Wasilewski's call for new militancy, grab-bag of FCC favors greet NAB in Chicago

Broadcasting Mar 22
The newsweekly of broadcasting and allied arts

VOLUME 20
30 motion pictures ...all off network ...all in color

WARNER BROS. TELEVISION DISTRIBUTION
A WARNER COMMUNICATIONS COMPANY
ASCAP stars took the No. 1 spot in 44 Billboard, Cash Box & Record World Awards Categories.

Billboard's Top 2 Pop Album Artists All ASCAP
1. Elton John*
2. John Denver

ASCAP We've Always Had The Greats

Billboard's Top 3 Pop Singles Artists All ASCAP
1. John Denver
2. Elton John*
3. America

ASCAP We've Always Had The Greats

Billboard's Top Country LP "Back Home Again" By ASCAP Member John Denver

ASCAP We've Always Had The Greats

Billboard's Top Pop Singles Group or Duo America At ASCAP

ASCAP We've Always Had The Greats

Billboard's Top Easy Listening Artist John Denver At ASCAP

ASCAP We've Always Had The Greats

Billboard's Top Country LP Artist Charlie Rich At ASCAP

ASCAP We've Always Had The Greats

Billboard's Top Soul Single "Fight the Power" By ASCAP Members The Isley Brothers

ASCAP We've Always Had The Greats

Billboard's Top Soul Singles Artists Gladys Knight And The Pips At ASCAP

ASCAP We've Always Had The Greats

Billboard's Top Country Single "Rhinestone Cowboy" Written By ASCAP Member Larry Weiss

ASCAP We've Always Had The Greats

Billboard's Top 2 Pop Albums Male Artists Both ASCAP
1. Elton John*
2. John Denver

ASCAP We've Always Had The Greats

Billboard's Top Comedy Album "Wedding Album" By ASCAP Members Cheech and Chong

ASCAP We've Always Had The Greats

Billboard's Top Gospel Album "Live At Carnegie Hall" By ASCAP Member Andrae Crouch

ASCAP We've Always Had The Greats

Record World's Top 4 Male Vocalists All ASCAP
1. Elton John*
2. John Denver
3. Bob Dylan
4. Bruce Springsteen

ASCAP We've Always Had The Greats

ASCAP We've Always Had The Greats
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*PRS, licensing through ASCAP in USA*
This year the ABC Television Network has demonstrated what a combination of talent, programming strategy and quality and imaginative innovation can achieve. For the past eight weeks we’ve been number one in prime time...attracting the largest audience among the major networks. Here are some of the reasons behind this growth:

**Series**

To established hits like “Baretta,” “Six Million Dollar Man,” “Welcome Back, Kotter,” “Happy Days” and “Starsky and Hutch,” we’ve added “Laverne and Shirley,” a top-rated show since its introduction this season. “Bionic Woman” is also a winner. “Donny & Marie” with fresh new faces, fresh new comedy-variety that proves audiences love a change of pace.

**Special Programming**

Irwin Shaw’s best-selling novel “Rich Man, Poor Man”—presented over a period of seven weeks—drew overwhelming viewer response. We believe that “Family,” another series now running, will have equally wide audience appeal.

ABC’s unprecedented coverage of the Winter Olympics created an impact on viewers that by any measurement would be considered outstanding. In fact, the success of this ABC Sports blockbuster surpassed the most optimistic expectations.

There were also ABC Theatre biographies like “Eleanor and Franklin” and “Collision Course,” the MacArthur-Truman confrontation. These received the highest critical acclaim for the bril-
liance of their execution and scored high against powerful competition.

Movies

This imaginative and varied programming has given viewers a greater choice, more to watch every evening throughout the entire season. But the best is yet to come.

What's Ahead?
This Summer, ABC will provide spectacular coverage of the Olympics in Montreal plus the introduction of ABC Monday Night Baseball. There’ll be superb Convention and Election reporting of this very crucial Presidential campaign. And this Fall and in the following months, we’ll be bringing audiences the richest, most broad-ranging and entertaining programs ever seen on television. To insure that, ABC will be announcing its Fall schedule far in advance to give our producers the opportunity to create the highest quality product. And in June, another major presentation, based on the forthcoming epic “Roots,” will go into production for broadcast in 1977.

It all adds up to this. We like the fact that people are looking our way. We’re confident that people will be looking our way in the future.

ABC TELEVISION NETWORK
The best is yet to come

Source: NTI/SIA preliminary estimates, average audience household estimates, prime time, eight weeks ending March 7, 1976. Data subject to qualifications which are available on request.
WHEN WE FOUND 225 SCHOOL CAFETERIAS HADN'T BEEN INSPECTED IN 35 YEARS WE DID MORE THAN CALL THE BOARD OF HEALTH DIRTY NAMES.

One day our Action News reporter, Marvin Zindler, received a horrifying letter from a local high school student. It described a school cafeteria that could kill your appetite.

Zindler decided to gather his own dirt. He invited the School Superintendent and a City Health official to join him on a visit to Jefferson Davis High's cafeteria. The student hadn't lied.

Conditions were deplorable. Mouse droppings dotted the store-room floor. Mouse traps were sprung. There were holes in the floor. Open food in the refrigerator. No soap. No towels. And a meat slicer filthy enough to contaminate any meat it touched.

In a five-part series, KTRK-TV devoted itself to cleaning up the cafeterias in Houston's Independent School District. When we discovered that 225 cafeterias hadn't been inspected since 1940, the Health Department promised legal action if the filth wasn't gone in 60 days.

Sixty days later, we took our cameras back to Jefferson Davis High. After an investment of $18,000 and lots of elbow grease, the cafeteria was spotless, sanitary, and gleaming. With a food cutter so clean the blade could be used for a mirror.

This was only one of 225 schools that got a thorough going over. As a result of our clean sweep, these schools will be inspected on a regular basis.

It seems that a TV station can be a powerful cleansing agent. Truth is stronger than dirt.

KTRK-TV
Houston

ONE OF THE STATIONS OF CAPITAL CITIES COMMUNICATIONS. WE TALK TO PEOPLE.
SURPRISE PACKAGE. FCC works hard, comes up with several rulemakings, rule and procedure changes in time for delivery to NAB convention. Among them: short-form radio renewals, automatic transmitter inquiry. PAGE 21.

THE NEW MILITANTS. NAB President Vincent Wasilewski calls his troops to battle at this week's convention in Chicago. It's a reaction to criticism for losses on the lobbying front and a realization of the tough fights ahead on program siphoning and cable copyright. He asserts that the association under his leadership is in good shape and attitude for the struggle. But the membership is going to have to get into the fray, he says. PAGE 24.

GREETINGS FROM. President Ford will not make it to the convention, but an emissary will deliver his message of praise and encouragement for the broadcast media. PAGE 25.

WHAT, WHEN, WHO AND WHERE. The complete NAB agenda is presented, with times and locations of events. Also, there's a list of firms with hospitality suites in Chicago. PAGE 28.

FCC BUDGET TALKS. A congressional subcommittee feels the FCC should recover more of its costs through filing fees, and casts covetous eyes at CB radio. Wiley and commission staff explain their housekeeping problems, review children's TV, drug advertising, family viewing and other issues. PAGE 44.

UNFAIRNESS CHARGE. Broadcasters tell an appeals court that de-regulation of pay cable constitutes a threat to the free market, contend there is no free market when their services are used to build CATV's plant. PAGE 59.

CHIPS ON BROADCASTING. Bill Michaels emphatically tells a New York analyst group that Storer will not sell its radio holdings to beef up its CATV division. PAGE 65.

LIN IN MINNEAPOLIS. Group owner asks FCC approval to buy Ridder Voting Trust's interest in WCCO-AM-FM-TV for $12 million. PAGE 65.


FAMILY VIEWING APPRAISED. Though a year since concept was voted in at 1975 NAB convention, controversy hasn't slackened. Networks defend it; writers, producers and distributors deplore it. PAGE 97. And in court, two citizen groups and MPAA add their names to those charging concept violates First Amendment. PAGE 106.

TO THE RESCUE. Now that NBC's called back Paul Klein to jockey the network out of show position in the ratings race, he hopes to provide direction as well as touch of class. PAGE 108.

TV VIOLENCE. When it comes to effect on young viewers, two research projects claim message as well as manner of presentation must be considered. PAGE 109.

RIDING HIGH. Broadcast Advertisers Reports finds weekend daytime billings rocketed network TV sales to nearly $226.5 million in January, up 12.8% from the same month a year ago. PAGE 115.

OPPOSITE CAMPS. In comments to FCC, cable TV operators rally behind proposal to give local franchising authorities option of subscriber rate regulation, some advocate that regulation be pre-empted. Citizen groups and broadcasters, however, have different ideas. PAGE 117.

THREAT TO PRESS. That's how Twentieth Century Fund task force sees trial judges who restrain reporters. Group recommends limitation on restrictive or 'gag' orders. PAGE 119.

IMPASSE. As of last week, negotiations between WBZ-AM-FM-TV Boston and electrical workers had been suspended, with substitutes still manning IBEW posts. PAGE 120.

NEW FORCE. Trading on a farsighted purchase of some Houston real estate, D'Lor, Miss.-born Joe Allbritton is now a millionaire many times over. And with his purchase of the Washington Star and its broadcast properties, a major factor in communications. PAGE 145.
FCC fates and fortunes

Will Richard Wiley’s speech tomorrow in Chicago be his last as FCC chairman to annual convention of National Association of Broadcasters? That depends on November elections. If Republican wins Presidency, it’s assumed Wiley could remain strong contender, think again, those veterans of terminal manufacturers who stay on as commissioner under term and then enter law practice. Member who resigns before term ends must wait year before standing FCC election.

Democratic victory could place Ben Hooks in line for chairmanship. Only other Democratic lawyer now on FCC is Glen O. Robinson who has announced intention to leave after his term ends next June 30 (though he reportedly hopes to stay three more years before taking up new job as law professor at University of Virginia). Mr. Hooks, former Memphis judge, would likely to be FCC’s first black chairman.

Room for all

Way TV business is going, network officials who used to complain that TV economy could support only two and a half networks are now saying it seems almost strong enough for four—this year, anyway. Near end of February, estimated network billings were running 12.5% ahead of year-ago levels. NBC-TV, despite unacustomed last place in ratings, was challenging CBS-TV for revenue leadership and in fact improved its sales by slightly more (11.7%) than CBS (10.2%). ABC-TV, running first in weekly ratings and second in season-to-date, was up 16% in billings.

Some veterans of ratings wars—not only those at ABC—say they’ve convinced it’ll never be two-and-a-half-network race again, at least not in ratings and probably not in billings. They’re satisfied ABC will remain strong contender, think it possible network competition will eventually become so close that differences may be almost insignificant in both dollars and ratings. In February they were splitting network revenues as follows (comparable 1975 figures in parentheses): CBS 34.3% (35.1%), NBC 34.2% (34.4%), ABC 31.5% (30.9%).

Manna from heaven

Satellite terminal manufacturers will be out in full force at National Cable Television Association’s convention April 4-7, portending strides in pay-cable satellite network growth. Home Box Office now serves 60,000 subscribers through 23 operating earth stations (connecting 30 cable systems). Only year ago 11 satellite pay-cable plans were unveiled. Operating earth stations are expected to more than double by this time next year, serving quarter-million cable homes. More optimistic predictions put number of earth stations as high as 200 and see satellite coverage of top-100 markets within two to three years.

Cable operators will get message before they even venture into Dallas convention center. Three firms—Andrew Corp. (Orland Park, Ill.), Radio Mechanical Structures (Kilgore, Tex.) and RF Systems (Cohasset, Mass.)—will have earth station terminals set up in parking lot outside, pulling in HBO programing to closed-circuit receivers in exhibit booths inside. Also on outside will be Scientific-Atlanta (Atlanta) and Terracom (San Diego), both presenting satellite receive equipment. Only S-A exhibited satellite equipment at New Orleans convention last year.

First things first

House Communications Subcommittee was expected to begin cable hearings soon after it released much publicized staff study on cable TV regulation (ROADCASTING, Feb. 2). But it’s been two months and no one, not even subcommittee chairman, Torbert Macdonald (D-Mass.), knows when hearings will be. Mr. Macdonald said last week he thought it good idea to wait until Representative Robert Kastenmeier’s (D-Wis.) Judiciary Subcommittee finishes mark-up of copyright bill, which could take up to two months. Mr. Macdonald called cable issue “biggest can of worms of all time.” He’s urging colleagues to start doing their homework on it.

Chairman said broadcast license renewal is far easier problem, indication perhaps that he might call hearings on that issue first. He’ll talk about license renewal in his address to radio broadcasters at National Association of Broadcasters Chicago convention this week, thinks it “will be difficult” to get House to agree to five-year license term.

Breather

Although FCC’s attention last week was focused on matters that would interest broadcasters this week at their annual convention, next week it’s cable’s turn, as commission cranks up for National Cable Television Association gathering. And one item calculated to draw attention is order that would drastically reduce burden commission had placed on cable industry in setting 1977 as deadline for rebuilding old systems in accordance with new rules. As it is being drafted by staff, item would impose no requirements on smaller systems (3,500 subscribers is staff’s suggested cut-off point); larger ones would be required to meet 20-channel capacity and two-way requirements, but would be allowed time to rebuild—up to 10 years, which is regarded as life expectancy of equipment now in use.

Under terms of draft, larger systems would have to provide access channels before rebuilding only if they have necessary bandwidth capacity. Small systems would be required to meet access demands only if they have unused channel capacity or blackout time.

Lockout?

Representative B.F. Sisk’s (D-Calif.) resolution to permit broadcast coverage of House chamber proceedings looks doomed when it comes to vote in Rules Committee Wednesday (March 24). Rumor persists that House Majority Leader Thomas P. O’Neill (D-Mass.) and Richard Bolling (D-Mo.), key Rules Committee member, are marshaling votes against resolution behind scenes, although Mr. O’Neill denies it.

Pilot supplies

West Coast insiders say ABC-TV has most promising and varied collection of pilots to choose from in fashioning its 1976-77 prime-time schedule. Collection will stand it in good stead in filling estimated six and a half hours of current programing expected to be canceled. Weakest development, these insiders say, is CBS’s. CBS skimped on pilots because it didn’t think it would have many failures, according to these sources, who expect at least five and a half hours to be replaced by CBS next month. NBC figures to pink-slip anywhere from seven and a half to nine and a half hours, depending on how much of its development it wants to take chances on, these sources say.

Dickering on ‘Douglas’

Mario Thomas and John Davidson are two names being bandied about as hosts of possible new daily 90-minute talk-variety show that NBC-owned TV stations would mount if they decided to drop The Mike Douglas Show at end of contract in October. Douglas ratings have slipped in some markets, Group W’s plan to take two national minutes daily in new quasi-barter Douglas deal (roadcasting, March 1) is also understood to be meeting resistance in contract negotiations.

Broadcasting Mar 22 1976 9
Procter & Gamble □ Corporation, through Compton Advertising and Wells, Rich, Greene, has agreed to return, along with J.B. Williams Co., through Parkson Advertising, as major national sponsors of *Hee Haw*, syndicated barter series produced and distributed by West Coast-based Yongestreet Program services Inc. Other national sponsors that were with series last year and are expected to renew, according to Alan D. Courtney, president of Yongestreet, are: Block Drug Co. (BBD&O), Warner Lambert (J. Walter Thompson), Tums (Leo Burnett), Ex-Lax (Ogilvy & Mather) and Miles Labs (Clifford Botway). These sponsors account for all four national minutes. Stations get series free and are allotted four minutes to sell locally. Mr. Courtney says Yongestreet will do another 26 originals, and 216 stations that carry series play it mostly on Saturday at 7 p.m., NYT. Stations include WJZ-TV New York, KTTV Los Angeles, WGN-TV Chicago and WWX-TV Philadelphia.

Burger King □ Franchise company, through BBDO, has signed on as second national sponsor of Viacom Enterprises' new syndicated barter series *Ara's World of Sports*. Kellogg, through Leo Burnett, signed on as national sponsor of series last December. Former Notre Dame head coach Ara Parseghian is host of weekly half-hour, which Viacom has already bartered to 44 markets, among them WFAE-TV Pittsburgh, WMMI Providence and WWRT-TV Cincinnati. Twenty-six original episodes consist of various athletic events, with sidebars featuring instruction in the grounds of sports by expert participants. Series is being geared to prime-access periods.

Borden □ Thirty-one different Borden products will be involved in company's sponsorship of three-hour feature film, "1776," on NBC-TV on June 29 (8-11 p.m.). Borden will be sole sponsor of movie, which is musical history of second Continental Congress. Sponsorship of film is part of Borden's corporate thrust in network television specials. Conahy & Lyons, New York, is agency on buy, designed to reach all-family audience.

Green Giant □ New frozen vegetable products by Green Giant, Le Sueur, Minn., continue to be introduced in new flight on TV running April 5 through June 13. Network (mainly NBC) and spot commercials will run in daytime and late fringe. Target audience is total women. Leo Burnett, Chicago, is agency.

Tropicana Products □ Four-week campaign begins April 5 for Tropicana orange juice in number of markets. Fringe and prime-time 30's targeted to total women are handled by SSC&B, New York.

