prize of all doesn’t stay up for grabs very long.

“The $64,000 Question” from Viacom
TRY TELLING HIM THAT THE BEST THINGS IN LIFE ARE FREE.

Storer stations are concerned about the aged and are doing something about it.

For many of the 22 million Americans 65 and over, life is becoming a struggle for survival. Because most have fixed incomes, inflation is devastating them. Nearly one in six lives in poverty. It's estimated that one-third gets fewer than 3 meals a day. Some are starving. Others literally eat from garbage cans.

As rents rise, many are forced into "gray ghettos" in big city slums. Lonely and often ill, they become prey for drug pushers and other criminals when they venture out. Purse-snatching, for example, is especially common when Social Security checks arrive.

Storer Stations believe we must start making adequate provisions for our senior citizens. And now. For when the year 2000 rolls around, it's estimated the average American will live to age 90.

WSPD-TV in Toledo is one with an ongoing commitment to the plight of the aged. Recently, for example, they produced a six-part mini-documentary series on the problems they face. Covered were prominent legislators, experts in Social Security, transit, housing and nursing homes as well as senior citizens.

WSPD-Radio, meanwhile, on successive "People to People" programs held discussions alerting Toledoans to two new area services: 1. home health aid for the elderly unable to clean their homes or leave them to buy food and medicines; and 2. the availability of meals three times a day for the elderly, particularly those unable to prepare food for themselves.

In Milwaukee, WITI-TV programmed a half-hour special on elderly citizens as victims of crime. The program focused on federally funded Neighborhood Security Aides that could be used in high crime areas to patrol the streets. WITI-TV's "Contact Six" often comes to the rescue of senior citizens, too.

All Storer Stations believe it's important to get involved in the affairs of the communities they serve. The way we see it: the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

Broadcasting that serves.

The Storer Stations
Storer Broadcasting Company

WAGA-TV Atlanta/WSBK-TV Boston/WJW-TV Cleveland/WJBK-TV Detroit/WITI-TV Milwaukee/KCST-TV San Diego/WSPD-TV Toledo/WJW Cleveland/KGBS Los Angeles/WGBS Miami/WHN New York/WSPD Toledo
For accomplishments in the tradition of Lincoln

For their contributions to radio and television and in enriching the quality of life in America, broadcasters were honored by the Southern Baptist Radio and Television Commission in Fort Worth, Feb. 12. Above (l-r): Robert Hyland, CBS Radio regional vice president, KMOX-FM St. Louis, who received the top radio Abe Lincoln Award; Arthur R. Taylor, CBS Inc. president, who delivered the keynote address and was recipient of a Distinguished Communications Recognition Award; Paul M. Stevent, president, Southern Baptist Radio and Television Commission; Dr. Leo L. Beranek, president, WCVB Boston, honored with the top television Abe Lincoln Award, and Lawrence B. Taishoff, publisher of Broadcasting, who accepted a Distinguished Communications Recognition Award for Sol J. Taishoff, chairman and editor of Broadcasting. Mr. Taylor also accepted a Distinguished Communications Medal for the late Edward R. Murrow, CBS.

Recipients of Abe Lincoln Merit Awards in Fort Worth were (l-r): Lance Alan-Ross, KAYS-AM-TV Hays, Kan.; Murray Roberts, WFMF New York; Neil E. Poindexter, KMBZ-FM Shawnee Mission, Kan.; Beverly M. Poppett, WFMF (joint award with Mr. Roberts); Brian Jennings, KXL-AM Portland, Ore.; Jorie Luelf, WMAO-TV Chicago; William O'Shaughnessy, WVOX-AM-FM New Rochelle, N.Y.; A. James Ebel, KOLN-TV Lincoln, Neb.; Robert C. Dotson, NBC News, Cleveland (for accomplishments performed at WKX-TV Oklahoma City). In addition, the commission presented a special Abe Lincoln Bicentennial Award to Lee Allan Smith, WKY-AM-TV Oklahoma City, and a Christian Service Award to Stan Freberg, Freberg Ltd., Los Angeles. A surprise Community Service Award conferred during the ceremonies went to a nonbroadcaster, A.L. Scott, of Fort Worth, for his local contributions and efforts on behalf of the radio and television commission.

Newspapers, publishers of eight Michigan papers, Booth sold its only broadcast property, WTV5(FM) Terre Haute, Ind., for $4.65 million last year (Broadcasting, July 28, 1975).

Pick for CPB board. President Ford will nominate Diana Lady Dougan of Salt Lake City to four-year-term on board of directors of Corporation for Public Broadcasting (“Closed Circuit,” Nov. 24, 1975). Mrs. Dougan, who is chairman of board of Friends of KUED(TV) Salt Lake City, would fill slot for which brewery executive Joseph Coors had been named originally. Mrs. Dougan, 33, at one time was promotion manager for Time Inc.’s cable system in New York.

Public radio grant. Corporation for Public Broadcasting has awarded $100,000 to noncommercial KUSC(FM) Los Angeles as first grant offered under Major Market Radio Coverage Expansion Project. Proposed five-year project could “conceivably” allocate $775,000 to KUSC, dependent on congressional appropriations, according to CPB spokesman. It is anticipated that other public radio stations in top-10 urban areas will receive similar grants and possibly within this calendar year, spokesman added. Money will help KUSC move its transmitting tower to new location that will increase its potential audience to 10 million persons. CPB’s goal is to make public radio available to 90% of country’s population by 1980.

Canadians feel pinch familiar to Americans

Protection at renewal time could be severely lessened in wake of court ruling

For the first time, Canadian broadcasters and cable television operators face the threat of competing applications during the initial license-renewal period.

In the past, parties have been allowed to intervene against a license renewal. But, competing applications for the facilities could be filed only after the intervention succeeded and the renewal was denied.

The Federal Court of Canada has now ruled that the Canadian Radio and Television Commission must consider the application of a competing cable TV group before it considers the current licensee’s renewal.

The case involves Capital Cable Cooperative, a nonprofit communications group which is seeking the license of Victoria Cablevision Ltd., Victoria, B.C. (Unlike those in the U.S., Canadian cable TV operators are licensed by the federal regulatory agency in the same manner as broadcast stations.)

The court’s decision has been appealed by the CRTC, which wants a higher and more final judicial determination before it takes on the administrative task of reordering its renewal procedures. The appeal is expected to be heard around the middle of March and, in the meantime, the CRTC is conducting its renewal hearings as before except for the Victoria cable contest, which has been deferred.

There is concern that if the decision stands, it will affect both broadcasters and cable operators and put “licenses up for grabs” every five years. Allan Waters, chairman of the Canadian Association of Broadcasters, said the order placed a “cloud” over the broadcasting industry.

CRTC officials felt that broadcasters and cable operators would be more reluctant to put money into a facility if they are less sure of holding a license for a long period of time. Those financial implications would be underlined in CATV’s case, they suggest, because of the capital intensive nature of the industry.

Historically, both broadcast and cable licenses have been renewed if there has been no conflict with CRTC rules and regulations. It was “tacitly” understood,
Great News from The Behrens Company!

Here’s news that’s really new. A weekly half-hour national news program, hosted and narrated by children. It’s called “KIDSWORLD.”

Dr. Roger B. Fransecky, a recognized authority in children’s television, recently completed viewer research on “KIDSWORLD” at the University of Cincinnati.

He reports, “KIDSWORLD” clearly reached its target audience of children (and adults)…particularly the familiar market sample of women 18-49…I think the program has obvious implications for prime time scheduling…"

Over twenty major stations, including the NBC Owned Stations, have already programmed “KIDSWORLD” in prime 6 to 8 pm time periods, starting Fall ‘76.

See for yourself. Screen “KIDSWORLD” at the N.A.T.P.E. Our great news is on view in the Constantine Suite, Room 280-282, Fairmont Hotel, Main Building.

THERE’S A MOUSE IN THE FAIRMONT HOTEL!

The world’s best loved mouse just checked into the Fairmont, so you can check out a preview of Walt Disney Productions’ all new Mickey Mouse Club. 65 all new...all color...half-hour segments will be ready to raise your ratings starting not later than January 1977. Check in with Mickey February 21 through 25 in Tower Suite 19 at the Fairmont. He’s the mouse who’ll have you standing on your chairs.

The NEW Mickey Mouse Club ... an SFM Media Presentation

©Walt Disney Productions
RIN TIN TIN RESCUES 1,000,000 VIEWERS IN NEW YORK AND LOS ANGELES.

RIN TIN TIN IS BACK TO THE RESCUE!

TV's "Super Dog," Rin Tin Tin is off and running, capturing an audience of kids and young adults all over the country. These great adventures, with new, full color wrap-arounds, have great entertainment and educational value for today's station needs. For more information on how Rin Tin Tin will rescue viewers in your market, call Stan Moger or George Hankoff. SFM MEDIA SERVICE CORPORATION, 6 East 43rd Street, New York, N.Y. 10017 (212) 682-0760

An SFM Media Presentation

Based on New York and Los Angeles Nielsen Reports week of 1/19/76. Details on request.
according to one source, that there was a very good expectation—although not a legal right—that an operator would get his license renewed.

"Very, very few" licenses have been denied, according to a CRTC spokesman, since the commission was formed in 1969.

ETV network gets serious over 'N'

Nebraska hook-up files suit against NBC's use of design in apparent attempt to force some kind of settlement

The question of who gets custody of the big "N" logo—NBC or the Nebraska Educational Television Network—landed in court last week. The Nebraska ETV Commission filed suit against NBC in the U.S. district court in Lincoln, Neb., seeking a permanent injunction to keep the network from ever using the logo again. It also asked for a preliminary injunction while the suit is being tried. The court set a hearing on that motion for March 26.

There were signs that, even so, the differences may be settled amicably—or at least that both sides hoped so. Jack McBride, general manager of the Nebraska ETV Commission, said negotiations had been going on since early January when NBC unveiled the N that seemed to duplicate the Nebraska logo except in its colors. (Broadcasting, Jan. 12). His side kept urging NBC to "suggest a solution" but NBC made no specific offer. Mr. McBride said. Finally, he said, the Nebraska ETV lawyers said it was necessary to file the suit to "preserve the rights of the people of Nebraska."

In addition to the injunction, the suit asks for attorney fees and "all other necessary and proper relief."

Mr. McBride wouldn't say how much he thought the N, free and clear, ought to be worth to NBC. But he said he still hoped the negotiations would proceed to an amicable solution. NBC seemed to hope so, too. A spokesman said in a statement that "we are surprised and disappointed to read press reports" of the suit. "We met with the commission's lawyers as recently as Saturday [Feb. 14] and expected to continue discussions leading toward an amicable settlement."

The NBC spokesman also said no firm offer had been made to the Nebraska group. Nor would he say what offer NBC might consider reasonable. But all hands seemed to agree that what had started out as a laughing matter had become a more serious. If anybody was still laughing, it was officials of the National Bank of Cynthia (Ky.), which claimed prior rights not only to the N but also to the initials NBC (Broadcasting, Feb. 9).

U.S. and Britain's common problems cited by NBC's Schlosser

British and American broadcasters must be prepared to fight to retain their freedom and independence because these worries are essential to the freedom and independence of all our fellow citizens," Herbert S. Schlosser, president of NBC, told a British audience Feb. 12.

"Only where the press and broadcasters have independence and freedom can there be any guarantee of freedom for everyone," he said in a speech in the BBC Lunch-Time Lecture series, the first to be addressed by an American. He spoke to BBC staff members and guests at Broadcasting House in London and his talk was carried by closed-circuit TV and radio to BBC locations throughout Great Britain.

Despite their different structures, Mr. Schlosser said, the British and American systems of broadcasting share common goals and, often, common problems.

In the attacks on TV entertainment and news, he said, "I believe there is an illusion common in both our countries that the influence of television is somehow overwhelming. People think that television is doing something to them and they are unhappy about it. There is a feeling that television in some ill-defined way may be responsible for the lack of confidence in our societies today, and yet, at the same time, that it holds the promise of being a savior and panacea for us all."

"But if we make it a scapegoat on which to lay our frustrations, and if we make the mistake of blaming television for society's various problems, we will only put off solutions by diverting attention from the real causes of these problems."

Accommodating opponent

Representative Henry Waxman (D-Calif.), member of House Communications Subcommittee, has said he does not want equal time to match every nonpolitical television appearance by Republican TV actor Jerry Fogel in the 1976 congressional election race. Mr. Fogel's candidacy is not yet formal, but he has filed a suit against FCC, the networks and Metromedia over the FCC contention that TV stations must honor requests for equal time every time the actor appears on TV regardless of whether the appearance is political.

WBAI foundering

WBAI(FM), the listener-supported Pacifica Foundation station in New York with an "educational-eclectic" format, is in financial trouble. Operating since 1954 and noncommercial since 1960, the station is reportedly close to signing off the air. Manager Larry Josephson insists that
grass-roots support will keep the station alive, noting $25,000 in cash contributions collected in four days last week.

WCKY sale closed

Post-Newsweek Station’s $3.6 million sale of WCKY(AM) Cincinnati was consummated Feb. 13 despite a protest pending at the FCC against its approval of the sale (BROADCASTING, Feb. 9). But the protesting group appears to have won its major point: Its original goal was that the buyer, Truth Publishing, planned to revamp WCKY’s format, but Truth twice amended the application, and its proposed format now closely resembles the mixture of beautiful music and heavy emphasis on news and public affairs that Post-Newsweek had proposed in its renewal application.

Changing Hands

Announced

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

- **WYOO-FM** Richfield, Minn.: Sold by Fairchild Industries Inc. to Doubleday Broadcasting Co. for $850,000. Seller, publicly traded, also owns WYOO(AM) Richfield and KLIF(AM) Dallas and has purchased, subject to FCC approval, KDTX(FM) Dallas (BROADCASTING, Dec. 22, 1975). Buyer is wholly owned subsidiary of Doubleday & Co., publishing firm, and owns KRIZ(AM) Phoenix; KHOW-AM-FM Denver; KDWB(AM) St. Paul; KITE(AM) Terrell Hills and KEXL(FM) San Antonio, both Texas, and 25% of Odessa, Tex., cable system. WYOO-FM is on 101.3 mhz with 100 kw and antenna 225 feet above average terrain.

- **WEBE(AM)** Duluth, Minn.: Sold by Park Broadcasting Inc. to Midwest Radio Inc. for $377,500 plus other considerations at closing. Seller (Roy H. Park, 100%), also owns WDEG-AM-FM-TV Chattanooga; WNAX(AM) Yankton, S.D.; WJTL-TV Johnson City, Tenn.; WNCT-AM-FM-TV Greenville, N.C.; WLS-FM Roanoke and WTVR-AM-FM-TV Richmond, both Virginia; KVII(AM)-KJUB(FM) Portland, Ore.; WUTR(AM) Utica, N.Y.; WBMG(AM) Birmingham, Ala.; KRS(AM)-KFMM(FM) St. Louis Park (Minneapolis-St. Paul); television translator stations in Tennessee, Georgia, North Carolina, Virginia and New York; Ithaca, N.Y., billboard advertising firm; Rock Hill, S.C., apartment house and publishes newspapers in five states. Park is selling WEBE to accommodate purchase of WHEN(AM) Syracuse, N.Y. (BROADCASTING, Nov. 24, 1975) under FCC’s multiple-ownership rules. Principal in buyer is Larry Lakoduk, who also owns KQWB(AM) Fargo, N.D., and KWM(FM) Moorhead, Minn. WEBE is 5 kw fulltime on 560 kHz.

- **WOEZ(AM)** Beloit, Wis.: Sold by Telegraph-Herald Inc. to Seehafer & Johnson Broadcasting Corp. for $270,000. Seller, owned by E.R. Woodward family, publishes Dubuque (Iowa) Telegraph-Herald and owns KDTH(AM)-KFMD(FM) Dubuque; WHBY(AM) Appleton, Wis., and KLMS(AM) Lincoln, Neb. Principals in buyer are Don Seehafer and Robert Johnson, who also own KBBT-AM-FM St. Peter, Minn., and WMT(AM) Manitowoc and WXCO(AM) Wausau, both Wisconsin. WOEZ is on 1490 kHz with 1 kw day, 250 w night. Broker: Richard A. Shaheen Inc.

- Other sales reported at the FCC last week include: WADS(AM) Ansonia, Conn.; WLIV-AM-FM Livingston, Tenn. (see page 102).

**Approved**

The following transfer of station ownership was approved last week by FCC:

- **KAMT(TV)** Beaumont, Tex.: Sold at public foreclosure sale by Harbour Television Systems Inc. to Liberty National Corp. of Oklahoma City for $2,320,324. Seller had owed buyer that amount and debt was secured by all Harbour stock. Seller (A.O. Banning, William G. Hill and N.D. Williams Jr.) has no other broadcast interests. Buyer, which has no other broadcast interests, is publicly traded one-bank holding company which owns Liberty National Bank & Trust Co. of Oklahoma City. KAMT is ABC affiliate on channel 12 with 316 kw visual, 31.6 kw audio and antenna 1,000 feet above average terrain.

**CBS, NBC experiment with 90-second commercial ‘pods’**

Hour shows have advertising in longer segments; ABC watches

New prime-time network TV commercial patterns may be evolving, with fewer commercial interruptions as one result.

Since Feb. 1, CBS-TV has been scheduling four 90-second breaks instead of six 60’s in all of its one-hour prime-time shows. CBS sources say this pattern was tried in its Beacon Hill, probably the most widely acclaimed failure of this season. Though the program flopped, those sources say, use of 90-second commercial breaks made a favorable impression on producers because in deferring the initial break they make possible a longer and therefore stronger opening act.

NBC-TV is using three 60’s plus two 90’s—instead of six 60’s—in its 10-11 p.m. EST period on a trial basis. NBC sources say the test has been in progress for “many months” and will continue at least for the near future, then will be evaluated.

ABC-TV authorities said they have no similar tests of their own under way.  

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[Image: Broadcast Advertising]  

**SOUTHEAST Profitable Daytimer**  

in highly desirable, medium-size growth market.  

**Price:** $300,000  

including real estate  
Terms to qualified buyers  

Contact: Milton Q. Ford, Washington Office  

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[Image: Hamilton Landis & Associates]  

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"GREAT AMERICAN MEN" A series of four Bicentennial specials

Meet the "Babe" as portrayed by Joe Earley in one of the Bicentennial year's most sensational sports specials. With host Tom Brookshier, this half hour delivers an incredible closeup of one of America's most admired athletes. A remarkable performance with big audiences guaranteed.

Available now.

And this is Joe Earley in "John Smith at Jamestown." Another important audience-building program for 1976. Award winner at Chicago International and Columbia Film Festivals. Available now.

And in the dramatic, half-hour episode "The Roosevelts of Sagamore Hill," Joe Earley portrays President Theodore Roosevelt. A poignant look at one of the nation's most outspoken and respected leaders as he and his wife, Edith, face personal tragedy with the death of their youngest son. A show that will capture the heart of every viewer. Available now.

WE DELIVER STRONG AUDIENCE RESPONSE

ALCARE COMMUNICATIONS — The fastest growing
Joe Earley's role as Teddy Roosevelt was brilliant.

Hollywood Reporter

As the Sultan of Swat, Earley, in knickers, sleeveless sweater and cap, or in baseball uniform, scores a four bagger.

Variety

For brilliance in performance and characterization, Earley has no peer. He has, and will continue to study, every phase of the lives of the men he portrays.

Elizabeth Sullivan
Boston Globe

"MAINTENANCE MS."

Women love it! 90-second features which show everything from how to repair a damaged carpet to retrieving a ring that's gone down the drain. Hailed by news and program directors as relevant, positive programming. Jane Norman does it all with specially-built sets and detailed presentations approved by home repair experts.

"The audience loves it and we keep being asked for replays. I'm glad we have it. It has the distinction of being the only syndicated piece we use other than the CBS News Network newsmag. Keep it coming, we're very happy."

Ray Hasson, News Director
WBEN-TV, Buffalo, N.Y.

"I have learned quite a lot from Jane Norman's hints and ideas already. By all means, keep her on."

Mrs. Betty Wetz
Wharton, Texas

"Viewer response very good."

Dialing for Dollars show
KTRK-TV, Houston, Texas

Pick up your free "Maintenance Ms." tool kit at NATPE.

"ONE GREAT MOMENT IN SPORTS"

The very best in sports footage from the past. Minute-long features that give your audience action every night. With voice over by your sports announcer or narration by top-rated sportscaster Al Meltzer. Audiences say it's great.

"Your reports on "great moments" are terrific. Especially enjoyed seeing the Jersey Joe Walcott—Ezzard Charles fight right before the Ali-Foreman bout in Manila."