PepsiCo. □ Continuation of campaign for regular Pepsi-Cola in 207 spot markets and network TV picks up April 26 for five weeks. Spots for Diet Pepsi begin in similar number of markets April 5 for eight weeks, targeted to women, 25 to 49. Budget for daytime 30's varies by market. BBDO, New York, is agency.

Volswagen □ Auto company has bought time on TV stations in 200 markets for multi-week flights (number of weeks depending on market) beginning April 12. All of top markets in U.S. are included in this buy. Men, 18 to 49, will be sought by Doyle Dane Bernbach, which will buy spots only in fringe time and during breaks in sports events.

Mobil □ Oil company is planning major spot-TV campaign to run in 47 markets. First flight starts April 5 for four weeks and second flight, using same spot, kicks off May 17; also for four weeks. Doyle Dane Bernbach is aiming at men, 18 to 49, by buying prime-time and early and late fringe. Markets include New York, Los Angeles and Chicago.

Eureka □ For its vacuum cleaner line, Eureka is mapping extensive spot-TV campaign to break in 120 markets for two weeks, starting in mid-April. To reach women, 18 and over and 18 to 49, Young & Rubicam International is aiming for daytime, fringe and news periods.

Western Union □ In unusual corporate buy, Western Union acquired rights to 1941 feature film, "Western Union," and has arranged for full sponsorship of movie in 17 major markets. Film already has run in New York and Washington and is scheduled to be carried throughout May

**Doubleday Media Says:**

**JOIN US FOR COCKTAILS AT THE NAB CHICAGO TWO HOSPITALITY SUITES: HYATT REGENCY AND MccORMICK INN**

Dan Hayslett
National Sales Manager

Dick Anderson
General Manager

Bob Magruder
Regional Sales Manager

Doubleday Media
Brokers of Radio, TV, CATV and Newspaper Properties

*Business Briefly*
One of the 33 great new movies from MCA TV.
Universal Star-Spangled 33

in 18 other cities, including Chicago, Boston, Detroit, Cleveland, Minneapolis and Houston, Western Union acquired rights to films from distributor, National Telefilm Associates, with Ries Capiello Colwell Inc., New York, creating commercials and placing them to reach all-family audience and upscale adults.

**Eastern Airlines** Spot-TV flight is scheduled to take off April 12 for four weeks in 24 major markets. Young & Rubicam is the agency, New York, is seeking to buy fringe and prime-time periods and news programs to reach adults, 18 and over, and men, 25 to 54.

**Dazey Products** In its first extensive television campaign, Seal-A-Meal plastic bags have begun schedule on daytime programming on ABC, CBS, NBC, and this effort will be supplemented by spot-TV spree in 40 top markets within next few weeks to continue for two to three months. Through Bernstein/Rein/Boasberg Advertising Inc., Kansas City, Mo., Dazey is seeking 30-second positions in spot TV in daytime and early fringe periods to reach women, 21 to 49.

**Beck’s beer** Staggered flights for Beck’s beer, New York, are set in six markets. All are TV 10’s in fringe and weekend time targeted to men, 18 to 49. New York will have campaign March 22 through May 9 and May 24-July 11. Miami and Chicago have similar flight schedules; Boston runs April 26-May 23 and June 1-4-July 11; San Francisco and Los Angeles run March 20-May 2. Delia, Femina, Travissano & Partners; New York, is agency.

**Mrs. Paul’s Kitchen** Prepared frozen seafood and vegetable products from Mrs. Paul’s, Philadelphia, will be a focus of mid-May campaign in about 35 markets. TV 30’s geared to women, 25 to 49, are handled by J.M. Korn & Son, Philadelphia, agency.

**Shiseido** Shiseido Cosmetics (America) Ltd., subsidiary of Tokyo firm, will be promoted in April 18 flight tied to Bloomingdale’s departmental store, New York. Fringe and daytime TV 30’s are geared to women, 25 to 49. Dentsu Advertising, New York, is agency.

**Bancroft Sporting Goods** Tennis equipment will be highlighted in spot-TV flight that begins in early April and runs for four weeks in 13 major markets. Norman, Craig & Kummel, New York, is directing ads at news programs in order to reach men and women, 18 to 34.

**Bonanza International** Spot-TV campaign is being prepared to begin in early April and continue for 20 weeks on alternative week basis to advertise Bonanza Steak Houses in 20 major markets. Marschalk, New York, is directing its spots to men and women, 18 to 49, through buys in fringe, access and prime periods.

**Guerlain** Perfume maker will touch off spot radio effort in early May in 36 major markets, with campaign scheduled for 20 weeks until end of year but with hiatus from mid-June to mid-September. Primautre Advertising, New York, is concentrating on good music and classical music stations to reach upscale audience, 18 and over.

**Samsonite** Luggage company has signed on as sole national sponsor, through J. Walter Thompson, of new JWT Syndication barter special, *Woman, Her Winning Ways*. Half-hour show, to be presided over by actress Dina Merrill, has just been put on market for late spring date. Samsonite will take two minutes and stations, which get show free, will have three minutes to sell locally. Show will feature women sports personalities, including Olympic speed skater Anne Henning.

**Cadbury Corp.** Company’s king-sized chocolate bars will be featured in eight-week network television campaign on ABC, CBS and NBC, supported by spot TV in major markets, starting this month, Young & Rubicam, New York, is agency, with commercials slanted toward women, 18 to 49.

**Allen Products** As part of expansion to coast-to-coast distribution of Alamo dog food, Allen is adding about 125 markets in West to estimated 75 markets already in spot TV, starting April 13. Additional spot-TV advertising is for 15-week cycle though Alamo is on air for 50 out of 52 weeks. Weightman Advertising, Philadelphia, is reaching toward women, 25 to 49.

**Wiedemann beer** G. Heileman Brewing Co., La Crosse, Wis., has appointed Burton-Sohigan, Detroit, as agency for its Wiedemann beer. Burton-Sohigan already handles Heileman’s Schmidt, Sterling, Drewry’s and Mickey’s brands.
**Total Persons**
- Total Men
- Men 25-49
- Men 18-49

**Total Adults**
- Total Women
- Women 25-49

...in fact, most of all Kansas City adult demographics!

**FOR MAXIMUM SALES RESULTS**
**THE MAJOR MARKET RADIO PERSONALITY GROUP**

- WBAL
- WBEN
- WHAS
- KMPC
- HEX
- KOGO
- KSFO
- KYI
- WMAL

and now - KCMO, Voice of the Kansas City Chiefs

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ARB, Oct./Nov. '75 TSA, Cumulative Audience, 6am to midnight, Mon.-Sun.
This week

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


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


March 27 - Luncheon speaker will be Wayne Vreemsen, KWWG-TV Denver, president-elect of RTDNA.

March 28-29 - California Cable Television Association annual award dinner. Annual meeting. Hyatt Regency hotel, Dallas.

March 28-29 - Eighth annual international conference of the International Industrial Television Association, Sheraton-Anaheim hotel, Anaheim, Calif.

Also in March

March 29 - Kickoff banquet for the Personal Communications Two-Way Radio Show (March 30-April 1). FCC Commissioner Robert E. Lee will be keynoter. Las Vegas Convention Center, Las Vegas.

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

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

April

April 1 - FCC's new deadline for comments on its inquiry into release of American TV programs to Canadian stations before broadcast in U.S. (Docket 20649). Reprints are due April 16, FCC, Washington.

April 1 - Deadline for applications for fellowships in the humanities for journalists for the 1977-78 academic year, sponsored by the National Endowment for the Humanities. Write to be at the University of Michigan, 12 at Stanford University. For applications or information: Director, Fellowships for the Humanities for Journalists, 3564 LSBA, University of Michigan, Ann Arbor 48105, or C.S., Cypress Hall, Stanford University, Stanford, Calif. 94305.

April 2 - FCC's deadline for comments on proposed relaxation of TV tuning accuracy standards for channels 70-83 (Docket 20719). Reprints due April 16, FCC, Washington.

April 3-5 - 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 2-4 - Regional 11 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in California, Nevada, Arizona and Hawaii, Nugget hotel, Reno.

April 2-4 - Great Lakes region meeting of Women in...
Yes, “My Three Sons” did start early in 3 markets. Before its announced Fall 1976 availability.

In Washington (M-F, 6:00) and Kansas City (M-F, 4:30), “My Three Sons” scores the highest ADI rating and share in its time period. In Phoenix (M-F, 6:00), the second highest.

In all 3 markets, “My Three Sons” wins more 18-34 and 18-49 women than any competing program.

And in all 3 markets, “My Three Sons” performs significantly better than both its lead-in and the program scheduled a year ago in its time period.

Now that you’ve sneaked a peek at these preview performances, you have better reason than ever to book this sitcom as the biggest coming attraction in your Fall schedule.

“MY THREE SONS” from Viacom

At the NAB: Suite 1423, Hyatt Regency Chicago.

EDITOR: I take very strong exception to your editorial remarks which showered uncalled-for aspersions on the manner in which film distributors extended hospitality and conducted business at last month's National Association of Television Program Executives conference (BROADCASTING, March 8)...

All this talk of "legs in the lobby and bosoms in upstairs rooms" paints us with a very old brush. We conduct our affairs in a most respectable manner and do not warrant comparisons with the "boys in the back room."—Don Menchel, vice president, director of sales, MCA TV, New York.

EDITOR: Instead of praising the NATPE organization and those responsible for organizing a very successful conference, your editorial takes an undeserved slap at those of us who distribute television programs. I have attended NATPE conferences since the organization began. The meeting in San Francisco was the most sedate, businesslike meeting that I can remember.—Jerry Smith, executive vice president—marketing, Worldvision Enterprises, New York.

EDITOR: What I find most distressing about your editorial was the insinuation that a circus atmosphere reminiscent of what you purport was the atmosphere at the National Association of Broadcasters many years ago was present at this year's NATPE. As for our company, all of the men brought their wives, and I can't imagine whose legs or whose bosoms you're referring to.—Kenneth Joseph, executive vice president in charge of worldwide syndication, Metromedia Producers Corp., New York.

EDITOR: This was one of the best conventions I have attended, and everything was quite proper in all the exhibitors' suites that I visited.—Pierre Weis, executive vice president, syndication, Independent Television Corp., New York.

EDITOR: Instead of pointlessly shooting from the hip, we suggest you might have offered some applause for our efforts. And maybe you also feel our four-color NATPE ads are likewise in bad taste and we should cut them out so as not to "offend."—Wynn Nathan, vice president, worldwide syndication; Harvey Chertok, director of advertising and sales promotion, Time-Life Television, New York.

(The vigor of the preceding comments, excerpted from letters received in rapid sequence, conveys the tenor of television syndicators who, because of past events, react whenever promotional manners are challenged. BROADCASTING editors may have confused ownership with ownership. The editors' intention was to enlighten, as was demonstrated by this publication's comprehensive coverage of the NATPE.)

... and pro

EDITOR: On behalf of NATPE, I would like to express my appreciation for your excellent coverage of our convention in San Francisco. As usual, you provided unique insight and perception of our organization.

I appreciate your concern over the "legs in the lobby," etc. However, I feel there are enough interested parties (including program distributors) to see that NATPE will never turn into this kind of circus.

See you next February at the Fontainebleau in Miami!—Marvin Chauvin, station manager, WOTV (TV) Grand Rapids, Mich., and president, National Association of Television Program Executives.

Talk about EEO

EDITOR: There they go again (BROADCASTING, Feb. 23) with their, "I
can’t find a job in broadcasting.” Will someone please tell them, “You’re not looking for a job. What you want is a position!”

We live in one of the most beautiful, unspoiled pieces of the U.S.A., pay better than average wages for our market or similar markets (No.268) and we haven’t had a walk-in application for a job in over three years. We are continually looking for people and advertising in San Francisco, Sacramento, Portland or Seattle. If there are that many unemployed broadcasters perhaps the problem is that they can’t read.

We don’t care if you’re red, green, purple, brown or black, if you can read and write and move without the aid of more than two crutches, you just might find yourself with a job, if that’s what you want! We have trained our entire sales crew of four men from scratch, our entire office force from traffic to bookkeeping and half our air staff from high school diplomas.

We need a good newsman right now, and will soon need another salesmen. We don’t hire resumes, we hire nice, warm bodies. Why don’t you get out of the big city and away from your ego trip and find out what the real world of broadcasting is really like? You might like it. We’ll always have a hot cup of coffee and a warm welcome for any real, prospective broadcaster.—Cy Smith, manager, KLD(AM) Klamath Falls, Ore.

CB as a monster

EDITOR: A great deal is being written today about cable and its threat to radio. There is no question that the danger signs that we are seeing are cause for concern. Radio, as we know it, is faced with another serious invasion of its right to life, however. The total and complete inability to control the rapid expansion of CB radio is a problem to all broadcasters.

It is possible that the spring ARB sweeps will see a decline in out-of-home listening of as much as 8 to 12%. If we are to believe some of the statistics that we are seeing, we can soon expect one car in four to have a CB radio in it during the next five years. Today’s penetration of FM radio. We know from experience that the car with the CB in it has it on, and we know for a fact that it is next to impossible to monitor CB and listen to AM or FM radio.

The CB threat is far more serious than the tape deck alarm of a few years ago. The tape deck novelty required the continued buying of expensive tapes that became obsolete. The CB radio provides new and different entertainment every minute.

Some of us have made the mistake of jumping on the CB bandwagon. We’ve had CB “weekends,” given away CB units, CB dictionaries and, in general, aided and abetted in developing a new monster. It is time now that we bring about a slowdown in the uncontrolled and often illegal operation of CB radios. The FCC’s investigation into the expansion of available channels should be noted and opposition to additional facilities should be strongly expressed by all broadcasters. The overcrowding of the channels that already exist could help to bring about the disenchantment that may cause CB fans to bring everything back into perspective.

If drive-time audiences dwindle in forthcoming “books,” look to CB as one reason. Let’s do something about it before departing audiences are followed by declining revenues.—Murray J. Green, general manager, WNDE(AM)-WFBQ(FM) Indianapolis.

‘Memo’ circulation

EDITOR: I have absolutely been overwhelmed with comments and letters regarding my “Monday Memo,” (BROADCASTING, Feb. 9). For 40,000 subscribers, you must have 200,000 readers. I have heard from a big percentage—Lee M. Dubow, vice president-sales promotion, Foley’s department stores, Houston.

EDITOR: Our grateful appreciation to you and your staff for printing the International Radio and Television Foundation story as the “Monday Memo” in the Feb. 23 issue of BROADCASTING. We are particularly gratified with the initial response to that article in that many people at that week’s National Association of Television Program Executives conference in San Francisco commented on the fact that... “we were not aware of the many things that IRTF does.” We have been trying to put these educational programs into a meaningful perspective and have been looking for the proper way to inform the people in our business as to what we do. This initial effort in BROADCASTING is most helpful and our sincerest appreciation, again, to you for making it happen.—Ave Butensky, senior vice president, Dancer-Fitzgerald-Sample, New York.

God’s airwaves

EDITOR: I find it quite ironic that FCC Chairman Richard E. Wiley should get such an enthusiastic reception from Christian broadcasters at the National Religious Broadcasters/National Evangelical Associates convention (BROADCASTING, March 1). Isn’t this the same Richard Wiley who is leading the FCC in the bit-by-bit annihilation of free speech and free press as applied to broadcasting? If and when the FCC completes its destruction of the First Amendment, there won’t be any more religious broadcasters.

We evangelicals Christians have a duty to spread the gospel by any means available. Broadcasting is a good means. Let’s not lose it.

Let us get back to our proper mission of spreading the good news of salvation through Jesus Christ. As more Christians stop watching programs the ratings of such shows will go down and they will be off the air. The major networks don’t carry programs to promote sin—they carry them to make money. When the money stops, the program stops. It really is that simple.—Jack L. Messmer, Martinsville, Ind.

Salute to Harry Martin

EDITOR: Broadcasting lost a good friend and veteran appraiser when Harry Martin died (BROADCASTING, March 8). For those of us who had the distinct privilege and pleasure of calling on Harry at William Esy, we share a unique loss. It is said that Harry brought for and supervised the largest single spot radio-TV account in its era—various R.J. Reynolds cigarettes.

As a radio rep, I delighted in calling on Harry and his buyers—win, lose or switch. He could knowledgeably discuss 200 markets without ever looking at a rating book or SRDS. Never easy, never discourteous, always a pro. The kind of buyer that every radio rep sales person hopes to call on at least once in his selling career.

We’re going to miss Harry Martin. He taught us that it took professional broadcast salesmen to successfully sell professional broadcast buyers and supervisors.—Francis L. Boyle, president, Robert E. Eastman & Co., New York.

The best defense

EDITOR: When the American Society of Composers, Authors and Publishers gave broadcasters the music problem almost 40 years ago, we accomplished our objective with the establishment of Broadcast Music Inc. Today we face the royalty record payment proposal. Again unity of the industry is needed.

Let all of us accept a regular “No-Play List of Records,” where labels and artists shall be deleted according to a pre-published date list each month. Very soon record labels and artists shall disappear from the marketplace and their degree of popularity will diminish.

At that time let us all sit back and see how talent and labels will become popular that we as an industry will not promote. Business hurts most when hit in the checkbook. Let’s get to their checkbook before they reach ours.—Frank Blotter, WKDC(AM) Elmhurst, Ill.

No thanks

EDITOR: I read with interest the March 3 letter from James A. Brown Jr. of San Francisco entitling “More troops needed.”

We operate in a small market and receive very little national and regional business, but if all agencies paid their bills in the manner we’re accustomed to, then I don’t know if we want more national business through agencies.—James E. Ballard, WMIR-AM-FM Middlesboro, Ky.

(Mr. Brown’s letter called for an effort to increase national business for radio stations.)

Particularly and generally

EDITOR: Thank you for the kind words in the Feb. 16 “Man in the News.” I appreciate the way the interview was handled and will take this opportunity to continue to compliment you for so many good years of service to the communications industry.—Burt I. Harris, Harris Cable Corp., Los Angeles.
Give our regards to TV, say goodbye to mostly print

There is no business like show business. And for years, the advertising of Broadway shows treated them as something special. But now, new insight into the uses of TV advertising for the theater has brought about one of the healthiest and most prosperous seasons Broadway has enjoyed for a long time.

Like many other segments of our society, the advertising of Broadway shows has been to a great extent a victim of its own traditions. There developed over the years a certain formula for advertising Broadway shows. How it developed and who first promulgated are mysteries, but, like many traditions of the theater, it has prescribed a certain way of action, which until the middle of last year, was the accepted way to promote the theater in the media.

The basic ingredient in this formula was the use of print media for the major portion of Broadway advertising. Come hell or high water—and all too often, the closing of shows that might have made it—we stuck by the formula. What television we did use was focused on the musical formula. We put our advertising in the prestige spots—around the news, in network programing and on the network affiliated stations. We got nibulous results.

Early in 1975, we decided to do a little experimentation with our advertising for the Broadway shows we were handling. We did a spot for the musical "Grease." It was a well-produced, restructured minute of the actual musical.

The results were incredible from our standpoint. Within a short time "Grease" was exceeding every previous high it had ever reached. From an advance of $25,000, (the advance booking is the basic financial weather vane for all Broadway shows) "Grease" reached an advance of $250,000 and its weekly gross rose to between $60,000 and $75,000, and reached the $86,000 mark in one spectacularly successful week.

With "Grease" success, we knew we had a winning concept on our hands. How could we best take advantage of it? We’re a show business agency and our talents are directed towards the promotion of the shows we represent on Broadway. Television had shown us it could do a tremendous selling job for us if we used it properly.

About this time I met Sam Vitt, who was a dedicated patron of the theater and whose wife, Marie, had been a noted actress. Knowing that he had something to do with the media field, I explained our problem. He arranged for a meeting with his staff and developed an over-all formula for using television that has proved to be absolutely fantastic for us—and I use the word advisedly.

Stan Silverman, a vice president for Vitt Media International, was assigned to account and since that time not only have we enjoyed extremely great success, but also we have been able to dissolve a number of myths that are prevalent about the entertainment industry.

We have destroyed the myth, for instance, that critical reviews make or break a show. We don’t say they can’t hurt or help a show, but we have proved to ourselves, at least, that given the kind of TV advertising VMI has been getting for us, we can generate an audience despite critical reviews.

A couple of other myths have fallen by the wayside since we began our new TV advertising concept. The idea that there was a certain type of person interested in the theater and Broadway shows has been almost completely disproved. We know for instance that a great many of the people now attending the Broadway offerings are people who don’t have time to read the major New York newspapers and therefore don’t have pre-conceived ideas about whether or not a show is good or bad. There has been a belief that ethnic’s won’t support the Broadway theater. Our experience with "The Wiz" disproved that theory—and the black community has made that show a tremendous hit.

Our experience has also, and I think this is an important point, proved that the audience makes the show a success or failure despite what has been written about the show. If we can get the "average person" into the theater he or she will provide his on her own thumbs up or down.

Vitt Media has demonstrated to us the tremendous potential audiences that only television can reach. In an analysis of the mail reaching us from our TV advertising, Mr. Silverman has pointed out that a great many of the inquiries come from such other New York cities as Albany, Buffalo, Binghamton and other points quite a distance from Manhattan. These to a great degree are initiated from CATV systems that carry the New York independent stations and have proved to be a bonus to our over-all TV advertising.

And let me speak for a minute about independent stations. No one can tell me that the network station channels are any more productive than the independents when it comes to advertising—at least our style of advertising.

Mr. Silverman is a proponent of what he terms "buys with a bang"—saturating advertising on the independent stations. They have paid off exceptionally well for our shows. "Grease" is an excellent example of this specialized approach to delivering an audience. We were looking for the people who were teen-agers in the 1950’s and we developed spot campaigns on the independent stations that we felt did a great deal to win that particular audience. And we did. "Grease," which has just celebrated its fifth birthday on Broadway, the longest running show in New York, had had a softening of its weekly gross. After the special campaign on the independent stations its gross is up about 25% - 40% and looks as strong as ever.

With this new approach to Broadway advertising is one of the nicest things to happen to our industry. Several shows which might have closed due to moderate reviews have since been able to continue and indeed to enjoy great success. "Shenandoah" is one—without the type of TV advertising we now do it probably would have closed. With our saturation approach, "Shenandoah" has increased its weekly gross from $50,000-$60,000 to nearly $75,000-$80,000. Thousands of theater goers who might never have had a chance to see it have seen it and enjoyed it.

Thanks to what we’ve learned from the broadcast specialists at Vitt Media we have just about reversed the media allocations we formerly had committed between print and broadcast (75% print-25% broadcast) and we’re happy with the results to date on such other shows as "Chicago," "Pippin" and "Equus."

It’s a whole new ball game. There are thousands of people out there who don’t have the time to read newspapers but watch TV instead. These are our future customers and we’re going to continue to go after them through the medium that has been most effective for us: television.
Good people doing a good job!

"The most eclectic and perhaps most exciting station in the country, WCVB continues to provide vivid examples that serving in the public interest can result in refreshing and innovative programming. La Condena is but one example of WCVB's effort to serve its community. (WCVB-TV) should serve the industry as a model for the emerging democracy in American Television."

The Ohio State Awards/February, 1976

"... superior community service programs, positive community service projects, and courageous editorials which have addressed themselves to virtually every significant problem facing the community."

Abe Lincoln Awards/February, 1976

"The Mass Media Award to WCVB-TV for The Boston Legacy for outstanding contributions to better human relations and the cause of brotherhood. (This project) epitomizes the station's charter commitment to quality local programming. The fulfillment of that commitment is its proudest claim, one that sets the pace for the remainder of the country's network-affiliated stations. The Boston Legacy project appears to be unique among all Bicentennial celebrations... it acknowledges the contributions of the city's ethnic pioneers whose history, for the most part, has been ignored."

The National Conference Of Christians and Jews/February, 1976

"For the second year in a row... WCVB-TV ranks #1 in performance (public affairs and news programming, minority hiring) among the nation's VHF network affiliates in the top 50 markets. Your record is truly enviable and you deserve to take a minute and reflect with a great deal of pride on what you've done for Boston and broadcasting."

National Black Media Coalition/December, 1975

nationally represented by hmp

setting a new standard
To appear on the CBS News broadcast "Face the Nation" is today part of being a leader. And part of being a distinguished journalist.

For more than 20 years, the CBS Television and Radio Networks have presented this national Sunday press conference. Viewers and listeners have instant credentials to attend.

"Face the Nation" brings kings and congressmen into the homes of millions—along with premiers and mayors, teachers and scientists, business, labor, and consumer leaders. Khrushchev, Reagan, Rockefeller...Castro, Connally, Nader...Teller, Meany, the Shah of Iran. And a thousand more—people with power to shape issues of the day.

They have their chance to state new goals, report accomplishments or explain what went wrong. The journalists probe into policies, plans, and actions. And the audience—as close to the guest as the newsmen—is able to read signs of ease or discomfort, of intent to reveal or withhold. In a face-to-face exchange, you witness a vital process of news in the making.

The broadcast has double impact—over the air on Sundays, in headlines on Mondays.

Moderator of "Face the Nation" is CBS News Correspondent George Herman, reporter of wars, governments, and great occasions. He is joined by colleagues from leading news media both here and abroad.

Every week, their searching interrogation asserts the citizen's right to know.
Top of the Week

‘Week that was’: FCC has something for everyone at NAB Chicago

In flurry of last minute activity, commission winds up action on numerous matters in time to present them to the convention. Among them are an inquiry into automatic transmitters, changes to speed up hearing process, short-form renewal for radio, inquiry into public FM allocations, creation of an FCC consumer office, N.J. VHF rulemaking.

The FCC, its agenda loaded with matters of interest and concern to broadcasters, managed to work its way through them all last week, in three days of meetings. Then it broke for a week, during which a majority of the commissioners will be on hand at the National Association of Broadcasters convention in Chicago to talk to broadcasters about what they had done for and to them.

Adoption of a notice of proposed rulemaking looking to use of automatic transmission systems in all broadcast services is likely to draw the largest cheers. An order adopting a short form license renewal application for radio will be at least a close second in that regard.

There was also an order designed to speed up the commission’s adjudicatory process. It will please broadcasters to the extent they believe the change can be translated into lower legal fees.

A notice of proposed rulemaking aimed at finding a means for providing New Jersey additional television service caused the most heated debate among the commissioners, each of whom had his own idea as to the solution. And it may give VHF stations in New York and Philadelphia pause; the item suggests they may be tapped for providing the service. But there are enough options in the notice to offer the possibility that the burden can be placed elsewhere, or at least shared.

The commission also finally wound up action on the fairness report it adopted originally in June 1974. It adopted an order denying virtually in their entirety all petitions for reconsideration.

There was something in the package for noncommercial FM broadcasters, too—a notice of rulemaking designed to restructure allocations standards in their service. And there was even something for the consumer—an announcement of the creation of a Consumer Assistance Office, whose function will be to help the consumer understand how the commission works. "It was," as Chairman Richard E. Wiley said, "the week that was."

Automatic transmission: FCC sets it as goal in inquiry

A major present the commission is delivering to the broadcasters—at least the promise of one—is the notice of proposed rulemaking looking toward the use of automatic transmission systems (ATS) at AM, FM and television stations.

The commission, in a public notice issued last week after the meeting, said it has confirmed its commitment "to permit broadcast licensees to use the most advanced technology available and envisions as an ultimate goal the use of completely automated transmission systems."

Such systems would not only provide a more reliable service to the public, the commission said, it would relieve the licensees of outmoded operational and equipment rule requirements.

The commission sees as the ultimate in broadcast technology a self-monitoring and self-adjusting transmission system that would permit transmitters to operate within prescribed standards without surveillance by an operator.

And although it realizes that full ATS operation may not be practical for some licensees, it intends its final rules to encourage the use of ATS. And as stations incorporate components of ATS into their operation, they will be relieved of related operational requirements now specified in the rules.

Although a fully implemented ATS system would not require the attendance of an operator, the Communications Act does. Accordingly, the commission said it will request legislation to amend the act "so as to encourage use of the latest technology."

Renewal form will cut paperwork

The new license renewal form for radio has been pared from 61 to 24 questions, some of which are optional, and is printed on only two sides of a single sheet.

The applicant’s burden has been lightened in several areas. An affirmative showing of financial qualifications will not be required, for instance, unless a station’s past experience is not enough to support the likelihood of continued operation. In addition, an applicant will not be required to file antenna proofs, but will be required to demonstrate the required proofs made during the last license term will be available.

Applicants will continue to be required to submit information on their equal employment opportunity programs, and provide a description of any discrimination complaint filed before any federal, state or local body.

The FCC expresses Commission greases bureaucratic wheels for adjudicatory process

The commission adopted rules aimed at streamlining the processes that can now bog down adjudicatory hearings for years. The rules, the product of a study Chairman Richard E. Wiley proposed 18 months ago, will, the commission said, eliminate duplicative tiers of review, reduce extraneous submissions by parties to cases, and impose goals and deadlines on parties and on the commission.

Among the changes the new rules will effect in 12 major areas:

- Issues in hearing cases may be resolved by agreement of the parties and the consent of the administrative law judge.
- The administrative law judge will have the authority to resolve promptly interlocutory matters which normally are submitted to the review board. The judge’s resolution of the issues will be subject to review at the time exceptions to
In rejecting fairness petitions, FCC sees merit in COM proposal

The petitions for reconsideration of the fairness report were filed by the Media Access Project, former FCC General Counsel Henry Geller and the Committee for Open Media. They found fault with the commission’s decision not to apply the fairness doctrine to product advertising, and said the doctrine should be invoked only at license-renewal time. In addition, COM urged the commission to permit broadcasters to meet their fairness obligations by simply making time available for “free speech messages” aired at different times during the week.

The commission rejected these proposals. However, it said the COM proposal had “the potential to offer a format which acts consistently and complementarily with the purposes of the doctrine.”

Aim taken on Jersey problem, 90-day deadline set for comments with hopes for July completion

The New Jersey item followed generally the announcement the commission made two weeks ago on various proposals for assuring adequate television service to that state and on which it would seek comment.

The one option ruled out at the outset was the reallocation of channel 7 from New York City to central New Jersey, as had been proposed by the New Jersey group whose petition precipitated the search for ways to aid the state. The loss of services to thousands of Connecticut and Long Island residents would far outweigh any benefits, the commission said.

The commission was less sure on a solution that would be desirable, although it expressed the belief that there was a need for an improved “presence” by some or all of the New York City and Philadelphia

continued on facing page

In Brief

- After 45-year association, Dancer-Fitzgerald-Sample is losing Sterling Drug’s Bayer line of products (aspirin, children’s aspirin, children’s cold tablets, decongestant cold tablets and timed-release aspirin). Account bills more than $16 million, virtually all in television. Beneficiary, effective mid-June, is Doyle Dane Bernbach.
- By-product of Sandy Frank campaign to have FCC prohibit multiple exposure of syndicated series in prime-time access (Broadcasting, Feb. 16 et seq.) is new push to have Hollywood unions accept lower fees for syndicated than for network properties—concept Mr. Frank likens to local vs. national rates in sale of time. Commissions of Producers, Writers and Directors has picked up on idea, passed resolution calling on Inter-Guild Council to open discussions with Association of Motion Picture and Television Producers “to work out realistic basic agreements which will foster the development of syndicated television field” outside network prime time. David Rintels, president of Writers Guild of America West, is said to support idea; other unions in Inter-Guild Council are Screen Actors Guild and Directors Guild of America. Proponents argue that such lowering of fees, coupled with limitation on number of time slots one series could claim, will lead to new flowering of production for prime-time access periods.
- Private line charges borne by broadcasters would skyrocket if FCC approves staff recommendations to change Bell System’s ratemaking methods, according to AT&T. And burden would be particularly heavy on public broadcasting. AT&T, in comments filed on Friday, said rate for public broadcasting would jump $16.3 million, or 307.5%, while rates for occasional television service would increase $19.7 million, or 114.5%. Contract television service, used by networks, would increase least—$2 million, or 5.1%. Audio/radio rates would increase $16.4 million, or 48%.
- Border TV stations have advanced alternative to barricades Canada has erected to flow of advertising dollars. Submitted to Canadian Radio Television Commission Thursday (March 18), it would establish Canadian subsidiaries whose taxes and payments in Canada (commissions and other fees, for instance) would total 50% of gross earned there. In addition, stations would pay as yet unspecified percentage of Canadian profits into special cultural fund; this in response to Canadians’ expressed concern about strengthening own broadcasting industry. Plan is conditioned on Canada’s (1) dropping requirement that cable systems delete commercials from American programs and (2) exempting U.S. TV stations from legislation denying tax deduction for advertising in American media. Initial reaction was cool.
- It was North Carolina Media Week at White House last week; that state’s primary is tomorrow (Tuesday). President Ford met with Bill Walker of WSOC-TV Charlotte on Tuesday and, on Friday, with Lorraine Moore Wood, WRAL-TV; Carroll Gordon Ogle, WRDU-TV, and Ray Jones, WTVM-TV, all Raleigh-Durham, and with Rabun Matthews, WFMV-TV Greensboro.
- Senate has confirmed appointment of Calvin J. Collier to Federal Trade Commission. President intends to name him chairman (Broadcasting, Feb. 23).
- Commissioner Benjamin L. Hooks, FCC’s first black member, has been mentioned for two prestigious posts—executive director of National Association for the Advancement of Colored People (to succeed Roy Wilkins, resigning) and as U.S. ambassador to African country. Speculation appeared in Michigan Chronicle, black-oriented newspaper published in Detroit. Mr. Hooks says he is not running for either, would be interested if they were offered. On another front, commissioner says he is concerned about complaint of Pluria Marshall, of National Black Media Coalition, alleging lack of minority-group representatives at National Association of Broadcasters convention (story page 83), may comment publicly on subject in Chicago. He said lack of minority participation would mark NAB retreat from progress it has made in involving minorities in association activities.
- Attorney for KORK-TV Las Vegas has written FCC to suggest “full investigation of the improper discussions/leaks” which led to trade press reports that commission had tentatively decided to deny renewal of KORK-TV’s license (“Closed Circuit,” March 15). Edgar F. Czarra Jr. said Western Communications Inc. (Don Reynolds), licensee, “has been seriously damaged and prejudiced” by those reports and its rights “fundamentally violated.” He also said Western intends to seek “all available remedies in all appropriate forums.” FCC Chairman
Richard E. Wiley, while stressing he was not confirming reports, expressed concern about leaks concerning adjudicatory matters, said they must be stopped and that he had "several ideas" as to how that might be accomplished.