Martin Roth

"MORT CRIM with One Moment Please"

"Mort Crim was a solid factor in our move to Number 1 in young adults 18-34, Nov. 1975. ARB."

Jack Sausman
Vice President
WTVC-TV, Chattanooga, Tenn.

"To me, it's the highlight of the news show and I appreciate his comments."

Glenn Wagner
Glendale, Ariz. (Viewer KPHO-TV)

"Dear Mr. Crim, we greatly enjoy your moments on TV and hope that we may continue to do so. You seem very young to have so much wisdom."

Mrs. Stuart Coffing
Sacramento, Calif. (Viewer KCRA-TV)

syndicator of quality features in America.
See Jordan Schwartz and Frank Beazley at the NATPE in San Francisco, Ralston Suite 12 in the Tower, Fairmont Hotel.
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Phone (215) 687-5767
TV’s selling power gets high marks at TVB meetings

Station executives tell advertising success stories about products ranging from avocados to Ping-Pong tables

The eight-city regional sales seminars that the Television Bureau of Advertising completed earlier this month attracted a total of 488 station executives—and a wide range of advertiser testimony to TV’s selling power. Among the highlights, according to TVB, were these:

- Joseph Levy, vice president, E. Gottschalk & Co., Fresno, Calif.: “On a Samsontite promotion, we spent $125 to make a 30-second commercial, $1,000 on time and sold $60,000 in merchandise.”
- Jack Duquette, director of advertising, Cunningham Drug Stores, Detroit: “We know that TV can sell items at retail...We sold 12,000 miniature Ping-Pong tables for Christmas two years ago and sold another gang this past year.”
- Jerry Foster, advertising manager, Lucky Stores and Gemco Stores, San Francisco: “For Lucky Stores, the lettuce spot increased sales 200% against a previous week when it was advertised in newspapers. Sweet corn and avocados went up over 500% and 700% respectively. For Gemco Stores, small appliances showed over 500% increases.”

TVB said 31 retailers, manufacturers and distributors participated in one or more of the meetings, documenting their use of TV. The next major TVB meeting is its fifth retail commercials workshop, scheduled April 28-29 in New York. The emphasis of this year’s workshop will be on persuading retailers to become year-round television advertisers.

NAD isn’t satisfied with Ginzburg claims

Higher review asked; five other TV cases settled by division

The TV commercial for Moneysworth magazine in which publisher Ralph Ginzburg claims to have been receiving Social Security checks since he was 25 years old has been bucked up to the National Advertising Review Board.

The National Advertising Division (NAD) of the Council of Better Business Bureaus, which referred the commercial to NARB, said it had learned that Mr. Ginzburg receives those checks in the legal capacity of a “representative payee,” legal capacity of a “representative payee” of his daughter. NAD also said some of the claims in Moneysworth print ads seemed inconsistent with the Social Security Act.

NAD asked the NARB to pass upon the commercial and print claims because, it said, “the advertiser has made no attempt to provide substantiating material nor has it substantially discussed any of the specific contentions raised by NAD.” After news of the NAD’s action got around, Mr. Ginzburg was quoted as saying he wasn’t misleading anyone, that he doesn’t believe in cooperating “with a vigilante censorship group” and that “I don’t want a bunch of idiots telling me what I can say.”

The NAD said 14 other cases, five of them involving TV advertising, were resolved during January as a result of the advertisers’ discontinuing or modifying challenged claims, and that in six others, four of which involved TV and one both TV and radio, the advertisers substantiated claims that had been questioned.

Those that were modified or dropped included TV commissions for the Philco Cold Guard refrigerator, American Motors’ Pacer, Colgate-Palmolive’s Mer-sene denture cleanser, General Electric Factory Sale Days and Hudson Pharmaceutical’s Spider-Man chewable multiple vitamins.

Advertising whose claims were substantiated included television and radio commercials for Carter-Wallace’s Arrid XX antiperspirant and TV messages for Dow

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**Spotmaster®**

**THE MARVELOUS ONES**

**SERIES 3000**

- The “Cool One” with low power consumption to protect your tapes from heat.
- PHASE-LOK III head bracket minimizes stereo phasing problems.
- Auto release deck, massive, quiet air damped solenoid and massive deck platform.
- Full range of models and options.

**SLIDE CONSOLES**

- Series 3006 Mono and Stereo — Versatile slide consoles. 10 mixers, dual channel operation with intercom features.
- Series 4006 Mono and Stereo — Advanced design, completely modular consoles with plug-in electronics and input modules. Unique features include cueing without disturbing preset levels.

**CLE-FM**

- Automatic level control for FM mono and stereo broadcasters.
- Provides maximum modulation to increase coverage.
- Full protection against over modulation.
- Tailors sound to individual station’s programming.
- Minimizes background noise expansion.

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- CABLE: “SPOTMASTER”

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BMI STARS.
THEY MADE MOST OF THE MUSIC THAT LIGHTS UP GRAMMY THIS WEEK.

Lorene Allen  
Asleep At The Wheel  
Chet Atkins  
Vinnie Barrett  
Ray Barretto  
Thomas Bayless  
Lennox Berkeley (PRS)  
Randy Brecker  
B.T. Express  
Glen Campbell  
Harry Carey  
Johnny Cash  
Ray Charles  
Willie Clark  
Vassar Clements  
James Cleveland  
Willie Colon  
Jessi Colter  
John Coltrane  
Ed Dantes  
Earth, Wind and Fire  
Fred Ebb  
Bobby Eli  
Scott English  
John Farrar (PRS)  
Freddy Fender  
Richard Finch  
Jerry Goldsmith  
Happy Goodman Family  
Patrick Grant  
Al Green  
Howard Greenfield

Jim Hall  
Tom T. Hall  
Herbie Hancock  
Emmylou Harris  
Isaac Hayes  
Nelson Hodges  
Charles Ives  
Paul Jackson  
Waylon Jennings  
John Kander  
K.C. And The Sunshine Band  
Vivian Keith  
Richard Kerr (PRS)  
Ben E. King  
Ed Kleban  
Kris Kristofferson  
Dennis Lambert  
Louvin Brothers  
Loretta Lynn  
Chuck Mangione  
Barry Manilow  
Arif Mardin  
Van McCoy  
Don McHan  
Memphis Slim  
Willie Mitchell  
Chips Moman  
Ennio Morricone (SIAE)  
Muddy Waters  
Willie Nelson  
Phineas Newborn  
Ohio Players  
Carl Orff (GEMA)  
Eddie Palmieri  
Charlie Parker  
Dolly Parton  
Kristof Penderecki  
Barney Perry  
Ben Peters  
Oscar Peterson  
Pointer Sisters  
Brian Potter  
Ray Price  
Melvin Ragin  
Helen Reddy  
Jerry Reed  
Clarence Reid  
Sylvia Robinson  
Mongol Santamaria  
Gunther Schuller  
Tom Scott  
Neil Sedaka  
Paul Simon  
Charlie Smalls  
Lou Stellman  
Statler Brothers  
Ray Stevens  
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The world's largest performing rights organization.
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The ultimate proof of reliability is actual field service. In two years, Ikegami ENG Systems have dominated the industry... because one user tells another they're the "dependables." Call one of the user stations listed and prove it!

12½ pounds light.
Because the backpack is a separate unit, you can set it down and work really light with the camera alone. And the backpack is only 22 lbs., including batteries.

Studio-quality color.
Three ¾" Plumbicon® tubes, full two-line image enhancer, prism optics and other advanced features deliver superb colorimetry and resolution.

Remarkable sensitivity.
Fine picture quality even at 30 foot-candles.

In-depth service nationwide.
Nine convenient distributors offer full stocks of parts and quick service. There's one near you:

Call or write for a demonstration.

IKEGAMI
ENG SYSTEMS

300 CAMERAS IN SERVICE
... more broadcast-quality IKEGAMI Systems in the field than all other manufacturers combined.
Chemical's Dow oven cleaner, Economics Laboratory's Free 'N' Soft antistatic agent and Hunt-Wesson Foods' Snack Pack puddings.

Let your fingers do the walking for a lawyer

The American Bar Association has rewritten its code of ethics to allow lawyers to advertise their services and fees—but only in the Yellow Pages. The new ABA rules permit lawyers to include in their ads office hours, field of concentration, whether credit cards are honored, initial consultation fees. The impetus for the ABA action came from recent Supreme Court rulings that suggested the code ban on advertising might be contrary to freedom-of-speech guarantees, a threatened antitrust suit by the Justice Department and several law suits challenging the ban. Individual state bars must now vote on the changes, although ABA actions are usually followed by the state group.

Firestone agrees to pay for remedial ads

Tire maker and FTC settle on $550,000 worth of commercials

Firestone Tire & Rubber Co. has agreed to pay $30,000 in penalties and $750,000 for a tire-safety campaign in order to settle charges that the firm violated a 1972 Federal Trade Commission order barring misleading advertisements.

The consent agreement, approved by the U.S. District Court in Akron, Ohio, where Firestone is based, calls for $550,000 to be spent on a television commercial to be shown 15 times in prime time on shows including Monday night baseball and football and network news. Another $100,000 is slated for a print advertisement to appear in Time, Reader's Digest and U.S. News and World Report. The remaining $100,000 is designated for production and pretesting, which will be supervised by the FTC's Bureau of Consumer Protection. If the preparation and pretesting cost less than $100,000, the remainder will go toward the broadcasting end of the agreement.

The suit against Firestone had been brought by the Justice Department on behalf of the FTC. The agreement marks the first time the commission has obtained this type of remedy since the FTC Act was amended to authorize the commission to seek relief in federal district courts.

The civil suit had alleged that Firestone in 1974 misled the public by representing certain of its tires as safe under all conditions, failed to qualify safety claims with clear and conspicuous disclosure that tires are not safe under all conditions and represented the superiority of the tires without adequate substantiation.

Firestone has agreed to represent accurately the construction of its tires in the future. For example, the FTC says, the company must now refer to its tires as "steel-belted radial" instead of "steel radial." Overall, Firestone will be required to inform the public that no tires are safe under all conditions and that tire safety depends upon proper maintenance and proper driving.

The consent agreement does not constitute an admission of guilt by Firestone.

WSFA-TV takes two

WSFA-TV Montgomery, Ala., took both grand prizes in the Television Bureau of Advertising's seventh retail commercials competition. The one for commercials produced and created by a station (a spot for Art's Music Shop that sold a big inventory of drums) and the one for commercials created by an agency and produced at a station (a spot by Leavell Wise and Tischelfi Advertising for Tang Su Karate School). KIRO-TV Seattle won first place in the public-service category for a Variety Club message that raised $480,000 for a local hospital, and WSNV-TV Milwaukee won a public service merit award for a Milwaukee Blood Center spot that attracted 2,000 new donors. Judging, based on the commercials' sales success, was by the TVA sales advisory committee, which also picked 15 other winners from the bureau's 12 sales territories.

Advertising Briefs

Stereotyping hit. Rena Bartos, senior vice president of J. Walter Thompson Co., New York, told Advertising Women of New York Feb. 5, "The only way to achieve a greater measure of fair treatment for women is to understand that abolishing stereotypes really is an intelligent marketing decision."

Sponsored no, sustaining yes. National Council of Churches communications commission says it cannot support "widespread advertising of nonprescription contraceptives on radio and television." It urges, instead, that broadcasters launch prime-time educational campaign to inform teen-agers about venereal disease and contraception problems.

Not playing games. Federal Trade Commission plans two-part prevention plan against misrepresentation in toy manufacturing and advertising. First part calls for follow-up on five companies which have been served with cease-and-desist orders. Later, 12 companies—said to account for more than half the toy industry's advertising dollars—will be sent copy of one or more order and warning from commission. Twelve companies were not identified.
Cablecasting®

Cable warned of federal rules on employment

Wiley says FCC will move to correct 'abysmal' record after broadcast standards set

The FCC, now nearing the final phase of a rulemaking to establish new guidelines for broadcasters to follow in providing equal employment opportunities, has its eye set on the cable industry as its next target. Chairman Richard E. Wiley says that cable's EEO record is "abysmal."

The chairman made the remark last week in a colloquy with Pluria Marshall, chairman of the National Black Media Coalition, at a public meeting of the commission. Mr. Marshall had been taking advantage of the opportunity offered by the meeting to make requests and proposals, and to check up on the status of proceedings.

Earlier, Mr. Wiley had said, in response to a question, that a date for commission consideration of the EEO guidelines for broadcasters would be included on the commission's April-June calendar. And Mr. Marshall had criticized the commission for not having more black professionals on its staff. But he had also expressed his "appreciation for at least moving in the past on EEO matters."

Chairman Wiley left no doubt the commission would move in the future in the cable industry. "When we get through with the broadcasting proceeding, we'll go out with a notice proposing further rules for cable television," he said, "a further federal role in this is coming."

Proposed guidelines for implementing EEO rules affecting cable systems were considered at the same time it was drafting the proposed guidelines for implementing the rules for broadcasters. However, the commission directed the Cable Television Bureau to withdraw its draft and rewrite it so that it more closely paralleled the broadcasting item.

One question certain to be raised in a rulemaking dealing with cable EEO matters, however, is whether the commission has the authority to impose EEO rules on cable. Some commission officials doubt that it does.

In a related matter, Richard Shiben, chief of the commission's Renewal and Transfer Division, said the staff is re-examining the standards now used for determining whether to question broadcasters at renewal time on their employment practices. At present, the standard is whether a station has no minority or female employees or whether the number in either category has declined.

Mr. Shiben said the staff is attempting to work into the processing standard the "zone of reasonableness" test the courts have used in passing on claims of discrimination in employment. He said the "zone" test would be applied to overall employment as well as employment in the top four job categories.

Mr. Marshall was interested in other than EEO matters last week. The coalition has in the past expressed its concern with finding ways to open broadcast station ownership to blacks. In that connection, Mr. Marshall noted that in the FCC's pending clear-channel proceeding, the coalition favors the break-down of some pairs of stations and promotes more local stations. But he also asked that the commission do a technical study of the costs and benefits of the various options open to the commission; NBMC, he said, lacks the financial resources to do the study.

Mr. Marshall had some other suggestions, one designed to assure blacks and other minorities that broadcasters would meet their programing needs; the other aimed at American television suppliers and producers who, he said, are violating a United Nations resolution by dealing with South Africa.

Under the first, the commission would develop a "statement of minority programing and employment," which would be included in the television license renewal form and would be modeled after the children's programing statement.

Under the second, the commission would publish a list of licensees and companies doing business with the South African Broadcasting Corp., which Mr. Marshall said began "a white-only television service" in the largely black nation last month.

Chairman Wiley said he would take both "under advisement."

Cable urges Pastore not to give the FCC power to fine systems, at least not now

The cable television industry has gone to bat against proposed federal legislation that would give the FCC powers of forfeiture against CATV systems for failure to abide by commission regulations.

Cable says, however, that it doesn't object to the issue of fines per se, but the timing of the legislation. It feels that while the commission's authority in the cable field is under question and scrutiny, no additional powers should be given to it.

Robert Schmidt, president of the National Cable Television Association, said it would be more reasonable to include forfeiture authority in the larger cable-legislation package that NCTA hopes Congress will formulate. What is at issue, wrote Mr. Schmidt in a letter to Senator John Pastore (D-R.I.), chairman of the Communications Subcommittee which has jurisdiction over the bill (S. 2343), is whether the FCC should be given an enforcement tool for rules that are being questioned "not only in their specifics but more importantly in their basic policy underpinnings."

The Community Antenna Television Association also sent a letter of similar sentiment to Senator Pastore. "It is only logical if the Congress intends to investigate legislative possibilities for cable, that it do so prior to giving the commission forfeiture powers over rules that may be invalid," wrote CATA. The bill, introduced by Senate Commerce Committee Chairman Warren G. Magnuson (D-Wash.) at the FCC's request (BROADCASTING, Feb. 10, 1976), would permit a maximum $20,000 fine for multiple offenses. In CATA's estimation, such a fine could bankrupt one third of the existing systems in the country.

CATA urged the Communications Subcommittee to "consider first things first."

New money will let CTIC spread wings

NSF to fund assessment of regulatory agency efficiency

The National Science Foundation granted $194,000 to the Cable Television Information Center, Washington, an arm of the Urban Institute, to direct a 19-month inquiry into government regulatory agencies including the FCC. The study will focus on the decision-making process at the FCC (with its seven-member executive body) and contrast it with decision making at the Environmental Protection Agency, a single-member executive agency. The study is expected to provide documentation for legislative and academic re-evaluation of the role of regulatory agencies.

The study, proposed by the NSF, would be a departure from the work usually associated with CTIC. Aside from its role as a resource and advisory center for local governments involved with the development of cable television, CTIC has worked on special studies connected with CATV. Currently, the center is working on another NSF grant dealing with experiments in two-way cable and the Rehabilitation Service Administration of the Department of Health, Education and Welfare and the National Endowment for the Arts are also supporting CTIC projects.

The new funding for wider areas of study could provide the means for CTIC to offset funding cutbacks by its traditional supporters. The Ford Foundation and the John and Mary R. Markle Foundation will each contribute $150,000 annually for the next two years for a total of $600,000. When established in January 1972, CTIC received a $3-million grant ($2.5 million from Ford and $500,000 from the Markle Foundation) to carry it through 1975. In its prime, CTIC has a staff of 16 professionals. Today, CTIC employs seven professionals and a four-person support staff. Funding cutbacks have caused the
Kodak salutes the NPPA "Newsfilm Station of the Year"

This is the heart of WKY-TV.

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

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

And this is the backbone.

Darrell Barton, chief photographer.

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

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

Where do they stand on ENG?

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

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

Film. The Basic Medium.
center to begin charging local government for many of the services previously performed free. Sheila Mahony, CTIC executive director, explained the new policy would "treat foundation funds as support for research and policy guidance which will have broad applicability. Efforts devoted to solving problems that are unusual or unique to one community will be supported by the community," she said.

The center will continue to seek additional funds for research support.

Cable Briefs

NCTA adds Connally. John B. Connally, former secretary of the Treasury and Texas governor and presently with Houston law firm, will speak April 7 at National Cable Television Association convention in Dallas.

Updated. FCC's Cable Television Bureau has updated its guide to state law concerning CATV entitled Cable TV State Regulations—A Survey of Franchising and Other State Law and Regulation on Cable Television, issued May 5, 1975.

Anti-theft. Topflight Cable Equipment Inc., Horsham, Pa., has developed anti-theft system to protect cable owners serving apartments through central distribution point. Designated, "Squealer," unit will blast 80db horn alarm when its protected apartment TV distribution cabinet is opened illegally. Horn can be shut off by reclosing cabinet door and resetting master control unit.

Cable problems seen in translator bill

NCTA's Schmidt cites interference in letter to Pastore

The National Cable Television Association is using the translator bill currently before the Senate Communications Subcommittee (BROADCASTING, Jan. 26) as a platform to raise the issue of interference to CATV operations caused by translators.

The bill (S. 2847), which would authorize broadcast translators to originate limited amounts of local programing and would permit FM radio translator stations to operate without a licensed operator, was supported by NCTA. But in a letter addressed to the Subcommittee's chairman, Senator John O. Pastore (D-R.I.), NCTA President Robert Schmidt expressed concern over the FCC's what he termed reluctance to recognize and deal with translator interference problems to CATV operations.

Since one effect of the bill might be to increase the number of translator applications, Mr. Schmidt urged those in charge of national telecommunications policy to take a careful look at the translator service and its implications.

Cablecom survives easement threat

The California supreme court has refused to hear a class action suit brought by five individual property owners against Cablecom General Inc. over pole attachment practices.

The suit, originally brought against Cablecom over three years ago in Orange county superior court, charged that use of pole space by cable television firms was not covered in the easement agreements between phone and utility companies and private property owners. The plaintiffs alleged trespass and sought punitive damages and an injunction against Cablecom.

The superior court dismissed class-action and that action was appealed to the California court of appeals. That court upheld the superior court action and the case moved to the high court.

The five property owners, who live near Brea, Calif., have individual suits still pending in superior court. However, as individual suits, they can seek only punitive damages.

TPS to package children shows for cable

Telemation Program Services will enter the children's programing area with the acquisition of approximately 100 program hours from various shows which will be assembled into a package. The package includes both American and foreign film products with a "cultural and instructional" emphasis, along with some sports events (golf and tennis) and rock concerts. According to TPS President Bob Weisberg, about 90% of Telemation's pay-cable affiliates are expected to include the new programming in their schedules within six months.

The okay to go ahead with the planned acquisitions came several weeks ago at a TPS meeting in Denver where affiliates expressed willingness to support the project. "It's the first time stand-alone cable systems stood together," commented Mr. Weisberg.