- **MCA Inc. has voted two-for-one stock split** (effective May 3), increased quarterly dividend from 40 to 50 cents on pre-split basis (thus, 25 cents per share after split).

- **Community Broadcasting of Boston, one of two applicants seeking to replace RKO General Inc. as licensee of channel 7 Boston**, has renewed charge that RKO and parent, General Tire & Rubber, have been guilty of illegal actions and unethical conduct including failure to record secret bank accounts allegedly skimmed from profits of subsidiaries (BROADCASTING, Dec. 15, 1975). Community pleading filed with FCC cites filing General Tire made with Securities and Exchange Commission in response to request for information concerning charges General Tire used funds from secret accounts to bribe employees or officials of foreign governments to further its business interests.

- **Common Carrier Association for Telecommunications is name of new trade organization for multipoint distribution service (MDS).** It's headed by Dick Vega, Telecommunication Systems Inc., Baltimore, has four-man board, is looking for national secretary to staff Washington office part time. Carol Seeger, formerly of National Cable Television Association, is among candidates. Mr. Vega claims 25 members at $100 dues each; board companies advanced $6,000 seed money. Microband Corp., largest MDS company, says it won't join, apparently because of goal conflicts.

- **Former FCC Chairman Newton Minow**, now Chicago attorney, will replace CBS News correspondent Mike Wallace as moderator of pay cable debate at NAB convention Monday afternoon. It's 15th anniversary of his "vast wasteland" speech at NAB's Washington convention in 1961. Mr. Wallace had to bow out at last minute to cover 60 Minutes assignment; he remains keynoter at National Cable Television Association convention in Dallas April 4.

- **ABC News President William Sheehan**, denying active search for co-anchor for Harry Reasoner, says alternatives logically include first network test of female co-anchor and expansion to 45-minute format. "We may do both, one or none," he said, adding "I'm bright enough to know that where we are now is not good enough. The job is to be number one in news."

- **NBC-TV has renewed long-running celebrity-quiz show, Hollywood Squares** (Monday-Friday, 11:30 a.m.-12 noon) in new "multi-year agreement" with Hatter-Quigley. Industry sources say NBC 1969-70 price when Rhodes Productions, which syndicates prime-access half-hours of Squares, started lining up stations to carry daytime version as well ("Closed Circuit", Feb. 23).

- **Late Fates. Thoren J. Schroech**, director of sales for CBS's KMOX-TV St. Louis, named general manager, CBS Television National Sales, New York, succeeding James A. Sowards, appointed VP-marketing, CBS Television Stations Division (BROADCASTING, March 15). Elected to board of Associated Press Broadcasters Association: Ralph Renick, WTVT-BT (Burlington, Vt.); Jack Gennaro, WFRH-AM (Wisconsin Rapids, Wis.); Fred Heckman, WBIC-AM (Indianapolis; Paul McGonigle, KOYAM (Phoenix, Ariz.); Paul Thompson, KJAC-TX SACRAMENTO, Calif., and Stella Wolfenden Maloney, WMEV-AM (Marietta, Ohio.); in not-so-usual TV-to-radio move, W. Eldon (Ron) Hazard, sales VP, Television Bureau of Advertising, Detroit, has resigned to join Radio Advertising Bureau in same capacity, effective in April. He's held TVB post 10 years, formerly was with J. Walter Thompson, Detroit, and CBS Radio, New York. TVB is canvassing auto manufacturers and stations for successor.

- **Charles B. Lipsen**, now consultant to National Cable Television Association, is finishing book, "The Lobbyist," co-authored with Stephen Lesher, in which he will describe how he was fired by NCTA's new president, Robert Schmidt.

- **Sick call. J. Leonard Reinseh**, chairman, Cox Cable Communications and retired president, Cox Broadcasting, reported recovering from pulmonary ailment in Georgia Baptist Hospital, Atlanta. John Hay (Jock) Whitney, principal owner of Corinthian Broadcasting Corp., before its merger into Dun & Bradstreet, reported in "serious" condition Friday at Archbold Memorial hospital, Thomasville, Ga., with pneumonia that developed after heart attack.

- **An allocation table for public FM's? 10w stations?**

  The FM noncommercial allocations rulemaking is a wide-ranging document, inviting comment on a variety of technical and nontechnical issues, which could result in a restructuring of the allocation standards involved as well as changes in the operations of some of the noncommercial stations.

  The rulemaking, an outgrowth of a petition filed by the Corporation for Public Broadcasting, looks to the conclusion of an issue left unresolved in 1966 when the commission completed a rulemaking that resulted in an allocations table for commercial FM. Should a table be adopted for noncommercial FM as well?

  Another matter involves the use of 10 w stations. CPB takes a dim view of them, contending that they tend to block the growth of conventional stations; it recommends placing them on a secondary basis in relation to other stations, even to the point of requiring them to move if their presence blocks the establishment of a full-power station. The commission, however, feels that some 10 w stations do an effective job.

  In other technical matters, the commission is seeking comments on whether, as a means of promoting efficient use of the spectrum, it should create additional classes of noncommercial FM service—four instead of three—or different power limits for the classes involved.

- **Consumer unit to offer orientation, filing help**

  The new Consumer Assistance Office established at the FCC will "provide a central location or coordinating point within the commission for the public, citizens groups and FCC licensees who seek information or assistance." Belle O'Brien of the Chief Engineer's Office and Gail Crotty of the Office of the Executive Director are among those detailed to the new service which, the commission said, will supply information to any persons or groups with questions or who "wish to participate in the commission's processes or file an application with the FCC but who are unfamiliar with the procedures to be followed."
It's time to take off the gloves, Wasilewski will tell NAB

Association president, spurred on by criticism from within and competition from without, will take fighting stance before 54th annual convention this week in Chicago; pay cable siphoning, copyright legislation lead list of priorities; also important: maintaining NAB's dominance; one radio fire may be out

National Association of Broadcasters President Vincent Wasilewski will tell his radio and television constituents—in convention assembled this week—that it's time to become militants. "Perhaps we have not been militant enough in expressing our desires and wants [in Washington] and opposing potential inroads by others," he told Broadcasting last week.

A primary reason for that tack is Mr. Wasilewski's and the NAB staff's assessment of the climate in Washington. The view is that broadcasting's antagonists there are wielding a lot of muscle: "There's a great anti-establishment, anti-free-enterprise climate in Washington circles at the moment," he said. He is calling on his comrades to rally to keep the nonindustry pressure groups from taking the upper hand.

It is not unusual for the NAB president to try to rouse the membership from apathy, but this speech follows stinging criticism of the association's effectiveness as a Washington lobby, criticism that has come from both within and outside the membership. Perhaps the most hurtful cut of all came from FCC officials who said the NAB has been outlobbied by its chief foe on cable TV issues, the National Cable TV Association (Broadcasting, Feb. 23).

Mr. Wasilewski does not deny it, but offers a defense for the NAB staff. "What happens is that individual cable companies outlobby individual broadcasting entities," he said. "Most broadcasters, unfortunately, have not realized the seriousness of the problem of cable inroads until recent months.

"It's not because of a lack of publicity. I would say it's because television broadcasters for the most part have been pretty successful financially and never thought that this was going to do injury to them. I think things are beginning to change now."

During the Feb. 17-18 FCC meeting on cable regulation attended by some 160 broadcasters, FCC Chairman Richard Wiley repeatedly called on the industry to present the commission with facts to buttress NAB arguments that cable growth will hurt broadcasters. Mr. Wasilewski said NAB has taken up that challenge and currently has its research department looking for ways to find facts. The task will not be easy, he said, because the data will have to come from projections into the future.

That most recent crisis of confidence built on an earlier one to make Vince Wasilewski's last six months more harried than most. In September 1975 the National Radio Broadcasters Association—it was until that point the National Association of FM Broadcasters—announced that it was expanding to include all radio. NRBA leadership blasted the NAB for not doing enough to advance the causes of radio in Washington and announced it would press for its own license renewal bill, a draft of which is now in the hands of the House Communications Subcommittee staff. The NRBA action stirred some unrest in the NAB's radio membership, and Mr. Wasilewski was soon on the hustings preaching industry unity.

The association responded to NRBA's challenge with a number of program changes. Among them are the announced segregation of radio and TV sessions in the association's annual convention program, a summit with the leadership of the Radio Advertising Bureau that led to an agreement to have RAB cooperate in the NAB convention, the appointment of radio specialists in each of the NAB departments and initiation of NAB's radio-only monthly magazine, Radioactive.

Taken collectively, Mr. Wasilewski says now, those moves amount to an "effective service" for the radio industry. But at NRBA, the original criticism that NAB is doing little for radio still stands. NRBA's executive director, Abe Voron, said last week that NAB is more interested in publicity than in radio effectiveness. As an example, he cited the introduction of legislation in the House several weeks ago to require the installation of both FM and AM in all radio receivers costing $15 or more. NAB pushed for and got the bill's introduction, he said, but without consulting NRBA, which, he said, has been courting that legislation for seven years.

That NAB grabbed the credit this time—when it knows that the bill has no chance of even reaching hearings in this Congress—Mr. Voron cites as an example of the kind of NAB "skyrockets" that vanish in the night.

But NRBA has yet to prove an imminent threat to the NAB. It has grown from just below 500 station members to just under 700 since last September, Mr. Voron said. He added that NRBA has a staff of three and one half and an attorney in Washington on retainer as general counsel. With a budget of around $200,000, its primary service is providing information on station sales and management to its members. He said most lobbying chores are handled by the stations themselves.

NAB, on the other hand, has over 4,000 radio members (88% of its total) and a budget of nearly $5 million. Relations between the two associations are nonexistent, both Mr. Wasilewski and Mr. Voron said. They have not talked in months.

Another criticism of NAB's conduct came from a few of its own board members—chiefly, George Brooks of KCUE-AM-FM Red Wing, Minn.—at its annual board meeting in Key Biscayne, Fla. (Broadcasting, Jan. 26). Mr. Brooks presented the board with a list of 16 recommendations, the main one being this: "That the government relations and legal staffs should seek to banish within themselves the insidious ideology that compromise is the soul of everything. The era of retreat, retreatment, and cringing under every assault will only be over when we at NAB will that it will be so."

Mr. Wasilewski said last week that he thinks Mr. Brooks's point that NAB needs to be more aggressive was well taken, and gives it partial credit for his call for militancy. But to assert that NAB clings to the "insidious" ideology referred to "is not a
The Annual Convention of the National Association of Broadcasters gives me a welcome opportunity to salute the entire broadcasting industry on a record of outstanding service to the American people. Your efforts reflect the highest traditions of our free and open society.

Our Bicentennial year focuses in a special way on the fundamental principles of freedom of expression and of individual enterprise on which our nation was founded. Few industries have shown a greater dedication to these principles than your own, and none has been more guided by them in fulfilling the public trust.

It is the ultimate responsibility of the broadcasting industry to see that your unique medium continues to prosper and grow under the protection of these basic freedoms and in the trust of the people you serve.

I am confident that you will assume this responsibility with characteristic integrity and with the bold and pioneering spirit that is so much a part of your proud heritage. Your task will not be an easy one in this dynamic age of technological innovation and changing social needs and values. It will require the best in each of you and your combined, wholehearted resolve.

I wish you well as you continue to advance the growth and vitality of an industry that has earned the admiration and respect of a very grateful nation.

Welcome words from the White House. Although President Ford's schedule will prevent his being at this year's NAB, his regards to the industry will be carried there by an emissary, John Eger, acting director of the Office of Telecommunications Policy. This is the text of the President's message, which stresses freedom of the press and free enterprise (paragraph two) and self determination (paragraph three) in a context of communications change (paragraph four).
IKEGAMI ENG Systems...over 300 cameras in service

More broadcast-quality ENG Systems by Ikegami are in the field than all other makes combined. Reason: one user tells another they're the "Dependables". They're super-rugged, light, and deliver superb colorimetry. You can get great low-light pictures...right down to 15 ft.-candles.

IKEGAMI HK-312...ultra-high performance camera

After putting the cameras of top makers through the wringer, ABC chose the Ikegami HK-312. Besides outstanding colorimetry, stability, and engineering, it offers many more functions than competing cameras. "It's the latest state-of-the-art camera," says Julius Barnathan, V.P. in Charge of Broadcast and Engineering at ABC. An exclusive feature is its push-button minicomputer. In 15 seconds per camera, it will cycle many remote cameras through all adjustment parameters...white balance, black balance, flare correction, gamma correction, and 9 registration functions.
IKEGAMI TKC-950 ... the ultimate film chain

High quality film chain that automatically achieves highest fidelity color reproduction. Built-in test pattern slide. Built-in ALC with ND disk to instantly compensate for all light variations. Unique optical system cuts lens dust out of the picture.

IKEGAMI TM14-1RHP ... 600-line resolution NTSC color monitor

This compact 14" color monitor offers the most precise picture reproduction in broadcasting. All key sections have IC circuitry for stable operation, minimum size, long life. Solid state throughout. Adjustment controls are up front for convenience. Exceptionally rugged, rigid construction.

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aware of what became of them. Mr. Brooks indicated he thinks they will all be implemented at some time in the future. Most are quite detailed—for example, one that proposes board members be permitted to use the NAB WATS line, or another that suggests that Mr. Wasilewski should attend all small-market committee meetings and all Radio Information Office meetings.

Mr. Wasilewski said there will probably be some changes in NAB attitudes and procedures resulting from the Brooks committee and other board inputs. He said, for example, that the board will take more time in the future to study the association's budget at its January meeting, and he said NAB's field men will be brought in to one board meeting annually.

Mr. Wasilewski objected to one criticism that has come from the Brooks committee and others: that the NAB staff is too far removed from the real world of broadcasting to understand what is happening outside Washington. "That to me is an allegation based on no facts," he said. "I know more broadcasters throughout the United States than the totality of any committee we have here. My phone is constantly ringing from broadcasters throughout the country. I attend some eight to 10 state association meetings a year and get exposed to gripes, beefs and compliments. I think that if I felt that I weren't doing a good job of representing the majority of the board of directors here, I'd be the first to say, 'You've got the wrong boy on the job.'"

Mr. Wasilewski expects to see no major issues spotlighted at this year's convention—none like family viewing, for example, which came to fruition at last year's. But that is not to say the association has nothing to talk about. Mr. Wasilewski listed as NAB priority projects the continuing battle to prevent the siphoning of TV programs by cable systems, the fight for legislation now pending in Congress to impose copyright liability on cable, the fight against insertion in that legislation of a performance royalty that broadcasters would have to pay to record manufacturers and artists, and the fight to guarantee that cable cannot delete commercials from over-the-air programming and insert its own instead. He also said that the association hopes to put to rest the idea that the FCC should have a right to insist upon the maintenance of existing radio program formats. License renewal legislation, long NAB's number-one priority, is still a priority, but "even though it sounds negative, it's not a realistic proposal to regard as an achievable goal this year," he said.

And last, but far from least, among Vince Wasilewski's priorities is the preservation of the NAB as an "institution of integrity, honestly representing the best interests of the public and broadcasters with our codes still strong and operative." This will be the 11th convention over which he has presided, and in his opinion the association is going into it stronger than ever. "We are always the stable, rolling organization within the industry," he said, "still the nationwide trade association, increasing in numbers and in influence."

The situation in Chicago: NAB's official agenda for its 54th convention

Registration. The registration desk will be located in the lobby level of McCormick Place. It will be open 8 a.m.-5 p.m. on Sunday and Monday and 9 a.m.-5 p.m. on Tuesday and Wednesday.

Equipment exhibit hours. Displays of broadcast equipment and services open 9 a.m. Sunday, March 21, on the lobby level of McCormick Place. Exhibits will be open 9 a.m.-5 p.m. Sunday through Wednesday.

Workshops, assemblies and luncheons. All will be held at McCormick Place, unless indicated.

Monday, March 22


Television sessions

Program conference '76. Drury Lane theater, upper level. 10:15-11:30

Broadcasting Mar 22 1976


Six concurrent workshops (four repeated on Tuesday, two on Wednesday). 11:30 a.m.-12:30 p.m.

**TV station promotion** (repeated Tuesday, 8 a.m.). Room 6W, lobby level. Moderator: Lynne Graze, KOLN-TV Lincoln, Neb., and president-elect, Broadcast Promotion Association. Panelists: Tom Cousins, WCCO-TV Minneapolis, and president, Broadcast Promotion Association; Terry Simpson, WRTV Indianapolis; Tom Cousins, WCCO-TV Minneapolis; Joseph P. Costantino, WTHM Wood River, Ill.; Paul Jensen, KOLN-Tv Lincoln, Neb.

**Electronic news gathering** (repeated Tuesday, 8 a.m.) Room 6W, lobby level. Moderator: Chris Clarke Botsaris, WTVR-TV Nashville. Panelists: Ray Miller, KCRC-TV Houston; Art Shriver, KSLA-TV Shreveport, La.

**Producing new local sales dollars with new retail commercial production** (repeated Wednesday, 8 a.m.). Oliver Harvey room, lobby level. Moderator: Roger Rice, president, Television Bureau of Advertising. Panelists: Jack Moffit, W2AV Cleveland; Thomas J. Josephson, WSAF-TV Montgomery, Ala.; Cedar Hames, WORC-TV Tampa, Fla.


In the box number two. 2:55 "The 'new morality' on TV. Is it in the public interest?" Moderator: Robert D. Gordon, WCPO-TV Cincinnati, and chairman, NAB television board. Proponent: Ed Weinberger, executive producer, Phyllis, Doc, and Rhoda, for MTM Productions. Opponent: Mike Shapiro, WFAA-TV Dallas, and member, NAB television board.

**Pay TV: Will it supplement or supplant?** Host: Newton Minow. Guests: Frederick W. Ford, Pittman, Lovett, Ford & Hennessy, Washington, and former FCC chairman and National Cable Television Association president; Russell Karp, Teleremote, New York; Everett E. Erick, ABC, New York; George A. Koehler, Gateway Communications, Cherry Hill, N.J. Remarks: Senator Vance Hartke (D-Ind.).


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**Radio sessions**


Seven concurrent workshops (repeated Tuesday, 8 a.m.). 11:30 a.m.-12:30 p.m.

**Contemporary music programing.** Room 2W, lobby level. Moderator: Rick Sklar, ABC, New York. Panelists: Marie Gilford, KSLA-TV Shreveport, La.; Paul Drew, KROI, Los Angeles; Gary Lane WMDU Atlanta; Atlantic City; Jay Cook, WILM Philadelphia.


**Ascertainment—the new primer** (joint workshop with television). John Evers theater, mall level (see TV agenda).


No radio sessions are scheduled for Monday afternoon so that registrants may visit equipment exhibits and hospitality quarters.

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**Tuesday, March 23**

**Televisioon sessions**

Four concurrent workshops (repeated; see Monday’s program for details) 8-9 a.m. TV promotion, electronic news gathering, financial management and ascertainment (joint with radio).


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The state of the television advertising business, year-to-date. Roger Rice, president, Television Bureau of Advertising.


Broadening the base of national spot dollars to increase station revenue. Richard Severance, vice president, national sales, Television Bureau of Advertising; Alfred M. Maslin, Telepix, New York; John Dickinson, Harrison, Righter & Parsons, New York.

Tell it like it is. Roy Danish, director, Television Information Office. Remarks: Representative Lionel Van Dieten (D-Calif).

Radio sessions

Seven concurrent workshops (repeats; see Monday's program for details). Contemporary music programming, MOR programming, country-and-western programming, newer music formats, news programming, the sex life of a tape cartridge, ascertainment (joint with television). 8-9 a.m.


No television sessions are scheduled for Tuesday afternoon so that registrants may visit exhibits and hospitality quarters.

Radio sessions


Six concurrent workshops (repeated Wednesday, 8 a.m.) 3:30-5 p.m.


Wednesday, March 24

Television sessions

Three concurrent workshops. 8-9 a.m.

Producing new local sales dollars with new retail commercial production (repeat; see Monday's program for details).

Is there a market for specialized programming (repeat; see Monday's program).


Radio sessions

Six workshops (repeats; see Tuesday program for details). 8-9 a.m.

Three concurrent joint television-radio workshops. 9-10 a.m.


Adjournment. 12 noon.

Related convention activities

(Not part of the official convention program)

Sunday, March 21

Broadcast Education Association workshops. McCormick Place, 1W and 8W, lobby level. 9 a.m.

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Broadcasting Mar 22 1976 30
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continued from page 30

Broadcast Music board of directors meeting, Blackstone, Chicago room. 10 a.m. Association for Broadcast Engineering Standards directors luncheon and meeting, Pick Congress, 12 noon. Society of Broadcast Engineers board of directors meeting and luncheon, Hyatt Regency, 12 noon. Association of Maximum Service Telecasters annual membership meeting, Conrad Hilton, Waldorf room, 2 p.m. Society of Broadcast Engineers membership meeting, Hyatt Regency, 3 p.m. Daytime Broadcasters Association meeting, Conrad Hilton, Bel Air room, 3 p.m. Association for Broadcast Engineering Standards annual membership meeting, Pick Congress, 4:30 p.m. Association of Maximum Service Telecasters board of directors meeting. Conrad Hilton, Bel Air room, 5 p.m.

Monday, March 22


Tuesday, March 23

Broadcast Pioneers breakfast. McCormick Place, Jane Addams room, 8 a.m.

Wednesday, March 24

Council for UHF Broadcasting panel session. McCormick Place, room 6W, 8-9 a.m. "UHF 1975-1976: A Year of Progress."

**Hospitality suites at glance**

**Networks**
- ABC Radio
- ABC-TV
- CBS Radio
- CBS-TV
- Mutual Broadcasting System
- Mutual Black Network
- National Black Network
- NBC
- NIS
- NBC-TV

**Others**
- Acrodynie Industries
- American Data Division
- Ads Audio Visual Productions
- Airpaz Electronics
- American Electronics
- American Research Bureau
- Ampex Corporation
- Audio Visual/International Division
- Magnetic Tape Division
- Toby Arnold & Associates
- Arvin Echo Science
- Associated Press/AP Radio
- Atwood Richards Telecine
- Audio Sellers, Inc.
- Avco Program Sales
- Avery-Knodel
- Armstrong Market Research Bureau
- Barco U.S.
- Betatech Technology, Inc.
- Blackburn
- John Blair & Company
- Continental Plaza
- Blanc Communications Corporation
- Bolton/Burghill
- Robert Bosch Corporation
- Boston Symphony Transcription Trust
- Broadcast Electronics, Inc.
- Broadcast Travel Incentives
- Buckley Radio
- Gert Bunchez
- Kent Burkhard and Associates
- Canex Corporation
- Capitol Magnetic Products
- CaVox Stereo Productions
- CBS Radio Spot Sales
- CCA Electronics Corporation
- Century 21 Productions, Inc.
- Chicago Radio Syndicate, Inc.
- Chapman Associates
- The Christal Company
- Christie Electric Corporation
- Cohu, Inc.—Electronics Division
- Collins Radio Group
- Rockwell International
- Commercial Electronics Incorporated
- CompNet, Inc.
- Computer Image Corporation
- Continental Electronics Manufacturing Co.
- R.C. Crisler
- Criterion Productions
- CSI Electronics, Inc.
- Data Communications Corporation
- Datavision
- Doubleday Media
- Development Laboratories, Inc.
- Drake-Chenuat Enterprises
- Duca-Richardson Corporation
- Electronics, Missiles & Communications
- Electro Voice, Inc.
- Sandy Frank Film Syndication
- Fuji Photo Film USA, Inc.
- Good Music Company
- Grass Valley Group, Inc.
- Will Zunzendorfer
- Hamilton-Landis
- Harrington, Righter & Parsons
- Harris Corp. Broadcast Products Division
- Hitachi Shibaden of America
- Hogan-Felden
- Keith W. Horton
- H-7-Stone
- H.R. Television
- Bernard Howard & Co.
- Ikegami Electronics
- Image Transform
- Innovative Television Equipment
- Institute of Broadcast Arts
- International Video
- JVC Industries
- Kalmus
- Kaman Sciences
- The Katz Agency
- Keystone Broadcasting System
- Kline Iron and Steel
- Landy Associates
- Larson Walker
- Lenco Electronics
- Frank N. Magid Associates
- Continental Plaza 500-01-02-03-04
- Continental Plaza 400-01-02-03-04
- Hyatt Regency 2226-27-28
- McCormick Inn 1801-02
- Hilton 2400-01-02-04
- Hilton 2406A
- Continental Plaza 1232-36-38
- Continental Plaza 1000-01-02-03-04
- Continental Plaza 900-01-02
- Continental Plaza Governor suite
- Hilton 1604-06
- Conrad Hilton
- Hilton 2206
- Hilton 1000-01-02A
- McCormick
- Hilton 2100-01-02A
- McCormick 1901-02-04
- Hilton 2200-01-02
- Watertower Inn
- Sheraton-Chicago 3703-04
- McCormick 1202-04
- Hilton 1022A-23A-24A
- Continental Plaza 1432-36-38
- Hyatt House 1023-24
- McCormick Inn 1401-02-04
- Essex 1207
- Hilton 1104A-06A
- Conrad Hilton 1104-06
- Continental Plaza 1100-01-02-03-04
- Hilton 804-06
- Executive House
- Hilton 2104-06
- Hilton 622A-23A
- Hilton 2325
- Conrad Hilton
- Water tower Inn
- Executive House 2504
- Continental Plaza 1532-36-38
- Century 21 Productions, Inc.
- McCormick 302-04
- Hilton 2022-23-24
- McCormick 1801-02
- Hilton 2222A-23A-24A
- Hilton 1906A
- McCormick 2129-31
- Conrad Hilton
- Ritz Carlton
- McCormick 1432-34
- McCormick 732-34
- McCormick 1701-02-04
- Blackstone 618-19-20
- McCormick 910-12
- Hilton 1233-34A
- McCormick 903-05
- Pick Congress
- Hilton 2022-23-24A
- McCormick 1729-31
- Hyatt Regency 2126-27-28
- Conrad Hilton 1222
- Hyatt Regency, McCormick Inn
- McCormick 802-04
- Hilton 1806A
- McCormick 1703-05
- Hilton 2422-23A
- McCormick 1803-05
- Hyatt Regency 1801
- Hilton 1006A
- Hilton 1222-23-24
- McCormick 402-04
- Conrad Hilton
- Hyatt Regency 3027-28
- Continental Plaza
- Hilton North Imperial Suite
- McCormick 1132-34
- Pick Congress
- Ascot House
- Drake
- Hyatt Regency 1226-27-28
- Hyatt Regency
- McCormick 702-04-06
- Pick Congress 501-01A-03
- McCormick 1001-02-04
- Hyatt Regency 2233
- Hilton 1200-01-02A
- McCormick 1929-31
- Conrad Hilton 2419A
- McCormick 1601-03-05
- Hyatt Regency Super Regency suite
- McCormick Inn 8
- Hilton 1922A-23A-24A
- McCormick 1003-05
- Conrad Hilton
- McCormick 801-02-04
- Ritz Carlton

continued on page 38
The Andrew custom-designed slotted array transmitting antenna is a new concept for UHF television broadcasting. Now it is economically feasible to optimize both azimuth and elevation radiation patterns for any given service area.

Elevation patterns are shaped by controlling the phase and amplitude of energy distributed to each slot of the array. As there are typically 20 to 40 slots, very fine control is maintained over the aperture distribution, permitting null-free pattern performance. The cosecant squared pattern, which provides relatively uniform signal strength to both near and distant locations, is very closely approximated (see graph).

An unlimited number of azimuth patterns are available. Each pattern is custom-optimized for the service area.

Other advantages include:

- High power capability: 55 - 110 kW CW, depending on requirements.
- Pressurizable radome eliminates problems caused by corrosion and ice formation. Powered radome heaters are not required.
- Antenna weight is only 1/4 to 1/3 that of other antenna types for the same gain.
- Cylindrical shape minimizes wind loading on tower.

For further information, contact your Andrew Sales Engineer.
NBC Radio's helping its affiliates sell-by helping them add a retail sales expert.

What's your network done for you lately?

Now, virtually every affiliate of the NBC Radio Network can get Broadcast Marketing Company's "Retail Sales Development Program" at a substantial discount. It's almost like adding a retail sales executive to your staff, overnight.

This superb BMC presentation, featuring a 23-minute color/sound film will be licensed for exclusive use in an affiliate's market. And NBC will help with the tab.

The film can be carefully customized for each station, and really hits home with retail prospects. Because it sells to them from their point of view.

They'll learn about the special advantages
of radio. And discover the great limitations of newspapers. And, they'll hear about commercial approaches that open a whole new world to the retailer. The film will be shipped ready to use, and is available with a briefcase-size desktop 8 millimeter projector.

The "Retail Sales Development Program" also includes a supply of the BMC retailer's guidebook, "Building Store Traffic With Broadcast Advertising." And specially prepared, customized tie-in graphics for leave-behinds.

So think about what your network's done for you lately. If it isn't helping you add a new retail sales executive, it isn't providing the kind of service that NBC affiliates want. And get.

NBC Radio America's First Network

Come see the exciting radio sales presentation "Get It On Radio, Get It On Now," in Suite 1000 of the Continental Plaza Hotel, anytime during NAB.
Major Market Radio
Marsh & McLennan
Matsushita Electric of America
McGavren-Guild
McMartin Industries
The Meeker Co.
Memorex
Microwave Microwave Associates, Inc.
Minnesota Mining & Manufacturing
Mohawk Wire & Cable
Multimedia Program Sales
Rupert Neve
A.C. Nielsen
Nightingale-Conant
O'Connor Creative Services
Orrx
Peters, Griffin, Woodward
Peters Productions
Petry Television
Phillips Audio-Video Systems
The Pulse
Quick-Set
Radio Arts
Radio Programming and Management
RCA/Commercial Communications
Sescom
SESAC
Richard A. Shaheen
Skrin Lightening Control
Spanish International Network
Stainless Inc.
Stanton Magnetics
Howard Stark
Starlight Communications
Storeel
Susquehanna Productions
System Concepts
William B. Tanner
Tektronix
Telcom Associates
Telemet, Division of Goetel
Thompson-CSF Laboratories
T M Productions
Top Market Television
Edwin Tornberg
Trendex
Utility Tower
Viacom Enterprises
Video Aids of Colorado
Vital Industries
Western Business Brokers
Wilkinson Electronics
Adam Young

Ritz Carlton
Conrad Hilton 1422-23-24
McCormick 1502-04
Hyatt Regency presidential suite
McCormick 2001-02-04
Hilton 1700-01-02A
Blackstone 408-10
McCormick 1529-31
McCormick 1602-04
Hilton 1900-01-02A
Hyatt Regency 426-27-28
Continental Plaza 1432-36-38
McCormick 701-03-05
McCormick 2201-02-04
Hyatt Regency 2210-01
Hilton 1722-23-24
McCormick 932-34
Hyatt Regency 3602-01
Hilton 1008
Hyatt Regency
Hilton 1600-01-02A
McCormick 1903-05
Hilton 835-36A
Hilton 1504-0A
Hilton 1033-34A

Continent Plaza
Hyatt Regency 1126-27-28
McCormick 501-03-05
Hilton 600-01-02A
Pick Congress
Hilton 700-01-02A
Hilton 2122-23-24A
Continental Plaza 2034-36-40
Palmer House 2034W
Hilton 1100-01-02A
Hilton 2308
Ritz Carlton
Hyatt Regency
McCormick 2232-34
McCormick 1501-03-05
Hyatt Regency 1423-24
McCormick 1829-31
Hilton 2320
Continental Plaza 1432-36-38
McCormick 603-05
Hyatt Regency 2323-34

We'll be there. Broadcasting magazine will have editorial and sales headquarters during the NAB Chicago convention in suite 706A of the Conrad Hilton. On hand will be John Andre, Dave Berlyn, Rufe Crater, Bill Criger, Mark Harrad, Ed James, Win Levi, Ruth Lindstrom, Maury Long, Randy Moskup, Dan Rudy, Larry Taishoff, Sol Taishoff, Don West, Dave Whitcombe and Len Zeidenberg.
Get it on! Get it on Radio Now!!

THANK YOU... Bill Grimes and the CBS OWNED AM STATION Managers for being the first to Get It On!

THANK YOU... Marion Stevenson, Jack Thayer and Ron Friedwald for Getting It On for your NBC RADIO NETWORK Affiliates! (See NBC ads in BROADCASTING, March 15th and 22nd, 1976.)

THANK YOU... Bob Pritikin (scripting); Allen Paterson (production); Art Twain (music); Paul Frees and Bill Furnell (talent); Wally Hutchinson and the entire KCBS San Francisco sales team (test marketing); plus the many BMC retail advisors from coast to coast who helped us determine what should be said!

Get it on! Get it on Radio Now!!

This PROVEN radio sales presentation film, long in the research and planning stages, is still available in many markets.

Get It On Radio guarantees a uniform professional presentation to add new accounts, and increase current advertiser budgets.

It was produced as a complete, ready-to-use presentation, but is uniquely structured to incorporate optional, highly personalized station inserts.

The generic presentation, with plenty of emotion-involving sell, from the retailer's point of view, depicts why a media mix consisting of more broadcast and less newspaper is needed today. It covers the special advantages of broadcast, highlights newspaper's limitations, introduces Starch readership studies, demonstrates effective commercial approaches, and much more.

The customized version allows you to cover specific points you want to make, using your spokesman, plus a BMC research segment covering your local newspaper competitive story.

The film, available in Super 8 or 16MM, can be shipped with an optional briefcase-size 8MM projector.

Copies of the new BMC retailer guide book, "Building Store Traffic with Broadcast Advertising," will be used as a leave-behind. Co-authored by BMC's Bill McGee and Broadcast Advertising Consultant Jonne Murphy, it includes contributions from 36 advertising professionals covering the fears most every store thought of when considering broadcast, then provides the answers retailers want to hear!

Camera-ready tie-in graphics for a four-page leave-behind brochure are also furnished by BMC with all customized presentation orders.

Get It On Radio Is Already A Proven Money Maker!

"Bill, I am very impressed with the [film]'s results I have received and am even more impressed with the potential revenue I can make for KCBS and myself." —Frank Castillo, Retail Sales Manager

Call for availability in your market now. It could be too late tomorrow!

Television and Radio now tap the $3 billion Co-op Goldmine with...