Travels with Nixon offers some problems

Satellite feed will not come out of China, exact details of itinerary withheld

The three networks have been given permission to cover former President Nixon's trip to China. However, the approval came belatedly and there are some problems arising from lack of the China satellite and the fact that Mr. Nixon's itinerary has not been announced.

The film crews were to arrive in Peking last Friday (Feb. 20) one day ahead of Mr. and Mrs. Nixon, and will remain for the seven-or-eight-day trip (network spokesmen each noted a vagueness in the plans and the word "inscrutable" was more than once applied to the Chinese hosts). Electronic feeds, from Peking via the Chinese satellite have been denied. Instead, film will be flown to Tokyo or to Hong Kong and sent by satellite for same-day viewing in the U.S. Radio coverage will also be supplied by the same news.


Jack Reynolds, NBC News correspondent, Hong Kong bureau, will work with Albert Chambers, director, news, Asia, and the NBC News film crew of Hiromasa Yamanaoka and Masaki Shihara, both based in Tokyo.

Barry Kalb, CBS News Hong Kong reporter, will work with producer Brian Ellis, cameraman Udo Nesch and soundman Derek Williams, all based in the Hong Kong bureau.

Richard Fischer, vice president, NBC News operations, said the trip is newsworthy from two standpoints: the access to Mr. Nixon for the first time since his withdrawal to San Clemente, and the opportunity for correspondents to visit China since "the apparent demise of acting Premier Teng Hsia-Ping and the ascendency of acting Premier Hua Kuo-feng, who is a virtual mystery figure to the West."

AJC quits Syria case with blast against CBS, News Council

The American Jewish Congress announced it was withdrawing from a scheduled National News Council hearing on its complaint against CBS News (BROADCASTING, June 9, 1975, et seq.). In the process, AJC attacked CBS News and found fault with the news media.
An old friend with a new name

You are now seeing new call letters on Channel 4... WCMH-TV. They signify that Outlet Broadcasting has come to Columbus.

A radio pioneer, Outlet signed-on its first station in Providence, Rhode Island in 1922. During 54 years of broadcasting in Rhode Island, Florida, Texas and New York, Outlet has shaped a tradition of community service. This commitment will be evident on Channel 4 with the very best in well rounded entertainment, responsible news and information programming from many of the same personalities and staff who have earned your confidence and respect.

"CMH" is internationally recognized as the designation of Port Columbus. Now it is also the symbol of broadcast service to the needs and interests of viewers in Central Ohio.

Stay with \[ where your friends are.\]
generally and with the National News Council.
AJC said the council had consistently made rulings that would restrict the presentation of its case, directed against a segment on Syrian Jews that was broadcast on 60 Minutes on CBS-TV on Feb. 16, 1975. One of those rulings, AJC said, "would have required the identity of our principal witness to be publicly disclosed despite the obvious danger to the lives of his relatives in Syria."

The AJC statement said "our decision to withdraw is especially distasteful to us because we are absolutely persuaded that Mike Wallace [CBS newsman] and the 60 Minutes program violated basic canons of professional journalism" by interviewing only Syrian Jews presently residing in Syria and by "refusal to interview Syrian Jews who have escaped from Syria and who therefore may reasonably be expected to be free to testify more honestly and without fear."

The Congress said "the major news media, including CBS, have consistently rejected the authority of the National News Council," and that this made it necessary for the council "to prove to the media that its judgments will not be excessively severe," creating "an attitude of deference and solicitude for the media, perhaps unwittingly, which comports poorly with the function of the council as an objective, neutral and impartial arbiter."

AJC had asked earlier for a postponement of the council's hearing, after CBS News said it planned to update the criticized segment but would not take part in the hearing (Broadcasting, July 14, 1975). The update was itself subsequently deferred. A CBS News spokesman said last week that Mr. Wallace had reversed Syria in preparation for the update but he did not know when it would be broadcast.

**Journalism Briefs**

**Disagrees.** American Bar Association has indicated opposition to ABA committee's revised proposed guidelines for resolving free press-fair trial controversies, and has urged committee not to present proposal to ABA House of Delegates until after Supreme Court rules on Nebraska gag order case. Society of Professional Journalists, Sigma Delta Chi, has taken similar position on matter (Broadcasting, Feb. 16.)

**NBC News poll.** Subscribers to NBC News Poll will have access to teletype data on six to eight of upcoming primary elections, results of national telephone surveys and results of Election Day poll of some 10,000 voters. Syndicated service has so far been bought by print media: Boston Globe, Newsday (Long Island, N.Y.), Chicago Tribune, Los Angeles Times and Knight-Ridder news chain.

**'Roundup' time at NPC.** Mutual Radio Network's public affairs program, Re-

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Mr. Hurleigh (I) congratulates Robert S. Strauss, national chairman of the Democrats, who was first guest from Press Club.

**Kids-eye view.** Behrens Co., Miami, has begun production on Kidsworld, weekly half-hour national TV news program conducted and narrated by children. Shows feature 10 to 15 separate stories. Over 20 major TV stations, including five NBC-owned stations, have purchased program.

**Soviet journalism.** World Press in Moscow, two-part program produced by noncommercial KQED-TV San Francisco for Public Broadcasting Service, claims to be first public affairs show out of Soviet Union with no preconditions set and no advance questions. Tass, Pravda, Novosti and Izvestia news agencies were represented on panel moderated by Paul Zoller, University of California professor, produced by Andrew Stern. Soviet facilities were "excellent," said Mr. Stern, "certainly better than what we have at KQED."

**For hemispheric understanding.** Documentary on Brazil, The Hemisphere, which is to be forerunner of series for public television with that title, will be produced by Gateway Productions, New York, and noncommercial KLRN-TV Austin, Tex., with $35,000 seed money from Tinker Foundation, New York. Tinker Foundation's purpose is "to foster understanding among the peoples of Western Hemisphere."

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**Florida plans test of TV in courtrooms**

**Access also makes progress in Alabama where decision is left to trial judge**

A Florida test of television coverage of courtroom proceedings has come a step closer to reality. The Florida supreme court has set down the conditions under which the experiment will occur.

The state high court previously had decided to allow equipment in one criminal and one civil case following petitions for court rule changes filed by Post-
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You belong in Broadcasting.
Nesse may concede point

White House News Secretary Ronald Nessen says he is "reconsidering" a policy he announced earlier of not making available transcripts of private interviews President Ford gives to journalists. Mr. Nessen took considerable heat from White House reporters, particularly NBC's Tom Brokaw, after announcing that the transcript of an interview the President gave CBS's Walter Cronkite would not be made available. Reporters were particularly incensed because the President gave his views on abortion—which reporters had been attempting to learn for weeks. Mr. Nessen did relent in connection with the Cronkite interview to extent of having copies of the remarks concerning abortion made for reporters.
FATTEN UP YOUR NEWS RATINGS WITH A SERIES ON SLIMMING DOWN.

It's called "Feeling Fine." And it's "far and away the most successful promotion campaign that any of our stations has ever undertaken," says a sales director who should know.

KNBC-TV, Los Angeles, ran it last spring during its early and late newscasts. Over 125,000 viewers wrote in for instruction kits. The station estimates Southern California lost more than 700,000 pounds. Ten of them came off the anchorman.

And the ratings got fat. Up 4½% during the four-week series. Share? Up 11%

When New York ran "Feeling Fine" in the fall, the ratings jumped 21%

Cleveland shows the same kind of gains—just by making losers out of its audience.

Originally produced by KNBC, these first twenty programs of "Feeling Fine" are now available through MGM in a barter arrangement with Johnson & Johnson. Each two-minute unit can be tailored to your news and feature-show format and personalities. The package includes scripts and tapes, guidelines, pre-printed brochures, ad mattes and promotional materials.

"Feeling Fine." It can make you look good.

To say nothing of what it can do for your anchorman.

See your MGM representative at the NATPE Convention. You'll find him in the Buckingham Suite, Room 534, at the Fairmont Hotel.
the idea of AM stereo and seek prompt action by the FCC on the matter.

The association has filed a petition asking the FCC to act on AM stereo at an “early date.” A campaign is planned to inform broadcasters, government officials, and the public of the advantages of AM stereo.

The association was begun by two AM broadcasters—Michael Rice of KIRL St. Charles, Mo., and Lauren A. Colby of WTHU Thurmont, Md., and WAUZ Fredonia, N.Y. Most of the association’s members are other AM broadcasters who feel that stereo capability should not be confined to FM broadcasting.

There is little interface between the new association and the NASRC, the engineering group geared to testing and analyzing AM stereo systems, in preparation for a report to the FCC. One concern of the new association is that such engineering groups often take a long time in finalizing a report.

Membership dues in the new association are $100. “We hope we don’t have to collect a second year’s dues,” said Lauren Colby, secretary-treasurer.

**NAB luncheon speaker to discuss fiber optics**

Dr. Ira Jacobs, director of the Bell Telephone Digital Transmissin Laboratory, Somerville, N.J., will be the main luncheon speaker for the National Association of Broadcasters 30th annual Broadcast Engineering Conference in Chicago March 21-24. Dr. Jacobs will discuss fiber optics, the new technology that could greatly increase the number of telephone, radio and television signals carried on a single cable. His address is scheduled for Tuesday, March 23. The engineering conference is held concurrently with the annual NAB convention.

**A closer eye on the weather**

**New radar system gives stations more information from wider area**

It had been snowing in Ancadott, Minn., for about 10 minutes and was starting to clear up—the kind of weather that normally would go unnoticed by a major market television station 106 miles away. Not in this case, however.

Ralph Dolan, operations director for KSTP-TV St. Paul noticed a white dot on an otherwise clear radar scan. It indicated weather activity 100 miles west of the radar dish at the station’s studio. Mr. Dolan was able to pinpoint the town, called Ancadott information and asked to talk with any service station manager in town to confirm his suspicions that a snow storm had moved in.

This kind of interest in weather news and the ability to get the most accurate reports quickly led KSTP-TV to invest some $120,000 in a new weather surveillance radar system—the WSR-74. The radar system, first used by KARD-TV Wichita, Kan., last April, can spot virtually any precipitation within a 125-mile range. Light precipitation, the kind present in Ancadott that afternoon, would not have been detected by KSTP-TV’s old radar system—a low-power converted aircraft radar similar to many in use by broadcast stations today.

KSTP-TV’s old radar system had an effective range of 60 miles, compared to the new system, which can detect any snow or rain falling at a rate of more than 1/100th of an inch per hour within 125 miles. Its maximum range is 250 miles, but because radar scans in a straight line, curvature of the earth blocks all but unusually high thunderstorms at that distance. Walt Lyons, KSTP-TV meteorologist, anticipates complementing the new radar system with an expanded weather-observer network. The WSR-74 system, manufactured by Enterprise Electronics Inc., Enterprise, Ala., is also being purchased by the National Weather Service to upgrade its radar coverage across the country.

The radar system consists of an eight-foot diameter radar dish covered by a 12-foot white plexiglass dome. It sits atop a 150-foot tower. The tower has three ranges: 60, 125 and 250 miles. A digital video integrator processor breaks into as many as six levels to correspond with known rates of precipitation, allowing the station to provide more accurate weather forecasts about intense snow and rainstorms and potentially severe thunderstorms.

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**Rain or snow.** Perched on a 150-foot tower in the backyard of KSTP-TV St. Paul is the station’s new weather surveillance radar dish, which is able to detect any precipitation within 125 miles. Broader range and more definitive radar scan will permit KSTP-TV to improve its weather coverage for the Twin Cities and the adjacent five-state area. Dr. Walt Lyons, KSTP-TV’s meteorologist, examines radar scans for any echo that will detect storm conditions. Because radar does not detect nonprecipitation clouds, a rainfree but overcast sky will appear clear on the radar scope.

**Packing in more FM’s**

**FCC study weighs pros and cons of lessening adjacent-channel offset protection**

An independent report by the FCC’s chief engineer’s office says more stations could be allocated to FM with greater coverage areas if the adjacent-channel frequency offset requirements were reduced from 200 kHz to 150 kHz or 100 kHz.

Both reductions (the 100-kHz offset requires a low-pass filter in receivers, the 150 kHz proposal does not) are more efficient, the report claimed, in population and area coverage for both mono and stereo broadcasting than the current standard.

Drawbacks to such a change include the costs of including the filters in receivers and the expense of changing the crystals in station transmitters, to achieve the nar-
Only a few openings left!

**Easter Is!**

moves into its third year of great family entertainment, sales results, and public service.

Millions of viewers have enjoyed this animated holiday special, with an incredible mail response of 340,000 viewer letters. Turn your sales department loose for *Easter Is* in 1976. No program charge. 3 saleable or PSA minutes. Schedule *Easter Is* in prime or fringe and you've got an exclusive. But act now... before those market openings close!

**New for summer '76**

**Freedom Is!**

Benji and Waldo have a real 4th of July celebration joined by stars *Jonathan Winters, Richard Roundtree, Edward Asner, Joseph Cotten*, and Dan Dailey. An exciting family bicentennial event for your station. Schedule *Freedom Is* now.

**Be sure to visit us at NATPE!**

Lutheran Television 2185 Hampton Avenue St. Louis, Missouri 63139
Call Mike Vincent (314) 647-4900
Second generation. Sony Corp. of America has introduced the Betamax SL-7200, a color videocassette recorder designed for home use. "Last fall, Sony premiered its Betamax LV-1901, a console videocassette recorder with a 19-inch Trinitron color set built in. The new unit is a recorder deck only and attaches to any television set. It, like the earlier version, can record a program being viewed, record a program on a channel other than the one being viewed, record automatically with a digital timer and play prerecorded tapes." In announcing the new Betamax, Sony said that sales on the LV-1901 were "better than we projected." Television advertising begins for the new deck this month in New York and 13 other markets.

rower band-width. In addition, the coverage areas for quadraphonic and SCA broadcasts would be reduced, possibly hurting stations that depend on SCA operations to remain profitable.

Technical Briefs

ENG color camera. Hitachi Shibaden Corp. of America, Woodside, N.Y., has SK-80 self-contained ENG color camera available for delivery in June. New camera weighs less than 14 pounds and comes with 1.5-inch viewfinder. Other features include horizontal and vertical image enhancer, full I and Q encoder, bias light, color bar generator and camera has Fujinon H10x11 HRM 10:1 F/1.9 auto iris as standard lens.

Turkish supplier. Ampex Corp., Redwood City, Calif., has been awarded $1.2-million contract to supply video-tape recording equipment to the Turkish State Broadcasting Authority. Contract calls for eight AVR-2 VTR's and two HS-100 instant replay disk recorders in early 1976.

Flash warning. Flash Technology Corp. of America, Nashua, N.H., which manufactures high-intensity obstruction warning lighting systems required by Federal Aviation Administration, has designed system specifically for needs of skeletal antenna tower. Optional features include remote monitor-control system for "hot" AM towers and other low frequency radiators.


Finance

Taylor's view from the top of CBS finances

It all looks green down below, he tells security analysts, especially broadcast operations

Broadcasting accounted for $869 million or 45% of CBS Inc.'s sales in 1975 and $172.2 million or 69% of its pre-tax profits. The figures, for the CBS Broadcast Group, represent a gain of 7% in sales and 6% in pre-tax profits over 1974, when broadcasting was 46% of sales and 74% of profits.

The figures, released by President Arthur R. Taylor at a meeting with security analysts in New York, amplified CBS's announcement a few days earlier that 1975 was the fourth consecutive record-setting year for the company (Broadcasting, Feb. 16).

Mr. Taylor made plain that he was expecting further gains this year—for broadcasting in general, for CBS broadcast operations and for CBS as a whole.

He said the CBS-TV network "is virtually sold out in all parts of the day for the first quarter and is nearing the same position for the second quarter. We are experiencing higher prices than last year for all categories of network inventory..." "Sales are ahead of last year for the CBS Television Stations [owned-stations division]. The spot marketplace was good entering the new year and continues to strengthen. The more rapid sellout being experienced in the network sector of the industry tends to add impetus to sales in the station sector."

"The improvement of 1975 in our radio business also seems to be continuing into the new year."

Mr. Taylor said all CBS/Broadcast Group's profit centers—TV networks, owned TV stations and radio—contributed to the group's 7% increase in sales, and that the owned-TV stations and CBS Radio divisions had "good increases" in profits while the CBS-TV network "experienced a very slight reduction in income." That slippage, he said, "principally reflected higher costs, especially those associated with broadcasting more feature films than usual during the summer and with the early premieres of several new series in the fall."

"Nevertheless," he continued, "by virtually any yardstick the network's performance was impressive. It retained the largest share of industry revenues in 1975 and was the world's largest advertising medium for the 23d consecutive year. Weathering a highly competitive fall season, it maintained its excellent margin of leadership in both prime-time and daytime audiences and took a commanding lead in audience on Saturday mornings...By the most significant measure, the network's prime-time competitive strength was very clear. At the end of 1975, 13 of the top 30 regular prime-time series were on CBS."

Mr. Taylor acknowledged that there are "certain cost items" that must be taken into account in assessing the CBS-TV network's 1976 outlook, notably election-year coverage costs and increases in prime-time program costs. He declined to put a figure on the latter, although he noted that other networks had used a 10% escalation estimate. He said program costs

| CBS sales and income by operating group (in millions) |
|--------------------------|------|------|------|------|------|
| CBS/Broadcast Group      | 869.0| 813.9| 727.1| 674.8| 602.9|
| CBS/Records Group        | 484.3| 420.4| 349.5| 312.3| 276.2|
| CBS/Columbia Group       | 352.7| 314.9| 274.0| 224.7| 188.4|
| CBS/Publishing Group     | 207.4| 181.7| 160.4| 148.9| 131.1|
| Other                    | 25.5 | 20.4 | 44.2 | 42.5 | 64.8 |
| Total                    | $1,938.9 | $1,751.3 | $1,555.2 | $1,403.2 | $1,283.4 |

*Income by operating group (before income taxes)

| CBS/Broadcast Group      | 172.2 | 163.8 | 135.7 | 105.4 | 78.2 |
| CBS/Records Group        | 56.3  | 44.8  | 47.8  | 49.8  | 43.2 |
| CBS/Columbia Group       | 16.5  | 15.3  | 16.7  | 7.9   | 6.2  |
| CBS/Publishing Group     | 18.0  | 11.9  | 3.2   | 1     | 12.8 |
| Other                    | (13.8)| (15.6)| (19.0)| (8.9) | (20.6)|
| Total                    | $249.4| $220.2| $194.4| $154.4| $119.8|

*Income from continuing operations has been determined after allocating certain corporate income and expense items on a basis which management believes to be reasonable. Parentheses indicate losses or subtractions.
If you've got the time... we've got the Oscars.

Program Syndication Services has Discomania and the Great American Music Celebration too. We offer many quality programs as part of our syndication service. That's only part. PSS can help provide programming in a number of ways. For more information on this unique syndication service, contact Heather Regan, Director of Sales & Operations at 212-532-1560. So if you'd like the special on the Oscar 1976 Hopefuls, the Great American Music Celebration, or help with any other program, call us.

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were a source of concern for CBS but that "we have managed it in the past and I think we can continue to manage it." He added that "we have made good progress in keeping nonprogram costs under control," and that cost pressures are less heavy in daytime than in prime.

For broadcasting as a whole he forecast 1976 revenue gains in line with those predicted earlier by other CBS officials. Network, up 10%, national spot up 10%, local up 12-14%. "These," he said, "are appreciably better rates than those of 1975 when network grew by 8%, national spot by 8% and local by 10%.

In answer to analysts' questions, Mr. Taylor dealt with a wide range of subjects.

Among them:

- He reiterated that CBS has "a full-blown embryonic team" exploring the possibilities of programming for video-disk systems (BROADCASTING, Feb. 17, 1975). He said it was "hard to tell" what this field will become. He suggested it probably will be the end of this decade before anyone can tell whether it will be a big business, although he thought it would at least be "a good small business." In any case, he said, "if it's there and attractive, you can expect us to be in on it," but only in the programming end, not the hardware.

- He said development of new program sources is "one of the two or three highest priorities we face in broadcasting" and that CBS is constantly looking for new writers, producers, directors and other talent. On the local front he suggested there will be more projects like the Dinah series carried by the CBS O&O stations.

- He agreed that ABC-TV's ratings with the winter Olympics did not support his earlier belief that sports may be approaching an audience-saturation point (BROADCASTING, July 21, 1975). He acknowledged CBS's interest in acquiring rights to the 1980 Olympics in Moscow, and recognized but dismissed published reports that they might cost $40 million or more. Until Russia indicates what facilities will be made available, he said, there's no way to know what CBS would be willing to pay — and that information isn't expected for another 30 or 60 days. Bidding for sports rights has gone "very, very high" and sports have "not been staggeringly profitable for the networks" — a factor he expected to be reflected in future negotiations.

- Asked about Nielsen data indicating TV viewing declined for a period last year, he said that "I'm told they [declines] were statistical aberrations."

- CBS hopes to have all its owned TV stations converted to electronic news gathering by the end of next year, he said. "It's very expensive," he added.

- He said CBS had given some consideration to the possibility of games that are played on TV sets, but that this is a "very embryonic field."

- Cable television, he said, is "a minefield that broadcasters should not have to walk through." He reiterated the CBS view that cable will be a threat to broadcast if allowed to siphon off broadcast programing. But he said he was confident that ultimately the resolution would both support free broadcasting and provide for pay cable, which he said can do some things much better than commercial networks can do.

- He did not agree that network profits might peak out in a few or several years. He said CBS can control costs to some extent, as for example through a move from film to tape, and again advised listeners not to underestimate the extent to which both TV and radio time are underpriced.

- Mr. Taylor also reported that CBS's cash and cash equivalents totaled $268 million at the end of 1975, "more than double our long-term debt" and also up from $130 million in 1973 and $199 million in 1974. In addition, he said, inventories have been trimmed by some $40 million since 1973, and personnel levels have been held on an even keel.

"Very succinctly," he said, "we think as we move into the decade of the 80's, that those that run strong and lean, meticulously and with precision, have an enormous advantage...and that is precisely what we intend to do in the years to come."

**ABC's plunging profits shadow rising revenues**

**Or, sometimes you can't win for losing; company passes billion-dollar mark for first time but suffers earnings drop in process**

The good news that ABC Inc. had its first billion-dollar year in 1975 was eclipsed last week by the bad news that profits tumbled $32.8 million — down $1.93 per share — from the year before. The box score: profits of $17.1 million (99 cents) on revenues of $1.1 billion in 1975 vs. profits of 49.9 million ($2.92) on revenues of $986 million in 1974.

The company estimated a loss of $4 million in the 1975 fourth quarter, as against a profit of $11.1 million in the 1974 period. It attributed the fourth-quarter loss to the saturation point of the company's investment in The Wildlife Preserve at Largo, Md., to realizeable market value; the continuation into the fourth quarter of losses in the company's domestic recorded music company; and the decline in television network profits.

A spokesman said The Wildlife Preserve had "an unacceptable" attendance and revenues in both 1974 and 1975. The ABC management, he said, decided to write down its investment by approximately $10.4 million pre-tax to the estimated market value of the existing land, facilities and equipment. ABC said it has no plans to operate a park at the Largo site in the future.

The company placed the fourth-quarter pre-tax losses at ABC Records at about $10 million. It said the losses were the result of a higher rate of returns than anticipated, and of additional costs of operating and restructuring the company. ABC said the profits of the Television network had fallen because of higher costs and lower unit prices because of ABC-TV's "disappointing" ratings performance in the 1974-75 season.

Commenting on the results, Leonard H. Goldenson, ABC board chairman, and Elton H. Rule, president, said: "Our basic business, broadcasting, accounted for 72% of our revenues in 1975, and our television and radio operations entered 1976 in excellent condition. Our new prime-time television schedule was fully competitive from the commencement of the fall 1975 schedule, and with the introduction of new programs in January, the television network reached a milestone — five consecutive weeks of industry leadership in network prime-time audience levels. Other parts of the network schedule are showing improvement, and the robust national spot and local television markets augur well for our owned television stations. Our radio divisions are improving on their record pace of 1975. While it is premature to project results for the year to come, we believe ABC is well positioned for a strong year in 1976."
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BOB HOPE RADIO SHOWS
and MORE!

Preferred Entertainment Products, Inc., 4425 Lakeside Drive, Burbank, CA 91505, (213) 841-0120; 841-0124; 841-0135
Jack Burk, President • John N. Heim, Ex. VP and General Sales Manager • John Collins, Marketing
These are the top songs in air-play popularity in two categories on U.S. radio, as reported by Broadcasting in a nationwide sample of stations. Each song has been "weighted" in terms of the Pulse inc. audience ratings for the reporting station on which it is played and for the part of the day in which it appears. A (•) indicates an upward movement of 10 or more chart positions over the previous Playlist week.

### Contemporary

<table>
<thead>
<tr>
<th>Chart</th>
<th>Last week</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>50 Ways to Leave Your Lover</td>
<td>Simon &amp; Garfunkel</td>
<td>Columbia</td>
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<tr>
<td></td>
<td>2</td>
<td>Theme from W.W.T.</td>
<td>Sam &amp; Dave</td>
<td>ABC</td>
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<td></td>
<td>3</td>
<td>I Write the Songs</td>
<td>Neil Sedaka</td>
<td>Rocket</td>
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<td></td>
<td>4</td>
<td>Breaking Up is Hard to Do</td>
<td>Neil Sedaka</td>
<td>RCA</td>
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<tr>
<td></td>
<td>5</td>
<td>Convoy</td>
<td>C.W. McCall</td>
<td>MG</td>
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<td></td>
<td>6</td>
<td>Love Roller Coaster</td>
<td>Ohio Players-Mercury</td>
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<td></td>
<td>7</td>
<td>Love Machine, Part 1</td>
<td>The Homebodies</td>
<td>Bearsville</td>
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<td></td>
<td>8</td>
<td>December ’63</td>
<td>Four Seasons—Warner Bros.</td>
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<td></td>
<td>9</td>
<td>All By Myself</td>
<td>Eric Carmen-Arista</td>
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<td>10</td>
<td>Fox on the Run</td>
<td>Sweet Capito</td>
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<td>11</td>
<td>Love to Love You Baby</td>
<td>Donna Summer—Oasis</td>
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<td>12</td>
<td>You Sexy Thing</td>
<td>Hot Chocolate—Big Tree</td>
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<td></td>
<td>13</td>
<td>Sing a Song</td>
<td>Earth, Wind &amp; Fire—Columbia</td>
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<td>14</td>
<td>Dream Weaver</td>
<td>Gary Wright—Warner Bros.</td>
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<td></td>
<td>15</td>
<td>Evil Woman</td>
<td>Electric Light Orchestra—United Artists</td>
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<td>16</td>
<td>Fanny (Be Tender with My Love)</td>
<td>Bee Gees—RSO</td>
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<td>17</td>
<td>Lonely Night (Angel Face)</td>
<td>Captain &amp; Tennille—A&amp;M</td>
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<td></td>
<td>18</td>
<td>Love Hurts</td>
<td>Nazareth—&amp;</td>
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<td>19</td>
<td>Dream On</td>
<td>Aerosmith—Columbia</td>
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<td>20</td>
<td>Take It to the Limit</td>
<td>Eagles—Asylum</td>
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<td>21</td>
<td>Walk Away from Love</td>
<td>Bay City Rollers—Arista</td>
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<td></td>
<td>22</td>
<td>Saturday Night</td>
<td>Bay City Rollers—Arista</td>
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<td>23</td>
<td>I Love Music</td>
<td>Bee Gees—RSO</td>
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<td>24</td>
<td>Rock &amp; Roll All Night</td>
<td>Kiss—Casabian</td>
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<td>25</td>
<td>Theme from ‘Mahogany’</td>
<td>Diana Ross—Motown</td>
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<td></td>
<td>26</td>
<td>Wake Up Everybody</td>
<td>Harold Melvin &amp; the Bluenotes—Phil.Int.</td>
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<tr>
<td></td>
<td>27</td>
<td>Money Money</td>
<td>Bay City Rollers—Arista</td>
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<td>28</td>
<td>Feel Like a Bullet</td>
<td>Patti Labelle—Columbia</td>
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<td>29</td>
<td>Sweet Thing</td>
<td>Rufus featuring Chaka Khan—ABC</td>
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<td>30</td>
<td>Junk Food Jungle</td>
<td>Larry Groce—Warner Bros.</td>
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<td>31</td>
<td>Squash Box</td>
<td>Billy Walker—RCA</td>
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<td>32</td>
<td>Over My Head</td>
<td>The Temptations—Motown</td>
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<td>33</td>
<td>Golden Years</td>
<td>David Bowie—RCA</td>
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<td></td>
<td>34</td>
<td>Cupid</td>
<td>Tony Orlando &amp; Dawn—Eikta</td>
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<td></td>
<td>35</td>
<td>Only Sixteen</td>
<td>Ray Griff—Capitol</td>
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<tr>
<td></td>
<td>36</td>
<td>Slow Ride</td>
<td>The Isley Brothers</td>
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<td></td>
<td>37</td>
<td>That’s the Way I Like It</td>
<td>K.C. &amp; the Sunshine Band—Tommy James Records</td>
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### Country

<table>
<thead>
<tr>
<th>Chart</th>
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<th>Title</th>
<th>Artist</th>
<th>Label</th>
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<tr>
<td></td>
<td>1</td>
<td>Good Hearted Woman</td>
<td>Wally Jennings &amp; Willie Nelson</td>
<td>RCA</td>
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<td></td>
<td>2</td>
<td>Faster Horses</td>
<td>Tom T Hall—Mercury</td>
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<td></td>
<td>3</td>
<td>Remember Me</td>
<td>Willie Nelson—Columbia</td>
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<td>4</td>
<td>The Roots of My Raising</td>
<td>Merle Haggard—Capitol</td>
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<td>5</td>
<td>This Time I’ve Hurt Her</td>
<td>Conway Twitty—MCA</td>
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<td>6</td>
<td>If I Had to Do It All over Again</td>
<td>Roy Clark—MCA/Doyle</td>
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<td>Broken Lady</td>
<td>Larry Gatlin—Monument</td>
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<td>The White Knight</td>
<td>Cledus Maggard &amp; Citizens Band—Mercury</td>
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<td>Since I Fell for You</td>
<td>Charlie Rich—Epic</td>
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<td>10</td>
<td>Hank Williams You Wrote My Life</td>
<td>Moe Bandy—Columbia</td>
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<td>Don’t Believe My Heart</td>
<td>Tanya Tucker—MCA</td>
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<td>Sometimes</td>
<td>Bill Anderson &amp; Mary Lou Turner</td>
<td>RCA</td>
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<td>13</td>
<td>Happiness of Having You</td>
<td>Charley Pride—RCA</td>
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<td>It’s Morning (and I Still Love You)</td>
<td>Jessi Colter—Capitol</td>
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<td>Standing Room Only</td>
<td>Barbara Mandrell—ABC/Dot</td>
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<td>16</td>
<td>Somebody Loves You</td>
<td>Crystal Gayle—United Artists</td>
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<td>17</td>
<td>Love Lifted Me</td>
<td>Kenny Rogers—United Artists</td>
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<td>18</td>
<td>Motels and Memories</td>
<td>T.G. Sheppard—Melodyland</td>
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<td>19</td>
<td>Don’t Stop in My World</td>
<td>George Segal—RCA</td>
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<td>Somebody Hold Me</td>
<td>Flatt &amp; Scruggs—Capitol</td>
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<td>21</td>
<td>Queen of the Silver Dollar</td>
<td>Dave and Sugar—RCA</td>
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<td>Amazing Grace</td>
<td>Amazing Rhythm Aces—ABC</td>
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<td>23</td>
<td>If I Let Her Come In</td>
<td>Ray Griff—Capitol</td>
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<td>24</td>
<td>I’m Sorry Charlie</td>
<td>John Lee—RCA</td>
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<td>25</td>
<td>Feel Again</td>
<td>Faron Young—Mercury</td>
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<tr>
<th>Over-all rank</th>
<th>This week</th>
<th>Title</th>
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<tbody>
<tr>
<td>38</td>
<td>Love Is the Drug</td>
<td>Randy Kahler—ABC</td>
<td>Commercial</td>
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<td>39</td>
<td>Somewhere In the Night</td>
<td>Marilyn McCoo—ABC</td>
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<td>40</td>
<td>Paloma Blanca</td>
<td>Jose Feliciano—ABC</td>
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<td>41</td>
<td>Fly Robin Fly</td>
<td>Doobie Brothers—Capitol</td>
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<td>42</td>
<td>Track of My Tears</td>
<td>Bill Withers—Capitol</td>
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<td>43</td>
<td>Linda Ronstadt—Asylum</td>
<td>Linda Ronstadt—Capitol</td>
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<td>44</td>
<td>Deep Purple</td>
<td>Deep Purple—Donnington</td>
<td>Commercial</td>
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<td>45</td>
<td>Nights on Broadway</td>
<td>Tony Orlando—Eikta</td>
<td>Commercial</td>
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<td>46</td>
<td>Bohemian Rhapsody</td>
<td>Queen—Elektra</td>
<td>Commercial</td>
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<td>47</td>
<td>The White Knight</td>
<td>T. Rex—MCA</td>
<td>Commercial</td>
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<td>48</td>
<td>Cledus Maggard &amp; the Citizens Band—Mercury</td>
<td>Cledus Maggard &amp; the Citizens Band—Mercury</td>
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<td>49</td>
<td>Grow Some Funk of Your Own</td>
<td>Wynona Carr—MCA</td>
<td>Commercial</td>
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<td>50</td>
<td>Elton John—MCA</td>
<td>Elton John—MCA</td>
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<td>51</td>
<td>Maxine Nightingale—United Artists</td>
<td>Maxine Nightingale—United Artists</td>
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<td>52</td>
<td>Schoolboy Crush</td>
<td>Moe Bandy—Columbia</td>
<td>Commercial</td>
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<td>53</td>
<td>Average White Band—Atlantic</td>
<td>Average White Band—Atlantic</td>
<td>Commercial</td>
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</tbody>
</table>

Broadcasting Feb 23 1976
STARRING

Buy 26 weeks!
Take the helm — NOW!

Program Directors
MARKET
IN YOUR
NO. 1
TO MAKE
OF THE WEEK
EVERY DAY
NUMBERS
GIVE YOU
THAT WILL
SERIES
SYNDICATED
FIRST RUN
QUALITY
FIRST TIME A
FOR THE

NEVER BEFORE SEEN • NEVER BEFORE EXPRESSED
FREE HALF HOUR COLORED PER WEEK
FASCINATING • PROVOCATIVE • SENSATIONAL
A FANTASTIC LOOK INTO PRIVATE LIVES
THE EXPLORATION OF A GREAT LADY'S SECRETS!
A DISCO-TEK INTERNATIONAL PRODUCTION
PROUDLY PRESENTS

WEISS GLOBAL ENTERPRISES

ATTENTION NAPRE MEMBERS: SEE US IN THE FARALLON SUITE • 17TH FLOOR • PARAMOUNT TOWER
**Fates & Fortunes**

**Media**

Peter Keogen, assistant controller, financial analysis and control, CBS Records division, New York, elected VP and controller, CBS Radio division, succeeding Andrew Subblando, named VP and assistant to president, CBS Radio division, New York (Broadcasting, Jan. 26).

Ronald W. Taylor, manager of special projects, ABC Western division broadcast standards and practices department, named assistant director of department, Los Angeles.


Reg Streeter, VP/general manager, West Coast Media Inc. (KORJFM), Garden Grove, Calif., named manager and Tune-Time, both San Diego), appointed president and chief executive officer, Concerned Communications Corp., Yuba City, Calif.-based group owner.

Benjamin D. McKeel, general manager, WCMM-TV, formerly WLWC(TV) Columbus, Ohio, named VP of new licensee Outlet Broadcasting. Michael McQuilvern, assistant business manager, Outlet's WJAR-TV Providence, R.I., named WCMM-TV business manager.

Bill Schriker, general sales manager, WWRA-AM-FM St. Petersburg, Fla., named general manager, WAZE(AM) Clearwater, Fla.

Richard S. Burdick, manager, creative services, WCVB-TV Boston, named senior VP for corporate development of licensee, Boston Broadcasters Inc.

Robert L. Rice, commercial manager, WKY(AM) Louisville, Ky., named general manager, WPBC(AM) Greenville, S.C. Both are Multimedia stations.

Al Vuylstoke, general sales manager, KBOI-AM-FM Boise, Idaho, named general manager.

Karl Bell, business affairs manager, WNBC-TV New York, named business affairs director.

Bill A. Brill, air personality, KKEZ(FM) Sacramento, Calif., named promotion director.

Jim Dexter, news director, noncommercial KOSU(FM) Stillwater, Okla., named operations manager/news director, KYPM(FM) Bartlesville, Okla.

Bill Andrews, communications specialist, Wichita (Kan.) public schools, named promotion manager, KAKE-AM-TV there.

Thomas Shovan, station manager, WHVW-AM-FM Hyde Park, N.Y., named general manager, WHF(AM) Milford, Conn.


**Broadcast Advertising**

Pamela J. Hamilton, assistant creative director, Blair Television, New York, named manager of sales promotion, CBS Radio division, New York.

Richard P. Monley, VP/management supervisor, D'Arty MacManus & Masius, Bloomfield Hills, Mich., named senior VP on board of directors. Lucien DiSalvo, VP/marketing and research services director, named senior VP.

Sonya Vartabedian, media department, Campbell-Ewald, Detroit, joins DM&M as spot broadcast buyer.

Diran Demirjian, sales manager, WNBT-TV New York, named sales director.

Carla Koeftler, research analyst/writer, KNXT(YV) Los Angeles, named research manager, CBS-TV stations retail sales, New York.

J. Steven Davis and James D. Weinstein, account supervisors at Benton & Bowles, New York, named VP's.

John Jacobs, group head, media department.

Greys Advertising, New York, and Michael Clancy, account services executive, appointed VP's.

Donald A. (Chips) Barrabee, VP and sales manager of American team at Katz Television, New York, named VP and sales manager of Capital team.

Eugene J. McCarthy, VP/director of media relations and planning, Young & Rubicam, Detroit, named media services director, J. Walter Thompson there.


Frank Lee, executive VP, Luckie & Forney advertising, Birmingham, Ala., named president. John Forney, executive VP, named vice chairman.

Monty Ivey, account executive, KBOI-AM-FM Boise, Idaho, named sales manager.

Bob French, general manager, WDBZ(AM) Orlando, Fla., named general sales manager, WDBB-AM-FM St. Petersburg, Fla.

Robert J. Varden, VP/associate media director, Foote, Cone & Belding, Chicago, retires after 28 years with agency.

**Programing**

Reg Dunlop, executive VP, Show Biz Inc., Nashville TV/radio music program syndicator, named president.

Bill Ryden, production manager, WNBT-TV New York, named program development director, Time-Life Television there.

Arnold M. Huberman, manager of film program administration, NBC-TV, named director of feature films, ABC Entertainment, responsible for administration, selection and scheduling of theatrical films for television.

Seymour Berns, producer and developer, MGM, Culver City, Calif., named director of new program development and production for National Telefilm Associates, Los Angeles.

Richard E. Jungers, sales development director, WGN-TV Chicago, named to same position, WGN Continental Productions Co. there.

James O. Beavers, national sales director, Viacom Enterprises, Los Angeles, appointed VP, national program syndication, Four D Productions there.


Teddy Reynolds, research director, Post-Newsweek Stations, Washington, named program/market research director.
Lorne Greene's
LAST OF THE WILD
YEAR III
THE RIOT SQUAD
A NEW SERIES OF 26 (RIOTOUS) HALF HOURS
28 FIRST RUN FEATURES
IN COLOR

“ADVENTURE I”
BATTLE OF EL ALAMEIN
COMMANDOS
DARING DOBERMANS
DEATH STALK
DOBERMAN GANG
HIGH COUNTRY CALLING
I WILL FIGHT NO MORE FOREVER
MASSACRE AT FORT HOLMAN
THE POPPY IS ALSO A FLOWER
RING OF DEATH
SMASH-UP ALLEY
WHO KILLED MARY WHAT’S ‘ER NAME?
YOUNG WARLORD

“EERIE SERIES”
BLOOD LEGACY
DIE SCREAMING, MARIANNE
DISCIPLE OF DEATH
GORATH
GRAVE OF THE VAMPIRE
HUMAN VAPOR
THE LAST WAR
LEMORA, LADY DRACULA
OCTAMAN
THE SEVERED ARM
BEIRUT CONTRACT
NEXT VICTIM
FAST KILL
BLADE

BELVEDERE SUITE FOUR NATPE CONVENTION
Roger Lefton, program manager, WNBC-TV New York, named program director.

Bob Sutton, program director, KYW-TV Philadelphia, named program/production manager, WWJ-TV Detroit.

George A. Sperry, program manager, WKBK-TV Detroit, named promotion manager, Group W's Mike Douglas Show, Philadelphia.