CO-OPPORTUNITIES™

A PROVEN FOUR-PART
SALES SUPPORT SERVICE...

specifically designed to help you increase local sales

1 CO-OPTUNITIES BULLETINS
18-24 monthly bulletins representing significant broadcast CO-OP dollars, ready for immediate use in your sales efforts, each classified by "family of merchandise" and carefully researched and screened to ensure maximum potential.

2 LOCAL BUSINESS PROFILES
Arm you with advance information about your prospect's business, their product mix, target customer demographics and buying attitudes, and major selling seasons to help you build informed, creative CO-OP presentations.

3 LOCAL BUSINESS PRESENTATIONS
Monthly presentations, tied to specific categories, including timely suggested proven store promotions, are supported by applicable CO-OP plans.

4 BROADCAST CO-OP THE UNTAPPED GOLDMINE
This informative guide, the result of hundreds of research interviews, provides an in-depth look at co-op advertising, describing in detail its background—how big it is, where it is, and where it's going, plus...

- Newspaper competitive co-op information
- Suggested retailer co-op information system
- FTC Guides and suggested legal precautions
- Retailer-to-Resources presentations
- Organizing dealer associations, plus plenty of...
- Proven retail sales approaches to maximize local revenues!

See Free "Convention Special" below.

Visit us at the NAB Convention
Conrad Hilton, Suite 1400

GET IT ON RADIO screenings and CO-OPTUNITIES demonstrations scheduled hourly.

CONVENTION SPECIAL: The first 100 station managers to visit BMC's convention suite receive a complementary copy ($19.95 value) of BROADCAST CO-OP—The Untapped Goldmine.

If You Are Not Attending The Convention, we will be happy to send you a "Get It On Radio" screening print and projector. For more information, please call or write:

BMC
Broadcast Marketing Company
2671 Harrison St., San Francisco 94110
Phone (415) 282-8900
NIS stations are winning everywhere.

It's been an exciting year for NIS—NBC's 24-hour radio News and Information Service. More stations. Bigger audiences. Dynamic programming. We'd like to say thanks by giving a radio newswagon and all of the equipment to some lucky station. To help them cover the news better than ever.

NBC NEWS & INFORMATION SERVICE

Come to the NIS Suite anytime during NAB. It's #900 at the Continental Plaza Hotel.
Your station can win a free newswagon at the Continental Plaza.

Official Rules for NIS Newswagon Contest:

Eligibility—This contest is open to commercial radio licensees currently operating pursuant to an FCC authorization. Stations owned by the National Broadcasting Company are ineligible.

How To Enter—Enter in person at the National Association of Broadcasters Convention by filling in an entry blank which you can obtain at Suite 900, Continental Plaza Hotel, Chicago, Illinois. Contest closes at 10:00 PM, March 23, 1976. Any authorized employee of the station may submit only one entry on behalf of the station, but there is no limit on the number of entries to be submitted per station.

Winning—The winner will be selected by a random drawing at The Continental Plaza, Suite 900, on March 24, 1976. No need to be present to win. Prize winner must meet eligibility requirements. The car will be awarded to the station for which the winning entry was submitted.

Prize—The prize is a 1976 Datsun 610 Station Wagon. Delivery of the car will be to the station's nearest Datsun Dealer. Liability for taxes, fees and registration are the sole responsibility of the winning station. Mobile unit equipment will be shipped to the station and will be installed at the station's expense. Mobile unit features include: 2-way mobile unit radio with 15-watts transmitter; 2-way base station with a 25-watts transmitter; and fire/police scanner. There is no alternative or cash substitute for the car.
starting APRIL 12 on the
ABC DAYTIME NETWORK
(WITH HOST TOM KENNEDY)
AVAILABLE NOW FOR SEPT. PRIME ACCESS*

IN ACCESS:
9 SPARKLING CELEBRITIES PLUS HOST JACK BARRY

* THESE STATIONS SAW IT AT NATPE AND BOUGHT IT ON THE SPOT!

LOS ANGELES — KNXT (CBS-TV 0&0)
PHILADELPHIA — KYW (TVAR)
DETROIT — WWJ (FGW)
MIAMI — WPLG (TMT)
TAMPA — WTLG (RTVR)

SEATTLE — KIRO (FGW)
NEW HAVEN — WTNH (BLAIR)
PROVIDENCE — WPRI (TELEREP)
SAN DIEGO — KCST (H.R.)
PHOENIX — KTAR (FGW)

CHARLESTON-HUNTINGTON — WOKW (BLAIR)
ORLANDO — WFTV (BLAIR)
SALT LAKE CITY — KSL (FGW)
WINSTON-SALEM — WXII (KATZ)
BELLINGHAM — KVOS (BOLTON)

RENO — KTVN (H.R.)
SACRAMENTO — KXTV (TELEREP)
EUGENE — KEZI (SPOTMASTERS)
DENVER — KOA (BLAIR)

CALL OR WRITE: DICK COLBERT / TYE ST. JAMES
SUITE 2520 • 1900 AVENUE OF THE STARS • LOS ANGELES, CA 90067 • PHONE: (213) 277-3414

A BARRY & ENRIGHT PRODUCTION
DFS-3000 Digital Framestore Synchronizer

It would take a wall full of equipment to handle the job that DFS-3000 does in just 8.75 inches of rack space. In fact, every synchronous treatment needed for the full spectrum of NTSC compatible broadcast activities is literally at your fingertips in this light, rugged, fully portable system that goes anywhere.

Just check this list of available features:
- Two complete fields of store for full broadcast versatility.
- Infinite window TBC corrects time base errors on any VTR including ENG.
- Look Ahead Velocity Compensator cleans up color vectors on direct color VTR's for truer color presentation across entire picture.
- Video Compressor enables producer to insert second live image in any quadrant of screen.
- Joystick Control allows compressed picture to be positioned anywhere on screen.
- Broadcast Quality SPG permits synchronizer to be used as station reference.
- Memory Analyzer ensures system integrity.
- Frame or Field Freeze for special effects.
- Remote Control Panel for production flexibility.
- Synchronous clean-up of non-synchronous switches eliminates picture tearing and rolling.

All these features, and broadcast quality too, are packaged complete with power supply and analog circuitry in this fully modular system that weighs less than 60 lbs. Even more significant, power consumption is a mere 250 VA, keeping heat problems to a minimum.

For information on our demonstration program, call or write George Grasso, MCI, P.O. Box 10057, Palo Alto, CA. 94303. Phone: (415) 321-0832.

See us at NAB: Booth 926

We pack more in here...

so you do less out there
Marsh & McLennan announces a major insurance program for Broadcasters.

Up until now the information needed to create the best possible insurance package for broadcasters has been extremely diffuse and limited.

But after three years of research and surveys by experts (surveys you may have come into contact with yourself), a major insurance package for the broadcasting industry is now ready.

The Marsh & McLennan Plan for Broadcasters:

- The Marsh & McLennan Plan can mean significant savings on your station's insurance.
- The Marsh & McLennan Plan means your tower will be insured at replacement value.
- The Marsh & McLennan Plan gives you liability insurance.

You're living dangerously without at least $5,000,000 worth of Broadcaster's Liability Insurance. The Marsh & McLennan Plan gives you up to $10,000,000. At a reasonable cost.

Since we're dealing with the entire broadcasting industry, our rates for liability insurance are computed on an industry basis. This alone can mean up to a 30% discount for your station.

Our comparative estimate is FREE.

For more information about the Marsh & McLennan Plan for Broadcasters write to: Lawrence E. McLean
Marsh & McLennan National Marketing Corporation 1221 Ave. of Americas, N.Y., N.Y. 10020 (212) 997-5335

Don't find out you're underinsured after your tower falls.

This 1975 photo shows a 1-station transmitting tower in Minnesota collapsed and fell across the building housing the transmitter, killing seven people.

While you're at the NAB Convention in Chicago come see us at the Conrad Hilton, Suites 1422, 23, 24

ODAY'S EXCITING BEAUTIFUL MUSIC Emotionally Involves the Listener More Than Just Another Background Sound

music... just for the two of us

- Total Music Consistency
- Computer Controlled Music Rotation
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Call or Write Today: PETERS PRODUCTIONS, INC. 8228 Mercury Court, San Diego, California 92111 (714) 565-8511

Hill grills FCC on budget, housekeeping

Subcommittee members cast covetous eyes on CB as source for more return from filing fees; FCC's Campbell says promotions, in-grade raises chewed into extra provided last year, helping to stymie hiring of needed new personnel; children's TV, OTC advertising, family viewing also discussed

The FCC last week heard what may be the sound of distant congressional thunder about its failure to recover more of its costs through filing fees. And if there is one service that seems particularly tempting to some members of Congress as a source of additional filing-fee funds, it is the citizens band which is growing with explosive force.

Indication of that interest in filing fees was one development at a House appropriations subcommittee hearing in Washington on the FCC's budget request for 1977. Another was the disclosure that the commission did not fill the 110 positions for which Congress thought it was appropriating funds last year. The reason: The administration simply did not ask for sufficient funding for the commission, and the commission never advised Congress.

The subcommittee plunged into the question of filing fees early in the hearing. Only $4 for a citizens band license? Representative Joseph Early (D-Mass.) and Elford A. Cederberg (R-Mich.) wanted to know. They thought that was inadequate.

After all, the applications are flooding the commission at a rate of some 500,000 each month, and the commission is having trouble keeping the backlog at that figure. And when Chairman Wiley said that, in view of the Supreme Court opinion in 1974 prohibiting the commission from seeking to recover 100% of its costs through filing fees—it held that the commission is limited to charging only enough to recover the value of the recipient—Representative Cederberg said, "Then we've got to change the basic law." Representative Early seconded the remark.

Indeed, Representative Early seemed to yearn for the days when the commission was charging $20 to process a citizens band application. Mr. Wiley noted that rate would now produce about $100 million annually, about twice the $51,448,000 the commission is seeking for fiscal 1977, which begins next Oct. 1. But he doubted whether that would be fair to citizens band users.

For his part, Chairman Wiley indicated he regarded the imposition of fees as a headache the commission would be glad to be rid of. Setting the fees is a problem and now, defending against 93 court suits brought by commission licensees seeking...
Our new portable video cassette recorder/player makes eyewitnessing the news easier than ever before.

JVC has done two things to improve your ENG capability: we’ve made the gear lighter and we’ve lowered its initial cost. Our brand new CR-4400U Color Portable Capstan-Servo 3/4” U-VCR weighs only 24.5 pounds, complete with rechargeable battery and standard 20-minute videocassette inside. And it sits as lightly on your checkbook as it does on your shoulder.

With the CR-4400U at your side, you’re set to record top-quality color video, with an S/N ratio of better than 45 dB. There’s a full-function keyboard, including pause/still and audio dub. Other JVC features include audio mixing and multi-purpose meter to read audio, battery, video and servo levels. Our exclusive auto assemble editing function enables you to get smooth, glitch-free edits between scenes, and can be operated by camera trigger or remote switch. With lock-up time to full speed at less than 0.2 second, you’re always ready to shoot. And you can shoot 50% longer, too, since the CR-4400U requires 50% less power than most other decks.

JVC’s unique patented dubbing switch is provided to facilitate quality tape transfers. For playback through regular TV sets, an optional RF converter can be plugged right into the deck. The CR-4400U operates on AC as well with its companion AA-P44U Power Adaptor which also functions as a battery charger.

The best way for you to find out how this light-weight, low cost portable video-cassette system can add to your newsgathering ability is to get yourself a hands-on demonstration. Call your JVC dealer, or send us the coupon below.

JVC Industries, Inc.
58-75 Queens Midtown Expwy.
Maspeth, N.Y. 11378

Please send me information on:
[ ] CR-4400U Color Portable Color 3/4” Video Cassette Recorder/Player
[ ] CR-8300U Full Editing Color Recorder/Player
[ ] GC-4800U Portable Color Camera

[ ] I’d like a demonstration

MB-3226

Name
Organization/Company
Address
City State Zip
Telephone
We've turned on to an electrifying public affairs idea in Missouri.

Our six stations reach 2,070,500 homes.*

Each month we're all delivering a public affairs program in prime time. It's called "Focus 30". Each episode is a response to our collective community ascertainment which revealed topics most pertinent to Missourians. That means subjects that range from Ozark Music to Court Reform.

"Focus 30" is funded throughout the state by the Association of Missouri Electric Cooperatives. The program has given the one million members of the cooperatives the chance to explain their system and to express their dedication to energy conservation.

We think it all adds up to a unique public affairs idea. And we're putting it right in prime time. Right across Missouri.

"Focus 30" has received prestigious national and regional awards including First Award, National Rural Electric Cooperative Association. Produced by KYTV.

WGEM-TV  Quincy/Hannibal
KCMO-TV   Kansas City
KOMU-TV   Columbia/Jefferson City
KSD-TV    St. Louis
KTVO-TV   Ottumwa/Kirksville
KYTV      Springfield

*ARB Nov. '75
We've packaged our compact Criterion three different ways.

**Criterion I**... only 8-1/2" wide. Direct capstan drive comparable to the finest reel-to-reel machines. Speed accuracy of 0.2%. 1, 2 or 3 cue signals available for automatic equipment. Handles A & B cartridges. Mounts two units side by side in a standard 19" rack.

**Criterion II**... offers both record and playback in a single unit. Handles A, B and C cartridges. Fits in 7 inches of standard rack space.

**Criterion III**... combines three playback decks in a single compact unit. One, two, or three decks may be operated at the same time, each feeding a different program input. Handles A & B cartridges. Mounts twin playback units side by side in 12-1/4" rack space.

For more information, write Harris Corporation, Broadcast Products Division, Quincy, Illinois 62301.

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Convention Headquarters: Pick Congress Hotel

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refunds as a result of the Supreme Court decision is another. "If we lose," he said, "the commission will be turned into a fee-collection return agency."

And although Representative Early, who was acting chairman of the subcommittee, attempted to draw Chairman Wiley into an endorsement of the concept of fees, Chairman Wiley demurred. It's Congress's responsibility to set the policy, he said—a responsibility he indicated, it had not met. When the commission revised its fee schedule in light of the Supreme Court decision, he said, "we asked Congress to make its intention clear—to cut out fees or to tell us to collect fees up to a certain amount." Congress did neither.

Representative Early did not let the matter drop. His final request before adjourning the hearing was to ask the commission to file a report on its present fee schedule and on what fees would be if they were recovering 100% of the commission's costs. The commission's present fee schedule is designed to recover $18 million to $20 million.

The problem of regulating citizens band service has become so pressing that the commission has asked the Office of Management and Budget to approve a request for additional funds to deal with it. The proposed request now pending at OMB is for $3.8 million; about $800,000 would go for policy-research projects; the remainder for personnel (89 positions), equipment and supplies to strengthen the commission's capability for regulating—including policing—Citizens Band radio, a frequent source of television interference.

But while OMB pondered that request and Congress was receiving the request for $31,448,000, which would provide the commission with $1,635,000 more than was appropriated for it last year and would allow it to fill 19 new positions, Congress, in the person of Representative Early, wanted to know why the commission did not fill those 110 positions last year. Actually, 128 positions are unfilled, most as the result of a hiring freeze.

The FCC's new financial management division chief, Thomas Campbell, explained that the commission simply came up short. The budget request OMB approved for submission to Congress last year, he said, did not adequately indicate the normal in-grade increases and promotions. If those increases were to be paid, he said, "we wouldn't have enough money to fill the new positions." The commission would need another $1.7 million to bring it up to the 2,132-position strength Congress authorized last year. And there was no indication whether the administration would specifically request those funds.

Why didn't the commission ask for a supplemental appropriation for 1976? Representative Early asked. "The mandate of Congress was to fill those positions."

"In retrospect," Mr. Campbell conceded, "we should have." After the hearing, he said that the commission felt bound by what OMB had approved for the agency. If the appropriations committees
A few facts that can prevent your early retirement.

Hypertension. High blood pressure. They're one and the same. A killer.

One American in five suffers from hypertension. Yet half of them don't know it. The symptoms are few. And not very apparent. The surest sign is a crippling stroke.

In "Racing The Killer," a documentary on hypertension, we sought to inform our viewers of the dangers involved. Of the chances they were taking by not having their blood pressure checked regularly.

We explored the current medical knowledge on hypertension. Its suspected causes such as chronic stress and anxiety. Chronic obesity. The overuse of salt in our diets.

In particular, we covered the possible genetic link of hypertension from one generation to the next. And how Blacks are twice as prone to high blood pressure as Whites.

"Racing The Killer" was one of several documentaries we created and produced locally in San Francisco. Others include: "Can Prisons Be Changed?" "Narconon: Beating the Habit." "Dr. Norris and the Whales"—one man's lonely battle to stop the slaughter. "Why Can't They Speak English"—on the inability of many American college freshmen to read and write in their native language. All were broadcast in prime time. And more will follow them in the future.

Such specials are our effort to fulfill the responsibility we have as broadcasters. To present programming which reflects the cultural diversity of our audience.

Not minority programming. But programming of, by and for the people who make us possible.

All of them.

KRON-TV
NBC for the San Francisco Bay Area.
That’s right! Your 30 elected Affiliate Advisory Board representatives help make the decisions that keep us America’s #1 radio network operation.