Jim Sande, air personality, WHDH-TV Boston, given additional duties as production manager.

Don Wright, program director, WFUN-TV South Miami, named to same position, WDAE-TV Tampa, Fla.

Jerry Turner, anchor, WJZ-TV Baltimore, named to newly created post of executive producer of public affairs programming.

Broadcast Journalism


Donald A. Davis, Boston bureau manager/state editor, UPI, named news center editor for New England states, succeeding James Wleck, named Kansas City, Mo. news editor. Warren H. Talbot, Providence, R.I., staff, replaces Mr. Davis as Boston bureau manager/state editor.

Don Craig, news producer/anchor, WGBB-TV Schenectady, N.Y., named NBC News Cairo correspondent.

Sharron Lovejoy and Randy Daniels, reporters, CBS News, Chicago bureau, named CBS News correspondents.


Spence Gregory, news producer/operations supervisor, WCVB-TV Boston, named executive news producer. Phil Levy, assignment editor, WJZ-TV Baltimore, named WCVB-TV assignment editor.

Jack B. Stephenson III, reporter, KTAM-TV Bryan, Tex., named news director, KTAM and KORA-FM there.

John Mainelli, anchor/producer, KTVB-TV Boise, Idaho, named to same position, WFLA-TV Tampa-St. Petersburg, Fla.

Robert Clearfield, Shippensburg (Pa.) State College graduate, named news director, WCGM-Chambersburg, Pa.

Byron Wood, anchor, KGOM-TV Albuquerque, N.M., named to same position, KVUE-TV Austin, Tex.

Carl T. Davis III, news director, WOHI-AM Owensboro, Ky., named news director, WGBF-AM Evansville, Ind.


Roger Sergel, news writer, WCPD-TV Cincinnati, named news coordinator, WWS-TV.

Shelli Hayes, reporter, WHBF-AM-TV Rock Island, III., named general assignment reporter, WSN-TV Milwaukee.

Patrice L. Bingham, public relations director, Associated Students of University of Nevada, Reno, named public affairs director/reporter, KOLO there.

Geoff T. Osterkamp, writer/producer, KPHP-TV San Francisco, rejoins noncommercial KQED-TV there as executive editor, Newsroom.

Cable

David Hanson, VP, marketing, Viacom Cablevision, San Francisco, returns to Viacom Communications' Tele-Vue Systems, New York, as VP, cable news services.

Thomas H. Otwell, senior writer, FCC public information office, Washington, joins National Cable Television Association there, as public information manager, replacing Gary Arien, who resigned to join American Film Institute (BROADCASTING, Jan. 12).

Peter Fechheimer, south central district manager, Teleprompter, named district manager, Optical Systems Corp., pay-cable operation, Burlingame, Calif.

Smith D. Murin, marketing sales director, Teleprompter's Elmira, N.Y., system, named general manager, Clarksburg, W. Va., system, succeeding Sanford F. Randolph, retired.

Michael Williams, production manager, WHL-TV Johnson City, Tenn., given additional duties as CATV representative.

Newly elected officers, Arizona Cable Television Association: Clay Blanco, general manager, Valley Telecasting Co., Yuma, president; Clint Wager, general manager, Warner Cable, Flagstaff, VP; Walt Merrill, treasurer, American Cable TV, Phoenix, secretary/treasurer; secretary/treasurer; Bruce Merrill, president, American Cable TV, immediate past president.

E.R. Pettis, VP, Cobb-Cherokee Communications, Ackworth, Ga., named manager, Goldsboro (N.C.) Cable TV, presently under construction by Wometco Enterprises, Miami.

Equipment & Engineering

Richard W. Stubbe, manager of program services, ABC Entertainment, New York, named manager of TV network operations, ABC Broadcast Operations and Engineering, New York.

Tom S. Butler, with Collins Radio Group, Rockwell International, New York, named central sales manager, McClaren Industries, Omaha, with responsibility for McClaren broadcast, engineered-sound and background-music product sales.

William I. Kneidler, managing manufacturer, Sparta division of Ctec, Van Nys, Calif., named general manager, Unimedia, Auburn, Calif., manufacturer of monitors and peripheral video equipment.

Dave M. Evans, chief engineer, KLOK(AM) San Jose, Calif., named district manager, radio sales, Broadcast Products Division of Harris Corp., Quincy, Ill., responsible for radio broadcast equipment sales in Colorado, Nevada, Utah and northern California.

Barry Holman, sales service supervisor, OP-TIMA Electronic Enclosure Division, Scientific Atlanta, Atlanta, named sales manager.

William R. Powers, production supervisor, WAAW-TV Huntsville, Ala., named sales coordinator, American Data Corp., TV support equipment manufacturer there.

George St. Andre, chief engineer, WJAR-AM-TV Providence, R.I., named engineering manager, WJCE-TV Boston, succeeding Richard Ellis, who resigned to become engineering director, Shinntron Electronics, Cambridge, Mass.

Lee Hunter, assistant director of engineering, WMAL-TV Washington, promoted to engineering director.


Al Manning, maintenance supervisor, and Carol Evans, studio engineering supervisor, WJTN-TV Washington, N.C., named chief engineer and assistant chief engineer, respectively. Mr. Manning succeeds Harvey Mason, retired.
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Live from Ruidoso Downs, New Mexico    Labor Day – September 6, 1976

OVER 170 STATIONS COAST TO COAST

Nationwide
ALL-AMERICAN FUTURITY
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In 75 Top Markets
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FUTURITY FUTURITY
June 13, 1976 In 70 Midwest
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AVERY-KNODEL, INC.
Laurence J. Farley, VP, financial resources, RCA Corp., New York, named to additional post of treasurer, succeeding Warren E. Hendrickson, who is retiring after 34 years with corporation.

**Allied Fields**


Joseph Mancini, account executive, A.C. Nielsen Co., Northbrook, Ill., named VP.

Melanie M. Berney, staff writer, White House News Summary, Washington, named managing editor.


James W. Bentley, U.S. project director, Hashemite Kingdom of Jordan Television System, named television division director, Los Angeles City College.


**Deaths**

Howard E. Griffith, 61, owner/general manager, KUZ(AM)-KYE(KFM) West Monroe, La., died Feb. 9 at Glenwood hospital there after heart attack. He founded KUZ in 1954 and KYE in 1965 and has been stations’ only general manager and engineer. He is survived by four daughters, one son and three grandchildren.

James M. Gaines, 64, former VP/director, NBC radio-TV stations, died after heart attack Feb. 17 in San Antonio, Tex. He left NBC in 1954 after 12 years with network to become president of WOAI-AM-TV, San Antonio, which were later sold. He is survived by his wife, Eugenia, and seven children.

Louis Derman, 61, TV writer-producer, died after heart attack in Los Angeles, Feb. 15. Mr. Derman was on staff of All In The Family. Past credits include Life With Luigi, Our Miss Brooks, Mr. Ed, December Bride, Playhouse 90 and Good Times. He is survived by one daughter.

Lee J. Cobb, 64, stage, film and TV actor, died Feb. 11 at his home in Woodland Hills, Calif., after apparent heart attack. He is most noted for his portrayal of Willy Loman in Broadway play Death of a Salesman in 1949 and in same role on TV in 1966. He was star of NBC-TV’s The Virginian and appeared in Playhouse 90, The Young Lawyer, and O.E. Theatre on TV. Mr. Cobb is survived by his wife, Mary, three sons and one daughter.

Elmer Griffith Sulzer, 72, professor emeritus/organizer, department of radio/TV at Indiana University, Bloomington, died after heart attack Feb. 15 at Sarasota, Fla., hospital. He is survived by his wife, Dorothea, and two daughters.

Carmine J. (Pip) Maisano, 70, for 25 years administrative assistant to Senator John Pastore (D-R.I.) until retirement in 1974, died Feb. 15 of cancer in Providence, R.I. He is survived by five brothers, five sisters.

Richard J. Raliczyk Sr., 52, assistant controller, CCA Electronics, Gloucester City, N.J., died Feb. 11 after heart attack. He had been with CCA since 1970. He is survived by his wife, Catherine, one son and one daughter.

Paul Gilbert, 58, TV and film comic, died after stroke in his Hollywood home Feb. 12. He had his own variety show on NBC-TV in the 1950’s and was guest on Ed Sullivan and Dean Martin shows. Surviving are one son and one daughter.

Hanoch Gilton, director general of Israeli Broadcasting Authority from 1960 to 1967, died Feb. 14 at Midway hospital, Los Angeles, after heart attack. He was Israeli consul-general at time of death. He is survived by his wife, Minna, and one son.

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submitted sample 15-minute radio or TV news script prepared by applicant along with statement of interest in the career field.

March 15—Deadline for applications for six scholarships in 1976-77 academic year provided by The Sigma Delta Chi Foundation of Washington, D.C. Applicants must be full-time students in sophomoric or junior year at a college or university in Washington area. Applications and correspondence: Theodore F. Koop, president, SDX Foundation of Washington, D.C. 2377 Devonshire Place, N.W., Apartment 7, Washington 20008.

March 18-17—New York State Cable Television Association's spring meeting, Rowtownier Motor Inn, Altoona.

March 17-18—Kentucky CATV Association spring meeting, Continental Inn, Lexington.


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

March 18—Women in Communications Inc.'s Jacob Scher Awards dinner, Ritz-Carlton hotel, Chicago.


March 21-22—Pacific Northwest regional meeting of Women in Communications Inc. Battlefiled Research Center, Seattle.

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

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


March 26-27—Alabama Cable Television Association annual award meeting. George Lindsey who sponsors Celebrity Golf Weekend in Montgomery Ala., to aid special Olympics for Alabama's handicapped children, will receive Citizen of the Year Award. Kahler Plaza hotel, Birmingham.


March 29—Kickoff banquet for The Personal Communications Two-Way Radio Show (March 30-April 1). FCC Commissioner Robert E. Lee will be keynote speaker. 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's 12th annual broadcast awards luncheon, Americana hotel, New York.

April 1—Deadline for applications for fellowships in the humanities for journalists for the 1976-77 academic year, sponsored by The 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, 1801 Constitution Ave., Washington, D.C.

April 1-2—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, Wichita, Kan.


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

April 7-8—Association of National Advertisers sales promotion conference, Hyatt hotel, Winston-Salem, N.C.

April 7-8—Kentucky Broadcasters Association's spring convention, Stuffers Inn, Louisville.

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

April 9-10—Region 2 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in Maryland, District of Columbia, North Carolina, Virginia, University of Maryland, College Park.


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

April 9-10—Region 6 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in North Dakota, Minnesota and Wisconsin, University of Wisconsin-Madison.


April 10—Iowa Broadcast News Association annual seminar, Iowa Memorial Union, Iowa City, and Carousel Inn, Coralville. Information: Thomas Baux, School of Journalism, University of Iowa, Iowa City 52242.

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 University, campus of UF, Gainesville.

April 14—New England Cable Television Association annual meeting. Holiday Inn-Downtown, Portland, Me.


April 16-18—Georgia CPI 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, Sheraton-Boston hotel, Boston.


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

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 meeting. Chateau Laurier Ottawa.

April 25-30—Annual Broadcast Industry Conference, sponsored by San Francisco State University SFSU campus, San Francisco.

April 29-30—Minnesota Broadcasters Association spring meeting, Lakeville Inn, Minneapolis.


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


May 12-16—Pennsylvania Association of Broadcasters annual convention. Britannia Beach hotel, Paradise island, Nassau.


May 16-18—Broadcasters Association management conference, Des Moines.

May 21-22—Public Radio in Mid-America (PRIMA) spring convention. KIOS-FM Omaha, Neb.

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

May 27-June 5—Prix Jeunesse International, biannual television competition for children's programs, co-sponsored by European Broadcasting Union and UNICEF. 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. Antclaire motle, Devils Lake.

June 6-28—Eightth annual Institute for Religious Communications. Loyola University, New Orleans. Contact: Dr. James L. Tungate, IRC, Loyola University, Box 201, New Orleans 70118; (504) 866-5471.


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

June 10-12—Montana Broadcasters Association annual convention. Many Glacier Lodge.

June 10-12—South Dakota Broadcasters Association...
Number one in weekly circulation from Mid-Michigan to the Mackinac Straits.*

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

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

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

Brad Nelson continues the persuasion nightly with MOR and current hits from 6 P.M. to 12 midnight.

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

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* Number one for Northern Michigan area stations of license from Clare to the Mackinac Straits (27 counties)
Source: 1971-1972 Circulation Pulse (Weekly circulation: Monday-Sunday, 24 hours, 38,600 Total Persons 12 plus)
500. Crosby, P: THE ART OF GETTING YOUR OWN SWEET WAY. Here is a book written for the person who realizes that we are all "managers of situations" and that how well we manage situations—including overcoming roadblocks set up by others—determines our success in business and personal life. Explains what situations are, how they affect us individually, and why it is important to resolve them according to the author's "Laws of Situation Management."
1972 192 pp. $10.00

501. Sampson, R: HOW TO SURVIVE THE BUSINESS RAT RACE. The author offers a total program for the total man, showing the reader (1) how to survive in the business rat race, (2) how to reduce it where possible, and (3) how to survive beyond the business rat race. The book is solidly based on the findings of the behavioral sciences but written in a readable, down-to-earth manner.
1970 268 pp. $6.50

502. Humble, J: MANAGEMENT BY OBJECTIVES IN ACTION. This practical source book of case material shows how Management By Objectives works in reality, and how it is evolving. Discusses difficulties in applying MBO in marketing and selling, and in research and development.
1970 320 pp. $9.95

503. Blake, R and Mouton, J: THE GRID FOR SALES EXCELLENCE: Benchmarks for Effective Salesmanship. The "sales grid" is a set of theories about human relationships between salesman and customers, and the authors demonstrate specifically how these theories apply to every step in the selling process: prospecting, the sales presentation, objections and complaints, maintaining and strengthening established accounts.
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504. Koons, H: APPRAISING MANAGERS AS MANAGERS. Here, from a leading practitioner, is a system of appraising managers as managers. It supplements the present programs of appraising managers by their performance against verifiable objectives. Effective managers must be able not only to perform in setting and achieving objectives, but also for their assurance of effectiveness over the long run, be appraised on their quality of managing.
1971 200 pp. $13.00

505. Lewis, T: MARKETING FOR BUSINESS GROWTH, 2nd Ed. In this new edition of Marketing for Business Growth (formerly titled The Marketing Mode) the author presents a money-making view of the whole business operation. Included are many ingeniously practical schemes that show how to foresee important trends, how to influence them, and how to make them yield the greatest gains.
1974 268 pp. $11.50

506. Lewis, H: THE BUSINESSMAN'S GUIDE TO ADVERTISING AND SALES PROMOTION. This six-chapter "how-to" book emphasizes the practical application of professional advertising rules by the retailer or small businessman who must prepare an advertising campaign without the benefit of an agency. There is no other manual available which looks at advertising, sales promotion, and positive communications from the small businessman's vantage point of cost control, budget, media selection, and production problems.
1974 224 pp. $6.95

507. Margerison, C: MANAGERIAL PROBLEM SOLVING. This down-to-earth approach to managerial problem-solving; the process of talking with others in groups of varying size in order to resolve difficulties, outlines the principles of the process and the nature and content of problem-solving sessions. Case studies included illustrate problem-solving in the worlds of production, marketing, finance, and many others.
1975 176 pp. $9.95

508. Keefe, W: LISTEN, MANAGEMENT! Creative Listening for Better Managing. Dedicated to better communication and more profitable enterprise, this book shows how to communicate well so that the business of the organization will get done more quickly, more efficiently, with less problems and difficulty.
1971 224 pp. $11.50

509. Jennings, E: ROUTES TO THE EXECUTIVE SUITE. Based on first-hand research into the changing patterns of executive advancement in industry, and drawing on experience in the nation's 100 largest corporations, Dr. Jennings shows that the routes to the top are many and that the last decade has produced new avenues of advancement and a new breed of executive.
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Antitrust/networks. Justice Department antitrust suits charging networks with illegally monopolizing prime time was filed in U.S. Court in Los Angeles in April 1972. Suits were dismissed on ground that networks were denied access to White House tapes and documents they said they needed to support their charge that Nixon administration was politically motivated in bringing suits. However, Judge Robert J. Kelleher permitted Justice to refile suits after President Ford moved into White House, and it did (Cases 74-3599 et al.). Network appeals contending 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 of House floor proceedings has been voted out of House Rules Ad Hoc Subcommittee on Broadcasting (Broadcasting, Feb. 9). Resolution (H. Res. 875), which now goes to full Rules Committee, would have networks and Public Broadcasting Service producing and administering distribution of broadcast feed under contract with House. Future of H. Res. 875 is uncertain; it has powerful opposition from House Speaker Carl Albert, Rules Committee Chairman Ray Madsen (D-Ind) and Jack Brooks, chairman of Joint Committee on Congressional Operations, whose recommendation of broadcast coverage led to current activity. Mr. Brooks has introduced resolution. Resolution providing for broadcast coverage of Senate, pending in Senate Rules Committee since last year, 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 Philadel-phia 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). Private interparliamentary conference of members of U.S. Congress and Canadian Parliament also produced some hope ("Closed Circuit," Feb. 9). Next meeting will be in Washington, before end of this month.

Children's TV. FCC's policy statement on children's television programming, 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 broad- cast 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).

- Commercials contract. Negotiators for Joint Committee of Association of National Advertisers and American Association of Advertising Agencies have reached tentative agreement with American Federation of Televisi-on 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 has been submitted to membership for ratification (see story, this issue).

- Community ascertainment. FCC has issued new rules designed to modify procedures commercial stations follow in ascertaining community problems (Broadcasting, Dec. 22, 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 agen-cy'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. Promised veto by President apparently has stalled conference to resolve differences between two bills.

- Copyright legislation. Both houses are moving on omnibus copyright revision bills, both establishing copyright liability for cable TV operators and public broadcasters. House Judiciary Subcommittee on Courts, Civil Liber-ties and Administration of Justice, after lengthy hearings, has begun markup of its bill, H.R. 2223. Senate bill, S. 22, already past Judiciary Committee, is in floor debate stage (see story, this issue).

- Crossownership (newspaper-broadcast). FCC order banning newspaper-broadcastings crossownerships prospectively and requiring breakup of 16 crossOwnership 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 con-solidated (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 controlled by TV station that is only commercial station to place city-grade contour over cable community (Broadcasting, Sept. 29, 1975). Affected are eight crossOwnership 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 (see story, this issue).

- Fairness doctrine bills. Senate action on two bills to eliminate fairness doctrine has gone no further than hearings conducted for five days last year by Communications Subcommittee. Although Senator William Proxmire (D-Wis.) continues to promote his bill, S. 2, on Senate floor, it is not on this year's agenda of Communications Subcommittee. Nor is other bill, S. 176 by Senator Roman Hruska (R-Neb). Proxmire bill has been introduced in House, H.R. 2199 by Robert Drinan (D-Mass.) and Mr. Hruska's is duplicated in H.R. 4928 by Charles Thome (R-Neb.). There is no sign of movement on two House bills.

- Family viewing suit. Writers Guild of America, West and Tandem Productions have filed suit in U.S. Court for Central District of California (Los Angeles) aimed at blocking implementation of family viewing concept adopted by networks and National Association of Broadcasters (Broadcasting, Nov. 3, 1975). FCC is defendant along with networks and NAB in both suits, which are based on antitrust and First Amendment grounds. Tandem Produc-tions, besides seeking injunction, wants $10 million damages. Court has turned down defendant's motions to dismiss (Broadcasting, Feb. 16). Trial date in Writers Guild case is set for April 6.

FCC and fairness doctrine. FCC Chairman Richard Wiley has proposed experiment in which radio stations in large markets would be exempt from doctrine (Broadcasting, Sept. 22, 1975); Office of Telecommunications Policy is preparing draft legislation that would permit commission to do that in top-10 radio markets (Broadcasting, Oct. 13, 1975). Also, commis-
sion's fairness statement exempting product commercials from application of fairness doctrine, rejecting concept of reasonable access to broadcast media and otherwise modifying fairness doctrine (Broadcasting, July 1, 1974), is subject of petitions for reconsideration filed with commission as well as appeal filed with U.S. Court of Appeals in Washington by National Citizens Committee for Broadcasting and Friends of the Earth.

**FCC fees.** Sixteen parties have appealed (Cases 75-1053 et al.) FCC's order modifying its fee schedule (Broadcasting, Jan. 20, 1975). Oral arguments have been held (Broadcasting, Jan. 28). More than 70 appeals have been filed by broadcasters from court refusal to refund renewal fees, under previous schedule which was held by Supreme Court to be illegal (Cases 75-1087 et al.). Briefs have been filed in that case (Broadcasting, Sept. 15, 1975). Over 90 parties seeking refunds have filed in U.S. Court of Claims (Cases 82-74 et al.) (Broadcasting, Nov. 3, 1975). FCC has suspended collection of 1973, 1974 and 1975 cable fees pending final court decision on legality of commission order requiring payment of those fees (Broadcasting, Aug. 4, 1975).

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

**Indecency.** FCC's declaratory ruling on indecent broadcasts (Broadcasting, Feb. 17, 1975) is being appealed to U.S. Court of Appeals in Washington (Case 75-1391) by object of ruling, Pacifica Foundation's WBAI(FM) New York. Ruling involves airing of George Carlin album cut. Commission is considering proposed legislation to include television and cable in federal statute banning obscenity on radio (Broadcasting, Sept. 15, 1975). Commission also fined WXPN(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).

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

**License renewal legislation.** House Communications Subcommittee appears to be nearing hearing on bill to revise broadcast license renewal procedures, among which leading measure is H.R. 5578 by subcommittee ranking Republican, Lou Frey (R-Fla.). So far more than 150 representatives and 20 senators have sponsored or co-sponsored renewal bills; 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. Senate will take no action until House makes first move. Meanwhile, National Radio Broadcasters Association continues to seek reduction in Congress of radio-only renewal legislation.

**Network exclusivity on cable.** FCC order substituting 35- and 55-mile zones for signal contours as basis of protecting television stations has been appealed to U.S. Court of Appeals in Washington by CBS, NBC and ABC television affiliates associations, National Association of Broadcasters and number of individual broadcasters. Commission has denied petitions for reconsideration of order.

**Pay cash; 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). Justice Department has filed on side of cable (Broadcasting, Feb. 9). Commission has no restrictions on the use of series-type programs by pay cable (Broadcasting, Nov. 10). Meanwhile Senator Philip Hart (D-Mich.) and his Senate Antitrust Subcommittee are looking into charges that broadcasters are "throttling" pay cable. Two days of hearings were held in May (Broadcasting, May 26, 1975); more were held in July (Broadcasting, July 14, 21, 1975) and last December (Broadcasting, Dec. 15, 1975).

**Payola.** Grand jury in three cities has 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 broadcasting officials have gone on trial before District Judge Frederick D. Lacey in New Jersey (see story, this issue). Several others under investigation have pleaded guilty (Broadcasting, Jan. 28).

**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). Petitioners, Accuracy in Media, has requested full-court rehearing of panel's order, but was turned down. AIA 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 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. S345 by Representative George Danielson (D-Calif.), for possible insertion in copyright revision bill pending there (H.R. 2223).

**Public broadcasting funding.** House Appropriations Subcommittee on Labor, Health, Education and Welfare has held hearings on appropriation for Public Broadcasting. Commission asked to appropriate money according to ceilings provided in first-ever long-range authorization bill passed by Congress last year—$8 million for fiscal 1976, $103 million for 1977, $121 million for 1978 and $140 million for 1979. CPB would have to match every federal dollar with $2.50 from private sources. Administration has recommended $70 million for 1976 and '77, $80 million for 1978 and $90 million for 1979. CPB appropriation measure, which will be included in larger Labor HEW appropriation package, will emerge from subcommittee sometime in April. CPB President Henry Torbert Macdonald testified before subcommittee two weeks ago (Broadcasting, Feb. 16).


**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). Decisions is being appealed to U.S. Court of Appeals in Washington and oral arguments have been held (Broadcasting, Dec. 1). House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) has obtained all FCC documents involved with commission's order; hearings may start (Broadcasting, Nov. 3, 1975). Commission's action was also dealt with in oversight hearings before Senator John Pastore's (D-R.I.) Communications Subcommittee (Broadcasting, Nov. 10, 17, 1975). Also, Senator Pastore has bill (S. 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 speaker from opposing party be given opportunity to reply to any partisan broadcast address by President. There will be more hearings on Pastore measure before action is taken; no hearings have been scheduled yet on Macdonald bill.

**Sports antiblackout.** Legislation to renew sports antiblackout law, which expired Dec. 31, 1975, was stalled when House-Senate conferences failed to agree on compromise (Broadcasting, Dec. 22, 1975). Conference committee will try again in another session. Pedestal was passed bill (S. 2554), on other hand, would extend law experimentally another three years. Both bills would reduce 72-hour cutoff to 24 hours for postseason games in baseball, basketball and hockey.

**UHF.** FCC issued notice of inquiry in May 1975 on UHF 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 with VHF (Broadcasting, Aug. 18). Both petitions are under study by chief engineer's office.

**VHF drop-in.** In April, FCC adopted inquiry

Broadcasting Feb 23 1976
For the Record

As compiled by Broadcasting, Feb. 9 through Feb. 13 and based on filings, authorizations and other FCC actions.

Abbreviations: AJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aura.—aural; aux.—auxiliary; CH—critical hours; CP—construction permit; D-day—day; DA—directional antenna; Doc.—Document; ERP—effective radiated power; HAAT—height of antenna above average terrain; kHz—kilohertz; kw—kilowatts. MGDV—maximum expected operation value; mhz—megahertz; mod.—modification; N—night; PSA—preservice authority; SH—specified hours; trans.—transmitter; TPO—transmitter power output; U—unlimited hours; vis.—visual; w.—watts. —noncommercial.

New stations

AM applications

- Swainsboro, Ga.—WSJ Radio Inc. seeks 1590 kHz, 2.5 kW-D. PO. address: 1025 Red Oak Drive, Macon, Ga. 31204. Estimated construction cost $9,100; first-year operating cost $37,210; revenue $48,000. Format: C&W, folk, religious. Principals: Charles R. Wilt (35%), Grady Sprites (35%) and Donovan Jones (30%). Mr. Wilt is salesman for WJB(L)M Macon, Ga. Mr. Grady is cab company dispatcher. Mr. Jones is chief engineer at WRTH(AM) Wood River, Ill. Ann. Feb. 9.

- Clinton, Ky.—Hickman County Broadcasting Co. seeks 1130 kHz, 250 W-D. PO. address: 1124 Circarama Drive, Murray, Ky. 42071. Estimated construction cost $33,981; first-year operating cost $40,000; revenue $60,000. Format: MOR. Principals: Charles R. Shuffett, Clarence E. Cole, Jack B. Kennedy and Larry R. Mayfield (25% each). Mr. Shuffett was recently owner of WNBS(AM)-WAAM(AM) FM Murray, Ky. Mr. Cole and Mr. Kennedy have building supply interests. Mr. Mayfield has interest in Kentucky bank. Ann. Feb. 9.

- Norfolk, Mass.—Norfolk County Broadcasting Co. seeks 1170 kHz, 1 kW-D. PO. address: 118 Main St., Norfolk, Mass. 02056. Estimated construction cost $97,605; first-year operating cost $85,920; revenue $90,000. Format: Soft contemporary. Principals: John M. Quinlan (51%); Joseph J. Lorusso (29%), et al. Mr. Quinlan is former state senator. Mr. Lorusso owns real estate interests and sandwich company. None of the applicants have broadcast interests. None of the applicants have broadcast interests. Ann. Jan. 27.

AM action

- Amherst, Va.—Amherst Broadcasting Associates. Broadcast Bureau granted 1420 kHz, 1 kW-D. PO. address: 9592 N. 10th Rd., Arlington, Va. Estimated construction cost $11,845; first-year operating cost $17,686; revenue $40,000. Format: C&W; contemporary; MOR. Principals: Michael R. Sterling and Christopher D. Doyle. Mr. Sterling is engineering supervisor and Mr. Crosswhite is chief maintenance and engineering supervisor for Mutual Broadcasting System (BP 20013). Action Feb. 4.

AM licenses

Broadcast Bureau granted following licenses covering new stations:


FM applications

- Indio, Calif.—Classic Broadcasting Corp. seeks 103.1 MHz, 525 w, HAAT 628 ft. PO. address: 14521 Oasis St., Indio, Calif. 92201. Estimated construction cost $14,261; first-year operating cost $65,172; revenue $15,000. Format: classical, standard pops. Principals: Norman L. Posey (35%), David Weinstein (35%), Andy Fakas (10%), Mr. Posey is general manager of KWK(K)M Pasadena, Calif. Mr. Weinstein is hotel and casino employee in Las Vegas. Mr. Fakas owns KCAL-AM-FM Redlands, Calif. Ann. Feb. 9.

- Valdosta, Ga.—Radio Valdosta seeks 95.9 MHz, 3 kW, HAAT 300 ft. PO. address: Val-Tech Rd., Valdosta, Ga. 31601. Estimated construction cost $82,872; first-year operating cost $31,700; revenue $48,000. Format: Beautiful Music. Principals: William Orton Woodall has interests in banking, land development and security firm. He is also part owner of WGRA(AM) Cairo and WGAFIAMM Valdosta, both Georgia. Ann. Feb. 9.

- *Cherry Hill, N.J.—Board of Education of the township of Cherry Hill seeks 88.1 MHz, 10 w, HAAT 100 ft. PO. address: Millers Rd., Cherry Hill, N.J. 08003. Estimated construction cost none (materials to be donated); first-year operating cost none. Format: educational. Principals: Applicant is public educational institution. Ann. Feb. 11.

- Odessa, Tex.—Tower Power Corp. seeks 99.1 MHz, 100 kW, HAAT 413 ft. PO. address: c/o J.R. McClure, 4 Estanolle St., Greenville, S.C. 29607. Estimated construction cost $4,900; first-year operating cost $50,325; revenue $72,000. Format: religious, inspirational. Principal: J.R. McClure is owner of KHYM(AM) Gilmer, Tex. and 50% owner of several non-media oriented firms. Ann. Feb. 11.

FM action

- Lubbock, Tex.—Radio Lubbock application for 102.5 MHz, 100 kW, HAAT 228 ft. dismissed at request of applicant. Ann. Feb. 12.

FM starts

- KRAD-FM E. Grand Forks, Minn.—Authorized program operation on 103.9 MHz, ERP 3 kW, HAAT 145 ft. Action Jan. 30.

- KMIS-FM Portageville, Mo.—Authorized program operation on 106.3 MHz, ERP 3 kW, HAAT 230 ft. Action Jan. 30.

- KIPC-Skupquere, N.M.—Authorized program operation on 91.5 MHz, ERP 8.3 kW, HAAT 4160 ft. Action Jan. 30.

- *WNWR Canal Fulton, Ohio—Authorized program operation on 90.9 MHz, ERP 840 w, HAAT 47 ft. Action Jan. 29.

- KEPO Eagle Point, Ore.—Authorized program operation on 89.1 MHz, TPO 10 w. Action Feb. 3.

Ownership changes

Applications


- WLIV-AM-LFM Livingston, Tenn. (AM: 920 kHz, 1 kW-D; FM: 99.9 MHz, 50 kW)—Seeks transfer of control of WLIV Inc. from Richard Gillespie (51%) and Charles S. Miller (49%) to Millard S. Oakley and Drew Hufines (36.5% and 33.5% each). Consideration: $25,000. Principals: Mr. Gillespie’s sale reflects realization of stock ownership with him relinquishing majority control. Mr. Oakley is commissioner of Tennessee insurance department with banking interests and majority ownership of WCS(AM) Crossville, Tenn. and part owner of WHAL-AM-LFM Shelbyville, Tenn. He has applications pending for three Tennessee AM stations. Mr. Hufines is program director of WLIV-AM-LFM. Ann. Feb. 9.

- WSHFT(AM) Sheffield, Ala.—Broadcast Bureau granted assignment of license from J.B. Fult Jr. to Sheffield Broadcasting Co. No consideration. License remains in family with Mr. Fult maintaining control (BAL-8536). Action Feb. 2.

- KEZR (FM) San Jose, Calif. (106.5 MHz, 50 kW)—Broadcast Bureau dismissed application for assignment of license from PSA Broadcasting to Radio Uno Corp. Ann. Feb. 12.

- KKIK(AM) Waco-Marlin, Tex. (1010 kHz, 10 kW-D)—Broadcast Bureau granted assignment of license from Centrum Corporation to Lamar Media for $265,000. Sellers: Ronald J. Romantzi, David Fricker, Dwight Parks, etc. have no other broadcast interests and are selling due to substantial losses (granted exception of three-year hold). Applicants: William W. Jamar (51%) and wife Jane Lamar (49%). Lams, along with Ms. Lamer’s brothers, have owner-
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FCC tabulations as of Dec., 30, 1975

<table>
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<th>Type</th>
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*Special temporary authorization

**Includes off-air licenses

ship in, to varying degrees, KBWDM(AM)-KOKE(FM)-
Brownwood; KSNY(AM) Snyder; KVXM(AM)-
Monahans; KVPF(AM)-KPLA(FM)-Plainview;

KCBS(AM) Midland; KNOW Austin; KVIC Victoria;

all Texas; also cable and publishing interests. Action
Jan. 29.

Facilities changes

AM applications

- KTHO South Lake Tahoe, Calif.-Seeks CP to in-
crease daytime power to 2.5 kw. Ann. Feb. 9.
- WHIC Hardinsburg, Ky.-Seeks CP to increase day-
time power to 1 kw. install 500 w-CH. Ann. Feb. 9.
- KURL Bilings, Mont.-Seeks CP to increase day-
- WDWA Walton, N.Y.-Seeks CP to increase day-
- WASK Fucquay Springs, N.C.-Seeks CP to increase day-
time power to 5 kw. install. DA. Ann. Feb. 9.
- WIXE Monroe, N.C.-Seeks CP to increase day-
time power to 1 kw. Ann. Feb. 9.

FM applications

- *KCBX San Luis Obispo, Calif.-Seeks CP to change
from Class D to Class B station; install new trans.; install new ant.; change TPO; ERP 2.02 kw and
- KHHQ Waco, Tex.-Seeks CP to install new trans.; install new ant.; change TPO; ERP 100 kw (H&V)

FM actions

- KBPE Casa Grande, Ariz.-Broadcast Bureau
granted mod. of CP to change trans. and studio loca-
tion to 600 East First Street, Casa Grande; ERP 3 kw
(H&V); ant. height 70 ft. (H&V) (BPMP-14735). Ac-
tion Feb. 9.
- *KUSF San Francisco-Broadcast Bureau granted CP
to change trans., studio and remote control loca-
tions to 2345 Golden Gate Avenue, USF Campus,
Room 26 Phelan Hall, San Francisco; install new trans.
and ant.; make change in ant. system; ERP 5 kw
(H&V); ant. height 300 ft. (H&V); conditions (BPED-1818). Action Feb. 4.
- KOKL Okmulgee, Okla.-Broadcast Bureau
granted CP to make changes in ant. system for addition of FM antenna (BPB-20205). Action Feb. 4.

FM starts

- Following stations were authorized program operat-
ing authority for changed facilities on day shown:
WDCS Seattle, Wash.; KHJQ-AM-Seattle, Wash.; WHCQ
Ann Arbor, Mich. (BPJ-9353), Jan. 30; WNIC-AM Dear-
born, Mich. (BPJ-9355), Jan. 30; WOCB-AM Yar-
mouth, Mass. (BPJ-9391), Jan. 29; WNIT-AM
George, S.C. (DIT-No. 19.918), Jan. 29; WXML
Savannah, Ga. (BPJ-8868), Jan. 29; *KCHO Chico,
Calif. (BPED-1955), Feb. 2; *WHHL Highland, Wis.
(BPEED-2103), Feb. 3.

In contest

Review board decisions

- Fort Smith, Ark., FM proceeding: KFPW Broad-
casting Co. seeking 100.9 mhz. (Doc. 18241)-FCC
Review Board granted application of George T.
Hernreich. Action reversed ALJ John H. Conlin’s sup-
pense. Initial decision released last Nov. 18. In July
1974, commission determined that Hernreich, as sole
owner of KAIT-TV, personally and knowingly con-
ducted dishonorable transactions to advance private
interests of station. Accordingly, FCC denied KAIT-TV’s
renewal application. Commission, however, granted
Hernreich’s license application for KFPW-TV, since it
found no evidence of misconduct at that station and
because it was unlikely misconduct involving KAIT-
TV would be repeated in operation of KFPW-TV.
In its supplemental initial decision Judge Conlin had said
commission’s grant of KFPW-TV application did not
represent an overall endorsement of Hernreich’s good
character. He concluded that Hernreich failed to dis-
mantle his prior history of wrongful conduct in operating KAIT-TV, a grant to him of new broadcast license would not be in public interest. Jan. 28.
- KFDR(AM) Grand Coulee, Wash., renewal pro-
cceeding: New Deal Broadcasting Co. (Doc. 20461).
Commission dissolved stay order, vacated order cancel-

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FCC took following actions on FM allocations:

- Moorpark, Calif.-Commission proposed assigning educational FM ch. 216 (91.1 mhz). Action was result of petition for rulemaking by Moorpark College. Commission took no further action because application to assign educational FM channel to particular community. Unlike procedure for commercial FM, it said, use of educational FM channels is usually governed by demand-based system based on filing of application rather than meeting table of FM assignments. Commission said, however, that since Moorpark is within 199 miles of U.S.-Mexican border, establishment of station there requires suitable channel listed in table of assignments of FM channels adopted according broadcasting agreement (Doc. 20702). Action Feb. 3.
- *La Belle, Fla.-Assignment of FM ch. 221A (92.1 mhz) to La Belle, Fla., as its first FM assignment and deletion of ch. 221A from Naples, Fla., has been pro-
posed by broadcast bureau. Assignment was suggested in petition by Thomas A. Smith, Commissioner, Feb. 22. La Belle at La Belle would have to be located east of La Belle to meet minimum mileage separation of 65 miles from WAMR-FM Venice, Fla., which operates on ch. 221A. Although Smith did not propose replacement channel for Naples, bureau said ch. 249 (97.7 mhz) could be substituted for ch. 221A at Naples. (Doc. 20705). Action Feb. 4.
- *Versailles, Ind.-Broadcast Bureau proposed assignment of 103.1 mhz (ch. 276A). Assignment of 103.9 mhz (ch. 280A) had been requested by James Robert Albertson but bureau noted this would be impossible since ch. 280A had been assigned to Batesville, Ind., only 12 miles from Versailles. Bureau noted since Ver-
sailles is located within 250 miles of U.S.-Canadian border, concurrence of Canadian government would be required for assignment (Doc. 20708). Action Feb. 4.
- *Ida Grove, Iowa-Broadcast Bureau proposed assignment of 92.7 mhz (ch. 224A) and deletion of same from Carroll, Iowa. Assignment was suggested by Midwest Industries (Doc. 20710). Action Feb. 4.
- Mansfield and Marshfield, Mo.-Broadcast Bureau proposed assignment of 95.9 mhz (ch. 260A) to Mansfield, and 104.9 mhz (ch. 285A) to Marshfield. Webster County Broadcasting Co. requested assignment of ch. 285A to Marshfield and Herbert Starbuck requested assignment of same to Mansfield.
Cable

Following operators of cable TV systems requested certification of FCC assigned (stations listed are TV signals proposed for carriage):

- **Centennial Communications Corp.,** for Hartford, Conn. (C.A.C-D) Requests certification of existing operations and add: WGN-TV-Chicago.

- **Valleymay Transmission, for Raymonville, Tex.** (C.A.C-D) Requests certification of existing operations.

- **Huntington TV Cable Co., for Huntington (borough of),** and Huntington township, Ohio, township, and Portage township, all Pa. (C.A.C-D): WOR-TV-WPIX, New York.

- **Lykens TV Company for Elizabethtown, Gratz, Hubley township, Lykens, Washington township, etc., Pa. (CSR-975): Petition for special relief permitted to continue present operation without certificate of compliance until March 31, 1977, or until new or substantially amended franchise for those systems is received, whichever occurs first.


- **Warner Cable of Warrenburg for Warrenburg, Mo.** (C.A.C-D): Requests certification of existing operations.

- **Delaware TeleService, for Dover, Del. and Smyrna, Del.** (C.A.C-D): WBOC-TV Salisbury, Md. and delete: WMAR-TV-Baltimore.

- **Peninsula Cable Television Corp. of San Carlos and Mountain Park, for San Carlos, Redwood City, etc., Cali.** (C.A.C-D): KDTV San Francisco; KMUV Sacramento, Calif. and delete: KTBL Los Angeles.

- **Belmont Cable Television, for Belmont, Calif.** (C.A.C-D): Same as above listing.


- **Central New York Cable TV, Box 105, Utica, N.Y.** (C.A.C-D): Same as above listing.