At ABC, we believe that what benefits our stations benefits us. And that’s why our radio networks are run for the benefit of our affiliates. Let the men who make the decisions know how you think. Meet your representatives at the Continental Plaza Hotel, Suite 500, during the N.A.B. convention. You are also invited to attend the affiliates business meetings on Sunday morning March 21.

Your ideas can help keep ABC #1.
WGN Radio has more...

than any other station in Chicago.

LEGEND: Adults: 1. White collar. 2. Men. 3. Women. 4. Own two or more cars. 5. Households earning $25,000 or more. 6. Own their own home. 7. Drink ten or more glasses of beer weekly. 8. Drink ten or more glasses of soft drink weekly. 9. Fast food patronage at least once weekly. 10. Drive 10,000 or more miles per year. 11. Four or more airline trips in past year. 12. Department store charge accounts. 13. $60 or more weekly grocery expenditure (women). 14. College graduate or more. 15. Five or more persons in household. 16. Drink five or more glasses of wine weekly. 17. Price of auto last purchased $4,000 or more. 18. Checking account at bank. 19. Savings account at bank or savings & loan. 20. Purchase one or more single records, albums or tapes per year.

REFERENCE: The Source, Spring, Fall, 1975, Chicago Marketing Area, Adults 18+, Average Quarter-Hour, Monday-Sunday 6am-Midnight. Data subject to qualifications listed in report.

Radio 720 WGN People talking to people is what makes us '1.
had asked if the funds were sufficient, he said, the commission would have explained the problem. "But Congress didn't ask." However, he also said the commission did not realize the seriousness of the financial squeeze until after the new fiscal year began.

Although the commission may do for a year without the additional personnel it said it needed, it suffered no apparent breakdowns in service. When Representative Early asked that services were affected by the job freeze, Chairman Wiley did not cite any; he said only that the commission was attempting to fulfill obligations with people on hand.

In fact, although some of the 110 employees are to be assigned to citizens band work and to processing communications-satellite and earth-station applications—another backlog area—the chairman's prepared statement indicated considerable success in reducing backlogs in fiscal year 1975. They were reduced 65 percent in certificates of compliance applications sought by cable systems, and 77 percent in domestic public-land mobile, 43 percent in point-to-point microwave, 18 percent in AM-FM-TV renewal and 13 percent in AM-FM-TV assignment and transfer applications. In addition, the backlog of 216 petitions to deny renewals on hand in January 1975 has shrunk by 72 percent, to 60.

In other matters, the subcommittee took the commission over the familiar territory of children and television.

Representatives Early and Mark Andrews (R-N.D.) were interested in the commission's plans for panel sessions May 20-21 on the question of television advertising of over-the-counter drugs (Broadcasting, March 1; also see page 113). Mr. Early had a special interest, as did Representative Torbert Macdonald (D-Mass.), chairman of the House Communications Subcommittee, at FCC oversight hearings two weeks ago, because Massachusetts Attorney General Francis X. Bellotti filed the petition that sparked the decision to hold the panels.

In answer to questions, Chairman Wiley was careful not to commit the commission to any course of action. He said the purpose of the panels, which will be co-sponsored by the Federal Trade Commission, is simply to determine what research exists on the question of the effect of OTC drug advertising on children, and what research might be required. Representative Andrews appeared to suggest the commission would be "shaping the research." And Representative Early wondered why additional studies were needed; he thought the need to deal with television advertising of OTC drugs is evident.

The congressmen were interested, also, in family viewing, its family viewing—its concept under which broadcasters are supposed to clear their 7-9 p.m. schedule of all programs but those suitable for all members of the family—"enough?" Representative Early wanted to know. Chairman Wiley noted that the plan has been in effect for only one year but that the studies that have been done are "encouraging." In any case, he said, it is a matter of industry self-regulation. "We're not enforcing this in any manner, shape or form."

Representative Andrews, however, thought government might have a role. "If they [broadcasters] can't do it by themselves, some type of legislation or regulation is going to be called for by the American people." But Chairman Wiley "strongly doubted" such government action would be possible. The First Amendment would not permit such action, he said. "This is an area for meaningful self-regulation, and not government regulation."

The commission was able to make good on one congressional request in that area. Representative Cederberg said members of Congress are being bombarded by constituents with questions about the government's role in dealing with sex and violence on television. "Can we get a short statement on what you are doing?" he asked Chairman Wiley. The chairman said that could be arranged.

The subject of cable television also took up some of the time of the hearings, with Representative Early wondering whether regulation was not slowing the growth of the new industry—and he was concerned not only with federal regulation. He said that cable television in Massachusetts—
Growth. Today's one-word description of television broadcasting around the world. Growth in studios, transmitters, receivers and audiences. A growth that has been materially accelerated by the Ampex AVR-2.

Today, 110 countries throughout the world use Ampex videotape recorders. The Ampex AVR-2 has rapidly become a worldwide favorite, with over 500 in use in 55 countries.

Simplicity makes the AVR-2 the favorite with operators. Reliability (and Ampex technical service) makes the AVR-2 the preferred VTR with station managers. The low cost makes the AVR-2 the only high quality
A videocassette recorder that can help you grow without consuming your equipment budget.

Complete technical information and service backup are available on all Ampex broadcast products from any of the many Ampex sales offices, worldwide.

Over 500 Ampex AVR-2 videocassette recorders are now supporting television programs in these 55 nations:

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- Algeria
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- Austria
- Bahrain
- Belgium
- Brazil
- Brunei
- Bulgaria
- Canada
- Czechoslovakia
- Denmark
- Dubai
- Ecuador
- Egypt (U.A.R.)
- Finland
- France
- German Federal Republic (West Germany
- Greece
- Hong Kong
- Hungary
- Indonesia
- Iran
- Iraq
- Ireland
- Italy
- Japan
- Kenya
- Korea
- Kuwait
- Lebanon
- Mexico
- Morocco
- Netherlands
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- Nigeria
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- Philippines
- Poland
- Qatar
- South Africa
- Sudan
- Sweden
- Switzerland
- Tunisia
- Turkey
- Uganda
- U.S.S.R.
- United Kingdom
- United States
- Venezuela
- West Indies
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- Zaire

Ampex International

Argentina: Buenos Aires, 46-9029
Australia: Sydney, 439-4077
Belgium: Nivelles, 967/22-49-21
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Canada: Bramalea, (416) 791-3100
Colombia: Bogota, 45-82-43
France: Boulogne, 609-91-55
Germany (Federal Republic): Frankfurt (Main), 60581
Greece: Athens, 671-8160
Hong Kong: Kowloon, K-678051-3
Italy: Rome, (06) 513841;
Milan, 65.15.41-2-3-4
Japan: Tokyo, 03-264-7331
Lebanon: Beirut, 340-820
Mexico: Mexico City, 539-68-70/71/72
Netherlands: Utrecht, 030-61.29-21
South Africa: Johannesburg, 838-7640
Sweden: Sundbyberg, 08/28 29 10
Switzerland: Fribourg, 037-22.73.31
United Kingdom: Reading, England, (0734) 85200
United States: Ampex sales offices throughout the U.S. (Corporate headquarters: Redwood City, California, (415) 367-2011)
A Bicentennial Salute

The Chamber of Commerce of the United States would like to thank TV and radio broadcasters throughout the country for using our Bicentennial series of educational public service announcements, "Great Men & Great Moments of American Business".

Completed or in production for TV and radio are stories of the following men:

- Elisha G. Otis
- William Russell Kelly
- A. P. Giannini
- Hiram Sibley
- Gustavus F. Swift
- King C. Gillette
- James D. Dole
- "Pop" Hanshow
- Edwin Norton
- James H. McGraw
- Theodore Vail
- Willis Carrier
- Daniel Cowan Jackling
- George Eastman
- Arthur Pitney/Walter Bowes
- Clarence Birdseye
- Allan Pinkerton
- Jay VanAndel/Rich Devos
- J. M. Haggar
- Walter Restored Jones
- Thomas J. Watson

Hugh Guidi, the National Chamber's director of broadcast relations, will be attending the NAB Convention, and he looks forward to thanking you in person.

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Stamp act. The FCC has asked Congress for $20,000 for gift sets of commemorative Bicentennial stamps that it would distribute among the representatives of the 145 member nations of the International Telecommunication Union. Commissioner Robert E. Lee, who since 1971 has represented the commission at ITU meetings, made the request last week during a House Appropriations subcommittee hearing on the commission's proposed budget for fiscal 1977. He noted that other member nations of ITU offer commemorative stamps to mark events in their countries but that the commission cannot reciprocate except through the congressional appropriations process. The gift set would include stamps and letters from the President, the secretary of state and the FCC chairman.

specifically, Teleprompter Corp.'s plans—were "stiffled."

Chairman Wiley said "duplicitous" state and federal regulation is "stifling" growth, although the commission's policy "is to encourage development of cable television." The commission's Cable Television Bureau chief, David Kinley, said cable system operators in Massachusetts have reported a decline in interest in applying for cable franchises since the state began regulating cable. But, he said, "It's hard to separate out the economic reasons for a slowdown in growth from the regulatory reasons."

Bigger budgets for House subcommittees

The House has approved a budget of $266,800 for Representative Torbert Macdonald's (D-Mass.) Communications Subcommittee for 1976, almost $44,000 more than it had last year. That includes $188,000 for personnel, $60,000 for consultants. Also approved was a budget of $720,000 for Representative John Moss's (D-Calif.) Investigations Subcommittee. That compares to $600,000 it had to spend last year. The total budget for the Commerce Committee is $3.2 million.

NAB small-market group gets four new faces

The National Association of Broadcasters small market radio committee has a new chairman, William R. Rollins of WSVM(AM) Valdese, N.C., and three new members. New members are David Brown, WTVL-AM-FM Waterville, Me.; Glodean Kent, KKZ(AM)-KOTE(FM) Lancaster, Calif., and Ernest Sparkman, WKIC(AM)-

Broadcasters call de-regulation of pay cable unfair to them

It's no free market, they say, when cable uses broadcast service to build pay-television plant

Broadcasters last week told the U.S. Court of Appeals that the Justice Department was wrong when it contended that the FCC's new pay cable rules are anticompetitive in restraining pay cable operators' ability to compete with broadcasters (BROADCASTING, Feb. 9). If the rules are unfair to anyone, they say to broadcasters, they contend. But the principal point, which they have made throughout their long controversy with cable television, is that as long as cable operates with signals obtained from broadcasting—and at present at no cost—true free-market competition does not exist.

The arguments were among those made in a flurry of reply briefs filed in the cases in which the pay cable rules the commission adopted in May have been appealed not only by broadcasters, who think they are too lax, but by cable operators, motion picture producers and the Justice Department, who think them too restrictive.

It was the Justice Departments' brief that drew considerable attention in the replies filed by broadcasters. NBC argued that the new rules, in permitting pay cable greater access to the movies and sports events now seen on conventional television, allow cable to benefit at the expense of the public. And, indeed, 19 civic, citizen and union groups, in a joint appeal, are opposing the rules on the ground they offer too little protection against siphoning of programing from conventional television.

And the National Association of Broadcasters and Metromedia Inc., in separate replies, disputed the argument that the commission's rules deny pay cable the opportunity to compete on equal terms with broadcasters. A pay cable operator who does not offer the re-transmission of broadcast signals as a part of his service, they said, is not subject to the commission's rules, which apply only to a pay ca-

When you see Dick Casper of WINZ, Miami, ask him how he brought his station from obscurity to dominance.

WSGS(FM) Hazard, Ky. They replace Wayne Cornils, KFKD-AM-FM Nampa, Idaho, outgoing chairman; Edward Fritts, WLN-A-FM Indianola, Miss., and David Parmigioni, WKVT(AM) Brattleboro, Vt., whose two-year terms expired.

Other members of the small market committee are Dick Painter, KYSM-AM-FM Mankato, Minn.; Sherwood Parks, KINA(AM) Salina, Kan.; Robert Tobey, KOTS(AM) Deming, N.M., and Jack Younts, WEBB(AM) Southern Pines, N.C.
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when the rules were adopted, the number of pay cable subscribers has grown from 100,000 to 600,000 and that Russell Karp, president of Teleprompter Corp., forecasts 1.5 million subscribers by the end of this year. Furthermore, ABC said, “even more dramatic escalation of these figures can be expected with the use of satellite technology to facilitate pay cable networking.”

Storer says broadcasting is its future

In full-of-confidence talk to Wall Street group, Michaels says radio stations won’t be sold to beef up CATV division

Storer Broadcasting Co. has sometimes been tempted to sell off its radio stations and put the proceeds into its “continuously improving” cable TV division, but as a matter of fact the company has no intention of doing so, Chairman Bill Michaels said last week. He told the New York Entertainment Analysts Group in prepared remarks that “radio has been an admitted problem for us,” with “high spots” and “low spots” over the years and, lately, “a low for some time.”

“It is no secret,” he said, “that we have even conducted negotiations toward the potential disposition of WWLAM) Cleveland, where the complication of negotiating television and radio labor contracts side by side has been particularly difficult. As is so often the case in our business, such negotiations spark new rumors that we are getting completely out of the radio business. Not so.

“Since some potential buyers are interested in Cleveland only if it could be bought in conjunction with WSPD(AM) Toledo or WGBS(AM) Miami, we have agreed to pair them up if necessary, but we are not selling our radio division, and we are not anxious to sell either Toledo or Miami, both of which produce good profits.”

“Even more emphatically, we have no interest whatsoever in selling WHN(AM) New York or KGBS-AM-FM Los Angeles, period. In Los Angeles we just won a 10-year struggle to go full time with 50,000w instead of daytime only, and are already beginning construction; and in New York, new management has made truly remarkable progress the last several months to bring WHN into a strongly competitive position among the first five out of 44 competitors in many important time segments and demographic breakthroughs.”

Mr. Michaels’ radio observations came after he reported that the company—as disclosed earlier—had gained almost 40% in net income in 1975 despite the weak general economy; that the company is “pleased but certainly not yet satisfied” with its TV operations and that its CATV division “continues to be a bright spot, moving steadily forward in homes, revenue and profits.”

Information distributed at the meeting showed that 1975 broadcast and CATV revenues increased 9.1% to $101,146,000 while broadcast and CATV operating profit slipped 1.7% to $19,473,000. Revenues from broadcast stations went from $80,532,000 to $86,827,000; from CATV, from $9,363,000 to $11,254,000, and from other broadcast-related sources from $2,828,000 to $3,065,000. Operating profit from stations declined from $18,126,000 to $16,982,000; CATV profit rose from $1,074,000 to $1,056,000 and operating profit from other broadcast-related sources increased from $613,000 to $685,000.

In answer to a question, he said the company is willing and able to redeem all 861,638 shares of its common stock that are in the estate of its late founder, George B. Storer. He said the estate’s executors had not yet determined how much stock, if any, will be sold to pay inheritance taxes but that if any of the shares become available, the company’s executive committee will recommend—and he thinks the board will agree—that they be redeemed by the company rather than put on the market.

He also said the company’s first-quarter business is “continuing at the same encouraging pace” as in the last several months, and that “a healthy increase over last year’s first quarter and full 12 months is in the offing if the economy continues at its current level.”

“When we represent,” he said, “as we now do, that Storer Broadcasting Co. is in its soundest and best condition in a decade, we do not make the representation idly. We make the statement based on the best criteria we know: soundness of balance sheet, current profitability, condition of economy and our industry, quality of our facilities, quality of management at the operating levels and profitability prospects for the future.”

Mr. Michaels said that “our foreseeable future rests in broadcasting.” In TV, he said, “we are in excellent markets, and while the problem of WWSP(AM) Toledo’s proximity to WINK-TV) Detroit has bothered us for years, the relative vitality of the Toledo area continues to surprise us.” He said that “we keep looking continuously for opportunity for market expansion, but have no immediate prospect. Meanwhile, we feel we are a considerable distance away from the maximum profit potential of our existing markets.”

He said that “we are feeling our way on pay cable, and consider ourselves middle-of-the-roaders. We do not look upon it as any assured gold mine for the operators; we don’t think it is going to drive free home television out of the ball game in the immediate future; we think that it can do severe damage to the present system without accomplishing its own objective if unwisely administered; we do not think it is going to revolutionize television fare and bring Broadway plays, championship fights and the Russian ballet into your living rooms every night; but we do think that there is a great untapped financial potential for the cable operators, and do not believe it has to be done overnight. A little restraint on both sides of the battle line would be beneficial.”

Other Storer officials at the meeting with the Wall Street group included Peter Storer, president, Terry Lee, executive vice president, and Arno Mueller, vice president, treasurer and chief financial officer.

LIN seeks to buy Ridder’s piece of WCCO-AM-FM-TV

The FCC has been asked by LIN Broadcasting Corp. to waive the commission’s rule prohibiting the purchase of a controlling interest in an AM-FM-TV combination so it can buy the Ridder Voting Trust’s interest in WCCO-AM-FM-TV Minneapolis for $12 million. Ridder holds 50% of Mid-Continent Radio-Television, which owns 53% of Midwest Radio-Television Inc., the licensee of WCCO-AM-FM-TV. The other 47% of Midwest is owned by the Minneapolis Star and Tribune Co.