- **Enterprise, Ore.** Broadcast Bureau proposed substitution of ch. 21A (92.1 mhz) for ch. 244A. Substitution was proposed in petition by STL Inc., Bureau pointed out that ch. 244A is unassumed and applied for and ch. 21A could be assigned to Enterprise without affecting any other existing FM assignments. STL said substitution of ch. 244A would eliminate 6.7 mile short spacing from transmitter site it proposed for station on ch. 246 at Walla Walla, Washington, to Earlington, communities of Michigan (244A) in Enterprise. Bureau noted that due to proximity of Enterprise to U.S. Canadian border, concurrence of Canadian authorities would be necessary (Doc. 20706). Action Feb. 4.

- **Broadcast Bureau proposed assignment of first FM channels to six communities. They include chs. 261A (100.1 mhz) to Niawanda, Minn., 262A (101.7 mhz) to Collins, Miss., 263A (104.9 mhz) to Blackshear, Ga., 272A (102.3 mhz) to Clingwood, Va., and Hinton, W.Va., and 265A (100.9 mhz) to Yuma, Colo. Bureau said none of the communities is near urban area and all assignments could be made in conformity with minimum mileage separation rule without affecting any assigned FM channels (Doc. 20709). Action Feb. 4.

**Applications**

**Call**

**Sought by**

**New A弥s**

- KAKA Southeast Arkansas Radio, Dermott, Arkansas
- KGUD Frederica R. Coe, Banning, Calif.
- KGNR Sonora Broadcasting Co., Sonora, Tex.
- KGMQ Cohutta Broadcasting Co., Chattooga, Ga.
- WDCB College of DuPage, 500 N. Greene St., Glen Ellyn, Ill.
- WDLY Dairyland Broadcasters, Sauk Centre, Minn.
- WRLC College, Williamsport, Pa.
- WORM Morris J. Jones, Onota, Utah
- WWLR Lycoming College, Lyndswold, N.Y.

**Existing TV**

- KGME-TV KMAY-TV, Maui, Wailuku, Hawaii
- KXJX KTUF Temple, Ariz.
- WCMM WCUM, Cumberland, Md.
- WBCB WUDK Cumberland, Md.
- WDDR WSUP, Patchogue, N.Y.
- WKXJ KHOW-FM Denver
- WBYR WCAM-FM Baltimore
- KLLL KQWW, Norfolk, Ohio.
- KEOK KTLO-FM Tetequah, Okla.
- WTCV WHAM-FM Shelbyville, Tenn.
- KTYL KZAF-FM Tyler, Tex.

**Grants**

**Call**

**Assigned to**

**New A弥s**

- VKQI Techa Broadcasting Corp., Bayou View, La.
- VWNN Selanem Broadcasting Co., Salina, N.Y.
- WKJE Cablevision Broadcasting Co., San Juan, Pr.

**Existing FM's**

- WKTA Airwaves Broadcasting Services, Crete, Neb.
- WKXT Greenville Radio Corp, Greenville, Tex.
- WECO TV, Tivallah, Fla.
- KGMD-FM KPUA-TV Hilo, Hawaii
- WTHR WLIW Indianapolis
- WCMN WLWC Columbus, Ohio
- WKJQ-TV KFDO-TV Sayre, Okla.
- WINS WJSO-FM, Vancouver, Wash.
- KWMS KCMF-Camano, Wash.
- KNIX KCFN-Camano, Wash.
- WSMK KSAI Salt Lake City

**Existing TV's**

- WKSF WCAM-TV, Portland, Me.
- KTLY KZAF-FM, Tyler, Tex.
- KSMS WMAR, Laurel, Md.
- KXKJ-WF KXKJ-9, Nekoosa, Wis.

**Broadcast Reviews**

- **Applications**
- **Towers**

- **See Line, for Madison, Anson, Skowhegan, Farmingdale, Me.** (C.A.C-06059): WBCB Augusta, Me. and delete: WNB-E-Toronto, Ome, Ont.
- **Liberty Video Corp., Box 311, Liberty, N.Y. 12754 for Fallsburg, (town of) N.Y. (C.A.C-06058): WNB-C, VACB-TV, WSCB-TV, WNB-TV, WOR-TV, WKB-TV, WNB, WMB-TV, Bangor, Me. 04401 (for KTVK, but deny application for carriage of KQO-TV; NBC, Hay Springs, *KTVN-Alliance, Neb., and KQW-TV (ind.), KOA-TV (Neb.), KMGH-TV (COB), and KBTV (ABC), Denver. Also granted was certificate of compliance to Rushville system for carriage of KDU-TV, KTNE-TV, KQW-TV, KMHG-TV, KQTV, but did not renew license of KOA-TV, and instruct system to notify commission within 30 days that it ceased carriage of KOA-TV operation.
- **Groton, N.Y., Cerracce Television Corp.—Commission granted petition for reconsideration of action partially granting certificates of compliance. Also granted due to reconsideration are WENY-7 (ABC), Elmira, WROC-TV (N.Y.), WHEC-TV (CBS), WOKR (ABC), Rochester, WBUA-TV (ABC), WVEC-TV (N.Y.), Binghamton, WENY-TV (CBC), New York, and WQED-TV, Pittsburgh, Pa. (C.A.C-3802, 4883). Action Feb. 10.
- **Trumansburg, N.Y., Cerracce Television Corporation—Commission granted petition for reconsideration of action partially granting certification of new cable system. FCC, in granting reconsideration, waived signal carriage rules applicable to smaller television markets. To allow Cerracce to carry signals of WROC-TV (N.Y.), WHEC-TV (CBS), WOKR (ABC), Rochester, WBUA-TV (ABC), WVEC-TV (N.Y.), Binghamton, WENY-TV (CBC), New York, and WQED-TV, Pittsburgh, Pa. (C.A.C-3802, 4883). Action Feb. 10.
- **Towner, N.D., Towner Cable TV—Cable TV Bureau dismissed application for certificate of compliance (C.A.C-4996). Action Feb. 12.

**Other Actions**

- **Sausalito, Calif., South Sausalito Cable TV—Commission denied petition, denied waiver of required franchise and local rules, and directed cable operator to begin carriage of KDTV (Spanish language) San Francisco within 30 days. Company had requested waiver, stating it is systems already carried one Spanish language station, and since it had fewer than 500 subscribers, it could not provide necessary equipment for station its subscribers neither wanted nor would be used.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

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

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

General Manager, Strong on sales for major market AM, Religious-Gospel format. Good salary and incentives with coast-to-coast chain. Box P-97, BROADCASTING.

Are you a motivator? An organizer? A successful sales manager with well rounded knowledge all phases of radio? Ready to move into station management? Midwest opportunity. Stable small company, broadcaster owned. Send qualifications background and references to Box P-122, BROADCASTING.

If you’re strong on sales there’s an excellent small market opportunity in growing East Texas of Michigan’s beautiful Upper Peninsula, including co-ownership. Box P-200, BROADCASTING.

Radio station manager or sales manager, Monterey, California. Must have outstanding local sales record in competitive market. Strong references relative to ability, honest, stability and sobriety essential. EOE/ MF. Charlie Powers, 415-378-0397. Box 68, Moraga, CA 94556.

HELP WANTED SALES

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

Need experienced production, sales person for well established small Pennsylvania market station. Full medical benefits, pleasant rural living. Box P-57, BROADCASTING.

Sales proven community minded General Manager needed for long established Midwest AM daytimer in growth area. Station doing strong gross. Position offers challenge, opportunity to build. Box P-123, BROADCASTING.

Owner established FM on Southeast Florida coast seeks semi-retirement. Need strong on-street salesperson. Good potential for future management, possible ownership. Box P-175, BROADCASTING.

Eastern Michigan AM-FM operation desires experienced salesperson Company benefits, Guaranteed wages. Announcing experience helpful but not necessary. Write Box P-182, BROADCASTING.

Black formatted North Carolina FM needs strong, aggressive sales person, Potential unlimited. Large chain operation. Box P-184, BROADCASTING.

Sales Manager for aggressive AM-FM Fulltimers in half-million Great Lakes market. Requires background of proven broadcast sales ability, strong organization and supervisory skills. A challenging turnaround situation with unusual potential for a serious business-comes-first executive. Send full particulars, EOE. Box P-199, BROADCASTING.

Experienced sales person, proven sales record for top pay. Largest “share of audience” (18-49) ARB. Liberal salary, liberal incentive. KFMQ Radio, Terminal Blvd, Lincoln, NE.

Sales persons, KXOM AM/FM, Ontario, California. Top salary, excellent fringe benefits. Contact Ross Adkins, PO Box 1510, Ontario, CA 91762.

HELP WANTED SALES CONTINUED

Immediate opening for experienced salesperson. Send resume to: WBTR, PO Box 569, Carrollton, GA.

Compo account executive/announcer position at No. 1 contemporary station. Excellent growth opportunities. Send resume, tape to WKKW, Wheeling, WV 26003.

Religious station has position open for an announcer-salesperson. Send tape, resume to Dan Miller, Sales Manager, WIXL Radio, PO Box 3277, Columbus, SC 29220, Phone 803-779-7910.

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

HELP WANTED ANNOUNCERS

Help wanted. Play by Bay Mississippi State University baseball. High school football. Sales or announce. Box P-171, BROADCASTING.

Morning person for stereo station in Arizona, immediate opening for stable, responsible announcer with 3rd, salary commensurate with ability. Send resume Box P-197, BROADCASTING.

Immediate opening for experienced announcer. Send resume and tape to: WBTR, PO Box 569, Carrollton, GA.

Top 40 afternoon drive personality, production, new facilities, tape/resume to WEIX, Box 1294, Charlottsville, VA 22902.

If you’re major market material, but need credentials, we’ll help you move after one year. Help us stay No. 1 this year. Modern country, clear channel, ABC network AM. Covers Southern Indiana and Western Kentucky. Low base plus commission. One year hard work expected on air/in sales. You’ll get your first chance. Opportunity. Others have moved to Washington, Nashville, Indianapolis, Minneapolis. Send tape/resume to WKM, Box 1140, Tell City, IN 47586. EOE.

Compo announcer/account executive position at No. 1 contemporary station. Excellent growth opportunities. Send resume, tape to WKKW, Wheeling, WV 26003.


Experienced announcer, WOWQ/FM is an immediate opening for a staff announcer with a mature voice quality. Position has potential of advancement to PD. Applicant must have good knowledge of beautiful music. Daily shift and production responsibilities. Send class FCC license required. Contact Bill Winchell, WOWQ/FM, Box 236, Muskegon, MI 49443. 616-722-1681.

New medium market contemporary needs Jocks. Personable approach, program content and experience. 3 weeks vacation, 5 day week. Send tape and minimum salary requirements to Lee Sommers, 14a Warwick Ave, Albany, NY 12205.

Western Oregon radio needs announcer salesperson combo. Should be experienced in both Sports and engineering ability preferred. not required. 1-503-367-5581.

HELP WANTED TECHNICAL

Chief Engineer for group owned Midwest AM-FM two lower directional AM. No combo but needed someone who is production oriented and understands sound. State tech qualifications with resume. Box P-42, BROADCASTING.

Chief Engineer Midwest Class IV AM/FM stereo. Must have solid experience in all phases of transmitter and studio maintenance as well as complete knowledge of SCC rules. Send confidential resume and salary requirements to Box P-133, BROADCASTING.

1st class engineer, automation background, offered opportunity for increased responsibility and technical control. Must have production background. Mid Atlantic region, access to No. 1 market. Box P-135, BROADCASTING.

Chief Engineer, needed at once for top rated AM and FM stereo automated stations on Florida’s east coast. Must be experienced in all phases of maintenance, audio and automation. Good pay and benefits for the right person. Need is yesterday. EOE. Write Box P-160, BROADCASTING.

Experienced professional chief engineer, Leading AM-FM Midwest (Ohio-Ky-Ind) medium market. Good future, excellent starting salary. Reply held in confidence. Box P-160, BROADCASTING.

COMBO CE/DJ’s. Opening has groups opening midwest and west. Full time non-directional in excellent family growth areas. Possible group. Chief, Valid first. Sharp on FCC regs and maintenance, $750 month. EOE/MF. Box P-190, BROADCASTING.

Outstanding opportunity for bright first class engineer to learn from real pro. Will work with our director of engineering. Know AM, FM stereo, SCA and soon directional operation. Chance to learn data processing in our in house computer. Stable position, good future and excellent fringe benefits. Equal Opportunity Employer. Complete details, including experience, salary desired and references, first letter. Dick Jakie, WJKL/WJRMR, 16th Douglas Ave, Elgin, IL 60120.


Chief Engineer NY area for a progressive stereo FM/stereo. Experience in construction and maintenance of all audio and RF equipment. Call 516-485-9200.

HELP WANTED NEWS

Experienced morning newscaster or newscaster-announcer wanted for Michigan full-time station. Box P-204, BROADCASTING.

Experienced, aggressive newscaster to work a small, midwestern market. Sports background desirable. We are strong in news with seven mobile units and emphasis on live reporting. Opportunity for advancement. Equal Opportunity Employer. Box P-205, BROADCASTING.

Inside and outside. Good digger and strong on the air. Want local news. No rip and read. Send tape and resume to Duane Stapper, News Director, WITL AM & FM, Lansing, MI, PO Box 1010. No phone calls.

Broadcasting Feb 23 1976
HELP WANTED NEWS CONTINUED


News Director Long hours, six day week. One man plus stringers setup. Honest dedication to total, factual, unbiased local reporting. DOE. Peter Bardach, Pres., WWSU Franklin, NJ 201-827-2525.


Aggressive, gutsy news reporting. Must have ability to dig, write, edit and read news. Plus, a flair for showmanship in the gathering and reporting of strictly local news in rapidly growing small market station. Equal Employment Opportunity. Send resumes to Box 1566, Sierra Vista, AZ 85635.


HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Program and promotional director, who can positively build great numbers. We want to be number one, and stay there. Possible air shift, position requires community involvement. Salary open, benefits. Box P-189, BROADCASTING.

Brown Institute graduate to teach at Florida school. Minimum of three consecutive years experience in audio required. First phone preferred, immediate opening. No phone please! Send letter and resume to Personnel, Brown Institute, 111 N.E. 44th Street, Fort Lauderdale, FL 33334.


Production Assistant/Editor. Must have good background and interest in daily news, some college and 1-2 years experience. Minimum starting salary: $9,000. Preferred position from professional level. Send resumes, scripts written and/or tapes of programs produced to Judith Rowe, National Public Radio, 2029 M Street, N.W., Washington, DC 20036. NFR is an Affirmative Action/Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

GSM, Leader, salesman, innovator. Hard working builder of outstanding sales organizations, Professional broadcaster. Box P-127, BROADCASTING.

Sales Manager, proven record as AE in medium market, 13 years experience in radio. Looking to develop sales dept. Northeast. Resume. Box P-174, BROADCASTING.

Management position with permanent future in Pennsylvania. Excellent track record in sales. RAB trained. Very knowledgeable in newspaper, TV & agency side of adv. Box P-178, BROADCASTING.

Aggressive sales manager with management experience ready for top job with growing company. Box P-183, BROADCASTING.

SITUATIONS WANTED SALES

AE, was successful in medium market, want to return to radio in or around Pennsylvania. Resume Box P-175, BROADCASTING.

Have paid my dues as a jock. All market sizes. Degree. Desire medium market Top-40 sales. Southwest. Box P-191, BROADCASTING.

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

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

Sportscaster/RAB salesman, 7 year pro. Basketball/football PBP/college and pro. Box P-119, BROADCASTING.

Is your station in or near a big city? Looking for that pro to complete your staff? Then try this exciting communications style of this announcer. College grad with major market experience in news plus tops in production & sales, currently employed. So you don't forget send your resumes for both tapes and resumes before midnight tonight to Box P-124, BROADCASTING.

Hard working, dependable announcer seeking progressive rock station, 2 yrs. experience, 3rd endorsed. I want progressive rock, will relocate. Box P-168, BROADCASTING.

DJ, 25, Navy vet, no experience, seeks first break. Broadcast school grad, 3rd endorsed, willing to travel. 914-666-2623 after 6PM. Box P-189, BROADCASTING.

Eight years experience News and music. Want to continue career in adult-oriented contemporary station. Desire Pacific Northwest or similar area. Pleasant working and living environment is a must. Box P-173, BROADCASTING.

Young DJ, 6 yr experience seeking break. Anywhere, know music. Unexperienced but willing. Joseph Sarica, Box P-195, BROADCASTING.

D.J., Co-prod news, 3 yrs college radio, progressive and easy FM. Still working, good chops, vibes. I deserve a break today! I'm mobile bee bee. Box P-201, BROADCASTING.

News oriented staff announcer. Hard working, 24 mos, exp. 1st phone, MD-Mass, preferred. Interview ability. Box P-203, BROADCASTING.


Alman seeks major/medium Contemporary, Churcck, 3737 Hillcroft No. 160, Houston, TX 77007.

Hi! How about stepping in the shoes of providence by placing me in a position that I could kindly reach out for John Pluta, 121 Whitesboro St, Yorkville, NY 13495.

Announcer-engineer available to adult MOR station anywhere. Interview preferred. Call after 7:30 PM. 717-264-2120.

Sportscaster. Did only basketball in college, interested in doing baseball. 3rd endorsed. Bill Sova, 329 Palmer Terrace, Mamaroneck, NY 10543. 914-986-4262.

Contemporary or Top 40 announcer. Production/voice. 2 yrs. experience. Box 71, Park Forest, IL 60466.

Here's one that sounds good: Contemporary personality, experienced innovative production; degree, third. 217-787-3295.

Suburban NYC 1 yr prior returning home. MOR or rock. Jerry Allen, 515-424-3165, 2409 6th SE, Mason City, IA.

Experienced air personality from No 1 station seeks progressive MOR. Good productions. Bob Hollowell, 226 N. Magdalene, San Angelo, TX 885-633-4971.

Enthusiastic young announcer, trained in all phases of broadcasting. First class FCC. Tape, resume. Call Dave, 213-790-0417.

There's no doubt, I can be an asset to you. Willing to travel for good organization. Call Mike, 718-833-1696.

SITUATIONS WANTED TECHNICAL

FCC 1st, 2 yrs technical training, ham license will work around Carbondale, Ill, or western U.S. Ready to start S1/175. Box A-249, BROADCASTING.

Available: Experienced AM-FM Engineering Director, with a talent for organization and an ear for quality in sound. Experience includes AM-FM studio and audio systems design and construction, and transmitter facility design and construction. Audio processing, remote control, STL's, automation, RF and audio proof of performance. Extensive experience includes directional antenna installation and adjustment, all maintenance, also management and supervision. Overseas employment considered. Currently engaged. Box P-128, BROADCASTING.

Chief Engineer, mature, experienced AM-FM desires change. Fine references. Box P-143, BROADCASTING.

Chief Engineer with long experience all phases radio and TV wants chief engineer or director of engineering position in Metro area of Southeast. Excellent credentials. Box P-177, BROADCASTING.


SITUATIONS WANTED NEWS

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.

Newsman and/or sportscaster, 2 yrs experience, seeking advancement, currently small market news director, strong local news and audibility. Seeking PBP, prefer Northeast. Box P-158, BROADCASTING.

Investigative field reporter. Award winning top LA station. News format changes forcing me to look elsewhere. I can give you big stories, I've proven it. Box P-178, BROADCASTING.

News Director Highly professional broadcast journal- list with network experience for eight years. Military broadcast, both TV-radio, since 1954, primarily as news director, Good organization man. Resume available South or Southeast preferred. Write Box P-181, BROADCASTING.

Sports Director medium market station seeks minor league baseball PBP or step up. Mark Buchanan, 1143 NW 58th, Seattle, WA 98107. 206-762-1729.

Experienced, news, sports director. Dedicated to professional gathering, writing, reporting. All PBP, talk. Likes travel. Mike 716-835-1906.

Heavy news and programing background. Seeking major market position, director or operations manager challenge. 20 years experience, First phone. Consider telephone talk, programing, 214-528-3555, 4619 Lake Avenue, Dallas, TX.

Experienced Washington news team will cover the Special Olympics, also Republican Convention, National or local coverage. We also offer daily coverage of Capitol Hill. Contact Connie Law, 560 N St, SW, Apt N-330, Washington, DC 20024. Phone: 202-554-3434.
SITUATIONS WANTED NEWS
CONTINUED


I'm tired of big market crap or read. Looking for medium or small market station that values local news. 4 yrs experience, degree, third. John, 219-844-8934.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS
 Experienced airside organizer! High on creativity, professionalism, promotion, people management, profit-making ideas. Am now (and always have been) successful at my job. Good PD, good jock loco; 50 share 18-44. Contemporary medium market stations write Box P-193, BROADCASTING.

Production that produces! Experienced, mature, creative personality, seeks position at growing station. Over 50 character voices for image-oriented spots. Prefer West Coast, but will consider all. Let's sell your time. $600 month start. 213-689-2375.

Strong production, copywriting pro. Ten years experience medium/large markets. Automation or shift work. Rock or MOR formats. 9K now. Ron, 602-268-4989.

TELEVISION
HELP WANTED MANAGEMENT
Traffic Manager for major market group owned network affiliate. Must have strong leadership with ability to motivate. Computer background helpful but not essential. Cail George Coles, WTVN-TV, 614-228-5801. An Equal Opportunity Employer.

HELP WANTED TECHNICAL
VTR Maintenance Engineer. Familiar with AVR-'1s and 1200's for Chicago and Los Angeles locations. Box P-822 BROADCASTING.

Corporate/Industrial video center seeks chief engineer. Responsibilities: Conceptualization and installation of equipment for production facility now being planned, operate and maintain all production equipment. Eastern Pennsylvania. Send resume, salary requirements to Box P-128, BROADCASTING.

Television Technician to operate, maintain and repair CCTV production equipment. Experience trouble-shooting 1st TVC video recorders desired. Salary $10-$12,000 depending upon experience. Please send employment history to Box P-155, BROADCASTING.

Transmitter supervisor must have some experience 40 hour week most normal shifts. Chief Eng., KXLF TV, Box 3500, Butte, MT 59701, 406-792-9111.

Broadcast Engineer, graduate of technical school with 1st class FCC license to operate and/or maintain color television, FM radio and audio-visual equipment. Experienced engineer preferred. Competitive salary. Position available March 1, 1976. Contact Leslie Davis, Telecommunications Engineering, UPO 916, Morehead State University, Morehead, KY 40351. Phone 606-783-3108. Morehead State University is an Equal Opportunity Employer.

Chief Engineer. If you can capable replace a top-notch small market UHF chief engineer, we may have an immediate opening for you in a pleasant midwest community. Contact Harold Shiveley, 317-463-3516.

HELP WANTED NEWS
Home Box Office, a subsidiary of Time Inc., the national terrestrial and satellite program distributor to the cable industry, is looking for an experienced TV & audio engineer to work with new and existing, cable- & pay TV hardware. Duties include signal quality control & interfacing with cable systems. 30% travel in the Northeast & West. Send resume to Mr. George Gilbert, Director of Network Operations, Time/Life Building, Rockefeller Center, NY 10020.

HELP WANTED NEWS
No. 1 station in Mid-South looking for feature reporter with that special touch. Box P-159, BROADCASTING.

Meteorologist, Large news AM-FM-TV operation with a reputation for excellence has a first rate opportunity for a meteorologist with pleasing personality and delivery. Box P-195, BROADCASTING.

Reporter for Washington Radio-TV bureau. Some investigative reporting experience necessary. Send resume and photo to Box P-206, BROADCASTING.


HELP WANTED PROGRAMING, PRODUCTION, OTHERS
Director, to direct & switch local news. Must have commercial news directing experience. Upper Midwest. Resume & salary needs to Box P-192, BROADCASTING.

On-air promotion manager. If you're ready for the No. 2 promotion spot at a top 5 station that knows the value of on-air promotion, we want to hear from you. Film & tape experience a must. An Equal Opportunity Employer. Box P-202, BROADCASTING.

SOF Cameraperson, able to adapt to quick-paced Washington coverage. Newsfilm experience required. Send resume to Box P-206, BROADCASTING.

Producer/ Director for aggressive, ind. station with proven experience in writing commercials as well as "on air" work. Send resumes/letter to Operations Director, KMHP-TV, 2500 S. Mooney, Blvd., Visalia, CA 93277.

Art Director, wanted to supervise 3 person department in full range of print and television graphics. At least 2 years television experience necessary. Send resume and statement of qualifications to: Program Director, WJXT, Broadcast House, Jacksonville, Fl. 32207.


SITUATIONS WANTED NEWS
Currently sports director in top 40 market. Young, extremely knowledgeable. Major college PBP. Good television production. Top references, VTR and resume on request. Box P-134, BROADCASTING.

Looking for medium market anchor slot: 32 yr. old, with experience as anchor/reporter. Employed, but can't advance at present station. Box P-142, BROADCASTING.

Versatile talk show host/emcee-heavy large market background as weatherman, news anchor, commercial announcer, and reporter. Box P-157, BROADCASTING.

SITUATIONS WANTED NEWS
CONTINUED
Professional: 13 years RTV journalism, respected ability, and common sense have made a street-smart reporter, excellent anchor, and real writer. Heavy film/ ENG. Background invaluable. Available quickly, 32. Degreed. Box P-188, BROADCASTING.

Photoujouralists, Awards. Net stories, 5th year. Can add unique dimension to your news operation, as outdoor, recreational, and "on the road" editor, and/or provide seasonal weekly photos. Hunting, skiing, snowboarding, snow mobiling, camping, boating, horseing, etc. Box P-194, BROADCASTING.

Anchorman/reporter-10 years news experience. 31, degree, family, award winner. 305-295-3024.


Sports Director, experienced, production background, Box 177, Yardley, PA 19067.

12 year radio/TV bet. Seeks large market. Currently TV Sports Director voice-over, on camera commercials my specialty. 305-978-3636.


BUY—SELL—TRADE
Mobile radios. (10) Motorolas D244CA3000D Transtarpe CC 4415H UHF 484.325 relay frequency. Contact R.E. Joslin, Big Valley Cablevision, Inc., 4955 West Lane, Stockton, CA 95207, 209-466-1567.

WANTED TO BUY EQUIPMENT
Paul Schafer wants to buy good used FM transmitters all sizes. Phone 714-459-0222 or write Schafer International, 5801 Soledad Mtn Rd, La Jolla, CA 92037.

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

FOR SALE EQUIPMENT
RCA Type TTU-2A UHF Television transmitter. Condition like new. Box P-187, BROADCASTING.

Available approximately April 1, 1976. Gates FM-5H, 5 KW FM transmitter; Gates FMA-10A, 608-784-7373, William Howards, Bundled, ready to ship. Gates radio meter & control panel. All in use approximately 5 years and in excellent condition. We are increasing price. Price for the package $165,000 F.O.B. Sioux Center, IA.

SME 3050 Automation system accommodates up to 10 audio sources, with circuitrils, reel to reel, cart machines. Further details from KPTL, Box 853, Carson City, NV 702-882-1339.

530 FL IDECO self-supporting heavy duty galvanized trianglar steel tower, furnished with two beacons, clearance lights, photo electric controls and flasher, bolts and nuts. Bundled, ready to ship, $35,000.00. Have prints. 808-784-7373, William Bruring, WWLA, La Crosse, WI 54601.

Video Microwave Link studio to transmitter and on-location newsgathering. Clift Fields, Communications Carriers, Inc., 33 River Road, Cos Cob, CT 06807. 203-681-7655.

Gates RDC-10A, brand new remote control. Studio and transmitter units. $500.00. Make offer. WGUF Radio, PO Box 789, Gulfport, MS 39501. 601-883-1130.

Broadcasting Feb 23 1976

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INSTRUCTION CONTINUED


1st Class FCC, 6 wks, $540.00 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

REI teaches electronics for the FCC First Class Radio Telephone license. Over 90% of our students pass their exams. Classes begin Feb. 18, March 29, May 10.

REI, 61 N Pineapple Ave, Sarasota, FL 33577. 941-855-9822.

REI 2402 Tidewater Trail, Frederickburg, Va 22401. 703-373-1441.

Omega State Institute, your best choice for FCC license training. Learn to work tests right. Survive FCC updates. Veterans approved. Financing. Out of state students welcome. Free booklet. Call or write today. 312-203-9400. 237 East Grand Avenue, Chicago, IL 60611.

Job opportunities and announcer-dj-1st class FCC license training at Announcer Training Studios, 152 W. 42nd St., 3rd floor, N.Y.C., Licensed and V.A. benefits.


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Situations Wanted Management

EXPERIENCED MANAGER. Proven history of successful selling background. Positive motivation. Strong references from important and well-known people in broadcasting. I am strictly Company-minded and dedicated to my career. I will relocate. Available for interviews, wherever and whenever needed. Write to:

RO. BOX 2177
Union, N.J. 07083

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Situations Wanted Announcers

HELP! BEING HELD CAPTIVE

Total Concept—All Drive. No. 1 All Demos. Sin-

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Situations Wanted Programing, Production, Others

GUARANTEED SATISFACTION

OR YOUR MONEY BACK

That's right! Guaranteed satisfaction of your money back. Minimum: One year; 15-20K. Sports/News (PPS copy production, if necess-

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Situations Wanted Technical

TELEVISION

Help Wanted Technical

PRODUCTION ENGINEERS

Ied Johnson, President of Communications 21, is establishing an independent video tape pro-
duction facility in Jacksonville, Florida. Communications 21 is a state-of-the-art motion picture and audio-visual production company which has grown to producing on film over 2000 TV commercials per year for the past five years, in addition to its other activities. It is this growth that has brought about the expansion into video tape. The new facility will include the following equipment:

4 each RCA TR-600 video tape recorders

TK-45A color camera

TK-7 film chain camera

TP-86 film projector

TP-55B multiplexer

Datatron 5050/300 SMPTE time code editing system

All support equipment

We have immediate openings for production-minded engineers. Call or write Mr. Joe Atkins at 150 Riverside Avenue, Jacksonville, Florida 32202. (904) 354-7000.

Leading video switching company needs design and maintenance engineers. Experience in color video preferred.

Contact: Mr. Buzan Vital Industries, Inc.

Gainesville, Florida 32601

Phone: 904-378-1581
Help Wanted News

**TV NEWS DIRECTOR**

Our station: A successful group-owned network affiliate.

Our market: Prospective, progressive medium size. Midwest.

Our need: A take-charge news professional who knows how to build journalistic credibility, unified, briskly-paced newscasts. And who has the experience and personal leadership ability to manage a well-equipped news staff for maximum effectiveness.

Resume with salary history please. Box P-128, BROADCASTING. An Equal Opportunity Employer

Help Wanted Programming, Production, Others

**TV PROGRAM DIRECTOR**

We're searching for a dynamic programming executive to take over the top program post at this respected group station.

The successful candidate will have a comprehensive background of experience: a solid grasp of all phases of television production, the ability to administrate our Program Department effectively, and a thorough understanding of long-term planning and day-to-day scheduling.

Please submit your resume and earnings history. Box P-138, BROADCASTING.

**DIRECTOR OF BROADCASTING**

Top five market television station is seeking a creative individual with extensive experience in program content, writing, promotion, syndication, administration. News and film documentary background a must. Applicants responding to ad in 2/16 issue of Broadcasting who wish to be interviewed at NATPE should indicate.

Equal Opportunity Employer. Box P-172, BROADCASTING.

Tower Service

**SWAGER TOWER CORPORATION**

Cables Prestressed for Tall Towers. Sockets Attached

All work supervised by Certified Engineer: Box 656, Fremont, Indiana 46736 219-495-5185.

Placement Service

**RADIO-TELEVISION-CATV STATION OWNERS & MANAGERS**

We will recruit your personnel at no charge to you. Call the "PERSONNEL HOTLINE" 305-967-8838

Miscellaneous

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To satisfy FCC requirements for license renewals, ownership changes and subscription TV applications.

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*Advised O'er Bernard Enterprises*

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### Programing

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*Note: Figures are rounded for readability.*
Another president out of Grand Rapids: Marv Chauvin of NATPE

The members of the National Association of Television Program Executives found their current president, who will serve NATPE in its biggest year yet, in the 39th television market. Marv Chauvin is station and program manager of WOTV Grand Rapids, Mich.

One of Mr. Chauvin's peers in the seventh TV market, Detroit, Jim Major, program director of WJBK-TV, says Mr. Chauvin's election is "a measure of the programming executives' confidence in Marv." Mr. Major continues, "The reason for our confidence is that Marv's all business. He's a serious, hard-working guy who feels strongly about television and who's constantly on the lookout for all that's positive about the medium."

Mr. Chauvin's hard-workness has been both tested and well used in readying for this week's NATPE convention in San Francisco. It will be NATPE's most ambitious conference to date: 1,800 registrants are expected, nearly a 40% increase over last year's attendance, and some 120 exhibitors will be on hand.

This year's NATPE gathering should, like Mr. Chauvin, be all business. In recent years, the dominant issue at the conference was prime-time access. That, says Mr. Chauvin, is a "nonissue" now. And it will probably stay that way for a while. He feels. There won't be any FCC tinkering with or court tests of the rule in the foreseeable future, he says.

With access out of the way, this year's item will be the family hour. It will compete, however with such other down-to-earth "The Syndication Syndrome," "Bicentennial Programming," "Movie Time Matinee" and "Do Cable Systems Make Good Bedfellows?"

Not that NATPE could have done without prime-time access. It, more than any other factor, put NATPE on the map, says Mr. Chauvin.

To start with, Mr. Chauvin says, there was the obvious boon to syndicators, who had a whole new marketplace of half hours and who needed a convenient yearly event (preferable in February) that would bring the distributor-sellers of programs and the station-buyers together in one place.

But, even more noteworthy for Mr. Chauvin, the station executives who bought programs for their individual markets were now accorded a new status. "Before the rule," he says, "a programming executive's main scheduling task was to run movies and strip off-network stuff in fringe time. The access rule changed the role of the program manager. His judgment was now being called on. I remember, when the rule first started a few years ago, the question was should you go with game shows and wildlife shows, which were fairly cheap and safe, or should you try something different, like Doctor in the House or Norman Corwin Presents Ormie's Girls?" The latter three were failures, and Mr. Chauvin got the message.

The message being that the way to put a station in the number-one position in a given market is to stay on the beaten path. Mr. Chauvin has captured the lead for WOTV in all dayparts in Grand Rapids (according to the most recent Arbitron sweeps) by programming game shows (Hollywood Squares, The Price Is Right, Let's Make a Deal) and animal shows (Wild Kingdom) in prime access, stripping The Partridge Family and Ironside in late afternoon fringe and stripping an hour's worth of the 90-minute Mike Douglas Show mid-afternoons.

With access out of the way, Mr. Chauvin says, most of NATPE's attention will be directed toward family viewing and its effect on stations and syndicators. As a programer for an NBC affiliate, he's particularly sensitive to the question of sex and violence on television because "Born Innocent," the now notorious made-for-TV movie NBC unleashed in September 1974, "did more to bring about the family-hour rule than anything else I can think of," in his words.

"Born Innocent," which featured a graphically detailed broom-handle rape of a young girl, "caused a public furor and outcry," Mr. Chauvin remembers, and applied the brakes to what had been an increasing erosion of the puritanical standards usually associated with TV.

NBC did some editing of the rape scene for the first rerun of "Born Innocent," but Mr. Chauvin says he decided not to carry it on WOTV. "My market in the Midwest," he says, "is much more sensitive to sex and violence than larger markets in other areas of the country."

Mr. Chauvin is making such decisions today because he's been involved in programming in one way or another since college. He went to Michigan State, majoring in communications to follow the lead of a couple of his friends, he says.

After graduation, he jumped straight into station production jobs, first at WJTV-Detroit and then at WXYZ-Detroit, where he learned the ropes on all the live programs those stations broadcast in the late fifties. The chance to be a copywriter at an ad agency (Solomon, in Detroit) induced him to abandon the TV-station end of the business. But after six months he got restless and left the agency for a cameraman's job with WJRT-TV Flint, Mich., in 1958. "It was a brand-new station," he remembers, "and they did an awful lot of live production. Not only the standard news, weather and sports, but live religious programming; a guy who was a pilot did a show I worked on called Wings Over Michigan. and, for example, the Buick Open at Warwick Hills, where I was the cameraman on the 18th hole."

A TV director's job opened up at WOTV (it was known as WOOD-TV at the time) in 1961 and for the next six years he directed the local news and many of the station's long-form specials, everything from automobile races to golf matches.

The siren call of a bigger market lured him away to WFIL-TV Philadelphia as a producer-director for four months in 1967, but just as he was about to make the decision to move his family WOTV offered him the production manager's job. His fortunes have been tied to the station ever since.

These days, however, his concerns are not so local. The nuts-and-bolts preliminaries to the NATPE conference occupy his mind and his time. As Jim Major says, "Marv's got to keep things running smoothly because NATPE keeps growing in size and importance—there's more riding on it this year than ever before."

Dress rehearsal

The National Association of Broadcasters mustered 160 of its members to crowd the FCC hearing room last Tuesday while NAB witnesses testified to the perils of cable de-regulation. In what may become a test of the strength in numbers, the National Cable Television Association will show its flag at a similar audience with the FCC. It can practice one-upmanship by turning out, say, 175 cable operators to nod solemly as its witnesses testify to the cruel repressions cable suffers from a government that excessively protects the bloated broadcasters.

Maybe it makes sense to rally at the FCC, although for broadcasters the time seems late. The NAB witnesses were really asking the FCC to undo some of its recent works, such as the relaxation of leapfrogging restrictions and its liberalization of anti-siphoning rules. The rallying might have had more effect if conducted before the FCC took the undesired actions. At best it is likely to serve now as a deterrent to further easing of the cable rules, unless of course, it is negated by cable counterrallying.

The real problem that broadcasters face is to find new ways to present their case against cable de-regulation. No matter the size and evident passion of the crowd assembled in the cause last Tuesday, the arguments were essentially those that have been repeatedly advanced since cable became a factor in communications. True, there were accounts of real-world damage to small-market stations by cable competition, but in the main the broadcasters were merely saying what the FCC has heard time and time again.

A less jaded audience is promised when the scene of action on cable regulation shifts to Capitol Hill, as expected next month. The turnout at the FCC last week takes on more meaning if viewed as a warm-up to the anticipated hearings of the House Communications Subcommittee. Congress may turn out to be the writer of the ultimate cable rules.

That is the prospect that confronts both broadcasters and cable operators. If the people's elected representatives are to make the rules, they will in the end choose regulation that promises the most public service. Broadcasters and cable operators must keep that in mind as they prepare their cases.

The end

In all the reports that have been circulated about the recruitment of journalists to serve the intelligence community, little if anything has been said about the general support that all media gave to Radio Free Europe in the days before it was publicly unmasked as a government enterprise. While RFE was still pretending to be a private service, broadcasting "the truth" beyond the Iron Curtain, U.S. broadcasting leaders were prominent in RFE affairs, and many broadcasting stations carried its fund-raising appeals. Whether they knew it then, they knew later that RFE all along had been a government propaganda vehicle and cover for the Central Intelligence Agency.

This says quite a bit about the differences in public attitudes now and during the Cold War that followed World War II. The country back then was emerging from a period of national peril and common purpose. News media had become accustomed to protect confidences in the name of security. If journalism and government were never exactly arm in arm, they were closer than the arm's length that normally separates them.

It was in that period that the CIA, then growing into a large post-war bureaucracy of expanding responsibilities, began to use journalists. If that practice had been publicly announced at the time, it would have caused far less reaction than its recent revelation had caused. Cooperation with government programs to contain the Eastern bloc, then generally regarded as "the enemy," was accepted as a patriotic duty.

Times have changed of course. Today's society cannot tolerate accommodations between journalism and government intelligence. It is pertinent, however, to recall that whatever arrangements still existed when the practice was disclosed can trace their origins to a simpler time in U.S. history.

This publication is willing to accept the word of George Bush, new director of the CIA, that the agency has ended all use of journalists in its apparatus. It further believes no useful purpose would be served now to identify journalists who have been in the CIA's employ while acting as journalists. As Eric Severeid has said (BROADCASTING, Feb. 16), revelation would "not allay suspicions that the list is not complete," and also for the individuals involved, their futures might be seriously damaged if the anonymity that they were promised were now compromised.

It is enough to say now that the use of journalists went on too long. Its revelation is enough to stop it.

Alternative television

Among the other distinctions that attach to the annual conference of the National Association of Television Program Executives is a reputation for identifying new directions in TV programming. NATPE began as a forum in which the station program director could find himself; its annual meeting has become the place where those with a vested—or even unshirited—interest in non-network programming can find the way.

This year's conference differs from its immediate predecessors in an important element: The prime-time access rule, to which NATPE and the syndication market owe so much, is for the first time not subject to imminent challenge or change. As a result—even as its proponents said would happen—new and more ambitious program forms are emerging to compete for the ground once held almost exclusively by game and animal shows. How long the reach of program ambition that can be supported outside the three main rings of television's circus remains to be demonstrated. It needs no proving, however, that there is a growing fourth force in the medium. Its ministers are meeting this week in San Francisco.

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