The waiver is being sought, said Ridder, because MTC Properties Inc., the holder of the other 50%, will not agree to a restructuring of Mid-Continent. Such a change would be necessary for separate

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Hooks challenges manner in which FCC granted WRC-TV renewal

Although he joined in unanimous decision, commissioner says he disagrees with FCC handling of EEOC discrimination charges

The FCC decision last month affirming an earlier grant of renewal of the license of NBC's WRC-TV Washington was a unanimous action (Broadcasting, Feb. 23). But, as the first action of its kind in which the commission dealt with a finding of the U.S. Equal Employment Opportunity Commission that was adverse to a licensee, it did not entirely satisfy all of the commissioners.

Commissioner Benjamin L. Hooks issued a concurring statement in which he questioned the rationale on which the decision was reached and the methods used in reviewing petitions to deny which involve a federal, state or local agency's finding that "reasonable cause" exists to believe the station is guilty of discrimination.

Such a finding, he said, must be treated seriously. He said the commission itself has made that point on several occasions over the years. But the commission's position in the WRC-TV case, he feels, leaves the issue clouded.

The station's renewal application was challenged by National Organization for Women, which claimed the station had not served the needs of women and had discriminated against them in its employment and promotion practices. And when the commission rejected the petition and renewed the license, NOW appealed—and received support from the EEOC, which had found "reasonable cause" to believe the station guilty of discrimination.

Although the commission had subjected its renewal to whatever action might be appropriate in light of a final EEOC action, EEOC said its conciliation process was at an impasse.

Accordingly, the commission asked the court to send the case back and, when it did, it conducted an investigation into WRC-TV's employment practices. It was on the basis of the results of that investigation that the commission renewed the station's license.

Commissioner Hooks did not quarrel with that conclusion. But he found disturbing a statement in the order about "weighing the sufficiency of an EEOC reasonable cause to believe" finding under the Communications Act.

He recalled that, in a notice of rulemaking it issued in 1968, the FCC had said that if a major discrimination complaint which triggers the Civil Rights Act is filed against an applicant the commission will maintain liaison with the agency involved and that, if a "substantial issue" is indicated, "the application will be designated for hearing." In adopting its present EEOC rules, Commissioner Hooks added, the commission said its action "will complement, not conflict with action by bodies especially created to enforce the policy..." And, at another point, in 1969, it said, "We do not believe that an application should be granted where a serious qualification question remains unresolved."

Commissioner Hooks indicated he felt that the argument in the WRC-TV order did not entirely square with those earlier statements. It held that the commission should not "unduly influence the conciliation process by issuing an independent finding on the charges raised before us which might sway either party to refrain from good faith negotiation."

Members of the public and licensees could see the argument "as either a new interpretation of its policy in this area or as an outright rejection of its earlier pronouncements," Commissioner Hooks said. The commission, he added, should in either case clarify its position in the future, "most certainly" in the guidelines now being drafted for licensees to follow in implementing their EEOC rules.

Commissioner Hooks left no doubt where he stands. He feels a "reasonable cause" finding should be regarded as grounds for denying renewal of a license, designating an application for hearing, with the evidentiary process deferred, pending disposition of the case by the agency involved, or for conducting an independent on-site investigation.

"In essence," he said, "the commission must do more under these circumstances than summarily dismiss a petition to deny."
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The Bottom Line in Broadcast Business/Technical Automation Is The Cox System.
No matter how many disclaimers we inject into this statement, we’re afraid it’s going to outrage some people. Some won’t understand what we are talking about, because from their point of view, most reporting is essentially accurate and most editorials are fair.

Another reason we may be misunderstood is that some members of the working press feel that businessmen almost invariably exaggerate the damage done by inaccurate reporting (or of no coverage at all), overreact to critical editorials, and actually want to control the press, for their own sinister purposes.

Well, we don’t want to control the press. But we do believe a way should be found to provide adequate, timely, and economic channels of communication whereby individuals and organizations can correct demonstrably inaccurate reporting or editorials. While some newspapers have mechanisms that they consider adequate, we believe there is room for substantial improvement.

We believe a system can be found that does not do violence to the First Amendment. We believe, above all, that it should be developed by the press itself, voluntarily. In urging this evolutionary step, we hasten to add that we consider American newspapers among the best in the world. We think what we are suggesting here would make them even better.

In our experience, materials provided by companies or individuals in the form of news releases, speeches, White Papers, special studies, and other documents, or even in face-to-face briefings, have not proved to be the answer, because of the selective use of such materials.

Nor do letters to the editor do the job. Few of them get printed, and even the small proportion of them that are printed invariably fail to get the coverage the original, damaging article got. They appear long after the offending article or editorial has done its damage. Finally, the newspapers usually impose severe limitations on the length of such letters.

Thus some companies and individuals have more than once felt impelled to buy advertising space to try to correct what they considered inaccurate reporting or editorials. But who could afford the amount of paid advertising required to rebut an inaccurate article that might have appeared in several hundred newspapers? Moreover, this raises a larger issue: What about the organizations and individuals who cannot afford to buy any advertising space to try to set the record straight?

The situation with respect to the nationwide commercial television and radio networks is worse. They have no equivalent of the letter to the editor.

We recognize that the structure of TV and radio news and documentaries is not satisfactory for handling complex material or long stories. But that is no justification for failing to provide suitable access for correction of errors caused by this structure. Moreover, networks have refused to sell time for others to present information or viewpoints on any subject the networks decide is controversial.

We would hope the press (both electronic and print) would have the enlightened self-interest to see the importance of some adequate mechanism if we are indeed to have freedom of the press and not just freedom for the press. And we would hope the press will be astute enough to develop such a mechanism itself, since it would be far superior to other recourse available, such as the libel law.

Many other democracies around the world, in an effort to alleviate this problem, have enacted legislation requiring some form of access for rebuttals. These include Denmark, France, Italy, Belgium, West Germany, Austria, and Norway. We are not urging such legislation. On the contrary, we are urging the development of a voluntary mechanism, developed by the press, which would promote free and robust debate.

We say again: We believe it is in the interest of the press and of the American people that some system of access be established so that one of the world’s freest presses can be even better. We don’t have all the answers. We think they should come as the result of open-minded experimentation by the press, and we hope that this message constitutes a responsible attempt to stimulate such experimentation.

It seems to us that the demise of so many newspapers across the country in recent years places on the surviving newspapers an even greater responsibility in this respect.
language and licensee control of WGTB-FM.

The Rev. R.J. Henley, S.J., president of the university, shut down the station last Tuesday (March 16). In the meantime a consultant will look over the technical facilities and a board of review will study recommendations for the resumption of broadcast service. The review board had monitored the station's "alternative" programming since last fall and reported several general conclusions. Among them: the continuation of WGTB-FM's operation; establishing a policy board for communications between the station's staff, the university and the community; WGTB-FM's programing should reflect the university's commitments towards in-depth study of issues and be free of advocacy and vested interests, and the view that the station is not simply a student activity or public relations interest but part of the total community.

Specific recommendations on how WGTB-FM should operate are now being formulated by the review board.

Public radio ponders switch to one national organization

Merger of NPR and APRS is subject of much talk at annual conference; also discussed is satellite network

Public radio's national structure was debated at last week's annual Public Radio Conference, sponsored by National Public Radio, the Association of Public Radio Stations and the Corporation for Public Broadcasting.

Whether NPR and APRS will exist separately or merge into a single entity is not expected to be decided until next year, when their respective boards will try to hammer out a definitive organizational proposal.

APRS began three years ago as an organization that would represent public radio stations at the FCC, Congress and CPB. It came into existence as the National Association of Educational Broadcasters changed from a representative organization to a professional group.

NPR is responsible for the network interconnection and unlike its television sister—the Public Broadcasting Service—is also responsible for program production. NPR charged that NPR's role as programer that fostered the idea that public radio needed a different organization to represent it at congressional appropriation hearings.

That idea still persists among public radio broadcasters. It is difficult to send NPR reporters to cover a story on Capitol Hill one day and send another NPR person to ask for appropriations the next, said Charles Buzzard, general manager of KCMR-FM Phoenix. Others, expressed concern that it would give rise to eight or 10 "superstations" that would provide most if not all programing and consequently reduce diversity.

Currently, programing funds are directed from CPB to NPR. But, suggestions embodied in a reorganization proposal could create a "buy-back" setup, where funding would flow from CPB directly to the stations and then back to the national network. The buy-back approach and how it might actually work along with all other considerations outlined in the reorganization model depend on further analysis. Matthew Coffey, APRS president, sees the buy-back idea as a buy-back of services—representation, research, distribution, etc.—rather than a buy-back of programing alone. Several public radio managers expressed concern that it may evolve into a setup similar to the Station Program Cooperative employed by PBS.

Some public radio people were also disturbed that the effort over the last several years to build NPR in the public's mind would be lost if the NPR name is changed to reflect a new organization. Thirteen percent of the adult population, it was reported, are aware of public radio, and about 4% of the population listens on a weekly basis.

Bonnie Cronin, program director at WBUR-FM Boston, however, said a single public radio organization would afford greater visibility to the medium.

Joseph Welling, NPR chairman, pointed out the problems inherent in having two organizations rather than one. Unavoidable trade-offs sometime occur and coordination is made more difficult, he said. And part of the reason for the current look at reorganization, expressed by several attendees at last week's conference, is that radio feels slighted when it comes to representation in CPB in relation to PBS.

Thomas Warnock, director of radio activities at CPB, said the corporation neither opposes nor pushes the new reorganization idea. Representation is "your" business, he told the convention. The functional operation of providing national radio service is "somewhat different," however, he said.

Both the NPR and APRS boards approved a resolution to study further the reorganization model. Member stations were called on to supply input.

Public radio's plans to join with PBS in establishing a satellite network to replace current AT&T land lines (BROADCASTING, Feb. 23) were also addressed. Henry Loomis, president of CPB which is administering the satellite project, warned public radio that CPB will pay for the "cheapest, most logical system" in colocating earth terminals. In cases where co-location can be accomplished but stations cannot agree to share the facilities, he said, they will be held the burden of any additional costs.

Public radio's estimated cost in moving to satellite distribution is expected to be higher than its present terrestrial costs. In television's case the cost is expected to be the same. Lee Frischknecht, NPR president, raised the question of where the extra money will come from for radio. Additional funding from CPB may be in order, he suggested, since radio has never had a state-of-the-art interconnection system. The estimated equity payment for individual public radio stations is anticipated to be no more than a "couple of thousand dollars," said Mr. Frischknecht. (PBS stations are putting up $25,000 each for their share in the satellite system, but in all cases they will own and operate earth terminals.)

Mr. Frischknecht cautioned that satellite "data is still soft" because definitive plans must await a determination on how radio can be accommodated on the satellite system. So far 11 technical alternatives have been explored and narrowed to two, he said. Final selection is due in the next couple of weeks. It was originally envisioned that stereo audio pairs could be implanted in the television signal transmitted from the same satellite transponder. That proved impossible without serious distortion on either the Western Union or RCA satellite. One plan now being looked at would be to lease a half-transponder on the Western Union satellite. PBS earth terminals already on orbit could pick up the extra transponder with relatively inexpensive receiver additions at the earth station.

Mr. Loomis said the first satellite lead

Find out from Doc Fidler of KUDL, Kansas City, how...
applications are scheduled to be filed at the FCC next month. He warned of possible delays at the commission, should the FCC decide to tackle several basic policy questions at the outset rather than sidestep them until they arise individually. Included in these policy questions are Western Union's position vis-a-vis RCA if Western Union has access to the PBS ground terminal network; the practice of nonprofit public stations leasing terminal facilities to commercial outfits and opposition from the cable television industry, which would rather own and control the terminals in cable cities than have PBS get a ground station foothold.

Open CPB meeting hears criticisms by minorities and by proponent of decentralization

The Corporation for Public Broadcasting was challenged for its "strong centralist tendencies" and taken to task in its latest staffing decisions for being insensitive to the minority employment issue at last week's board meeting in Washington. Frederick Breitenfeld Jr., executive director at the Maryland Center for Public Broadcasting, recommended that CPB act more as a foundation or endowment and less as an operational institution. In that way, CPB would give power rather than take it from public broadcasters, he said. Dr. Breitenfeld, an outspoken proponent of localism, suggested there was a "two-party" system in public broadcasting: localism and centralism. CPB and PBS "quite naturally" have strong centralist tendencies, Dr. Breitenfeld said, as the instinct of most agencies is to reach continually for more budget, more responsibility, more staff and more power. Regardless, "CPB is surely operating in good faith," he added.

In illustrating the localism-centralism continuum in public broadcasting, Dr. Breitenfeld pointed to CPB's first priority-programming. Along centralist lines it follows that programing should be based on what CPB research says American audiences need or want, he said. But from a localist approach, Dr. Breitenfeld said, CPB's first priority would be to strengthen the stations so that they have the financial power and philosophical fiber to make decisions on their audiences' national programing needs and wants.

Pluria Marshall, chairman of the National Black Media Coalition, registered strong resentment over CPB's appointment of Marcia Wood, a white female, as director of the newly created department of human resource development. Another CPB position filled last month—vice president of public affairs—was also filled by a white female, Adele Greene. With that in mind, Mr. Marshall said the latest appointment "completely crushes our hopes that blacks and other minorities will be dealt with fairly at CPB." Minorities are in 10 times worse shape at CPB compared to women, said Mr. Marshall. He felt confident that the women's movement was not pushing for progress at the expense of oppressed minorities, but accused CPB of "playing the old divide-and-conquer game with those of us who have been traditionally mistreated by it." (A CPB committee report differs with that assessment; see separate story, page 83). In concluding his remarks at the open CPB board meeting, Mr. Marshall said, "the last fiber thread is about to break between black folk and CPB and its entities."

Mr. Marshall's displeasure with CPB hiring practices was supported by Yvonne Price, of the National Association for the Advancement of Colored People, and Dorothy Dow, of the National Council of Negro Women.

Cathy Irwin, with the National Organization for Women, also expressed unhappiness at the new appointment. She expressed concern that the effectiveness of the new department has already been "dampened" because of little faith from the general public. Ms. Irwin cautioned that women and minorities will not be content with fighting against one another for "crumbs" in gaining job appointments.

During the regular business session of...
the CPB board, a resolution was approved authorizing CPB support at up to $554,000, for further production of the television series, Woman Alive. An authorization of up to $185,000 was approved to assist production of a series to be entitled Live from Lincoln Center.

**CPB in-house group details its EEO record**

Women in top jobs aren't up to national percentages, but minority employment meets average levels

Female employment at the managerial and administrative level at the Corporation for Public Broadcasting falls below the level of females employed in comparable positions nationwide. Minority employment in top-level positions at CPB, however, is at a percentage equal to comparable minority employment in the national labor force.

These are conclusions contained in a progress report issued by the CPB equal employment opportunity committee on its affirmative action plan.

In all other CPB job categories, both women and minorities exceeded their respective numbers in the labor pool (secretarial-clerical employees are compared to the local labor force).

But the percentage of minorities at CPB increased in all but top-level job categories after December 1974. In the administrative-managerial level it dropped from 8% to 7%, equal to the minority percentage in the national labor force. The percentage of women working at CPB increased at all but the middle level (professional-technical) from 1974. In all cases, except the management-administrative level, women employed at CPB outnumbered their respective percentages in the labor force.

The percentage of white males in clerical and professional-technical positions decreased from 1974. In both categories during 1974 and 1975 the percentage of white males employed at CPB was below their respective numbers in the labor force. However at the top job level category, 90% in 1975 and 92% in 1974 were white males—above the 72% level of the national labor force.

**Black group charges exclusion from NAB**

Marshall challenges Wiley, Hill figures to boycott convention for failure to include public

The National Black Media Coalition last week requested that the FCC commissioners and staff, House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) and his staff, members of the Senate Communications Subcommittee staff and Senator Vance Hartke boycott panels and workshops at the National Association of Broadcasters convention in Chicago this week because it said NAB has an “explicit” policy of excluding members of the viewing and listening audience from the program.

A letter to each of the above by NBMC Chairman Pluria Marshall refers to an NAB “edict” prohibiting the scheduling of citizen group representatives on panels and refusing waivers of registration fees for “national representatives of non-industry or regulator viewpoints.” He said NAB has extended such waivers in the past. He also said the NAB’s attitude is “incredible” in light of the FCC’s efforts to increase public participation in broadcasting proceedings. “We would have expected this in the 1950’s, but not today.”

None of those receiving the letter altered his plans to participate in the convention. The commission will be represented by Chairman Richard Wiley, and Commissioners Robert E. Lee, Benjamin Hooks and Abbott Washburn and by a host of commission staff members. Mr. Wiley said last week that the NBMC letter arrived too late to cause the commission to change its plans. He added that he would not presume to tell NAB whom to invite.

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counsel, Harry M. (Chip) Shooshan, are also still on the convention program, as is Senator Hartke. NAB professed not to understand the complaint. A spokesman for the association said last week it has more blacks on the convention program than ever before, although he conceded that most are from within broadcasting. He said that NAB has given waivers for a group of about 30 black students and others interested in entering the business—most from the Chicago area—to attend the Chicago gathering, adding that Pluria Marshall’s name is included in the list of 30. NAB President Vincent Wasilewski said the association has made no changes in its policy governing minority participation in the convention.

Blacks to try different route in Houston

A group of Houston blacks, who say Houston stations KHOU-TV, KPRC-TV and KTRK-TV discriminate against blacks in programming and in employment but who are disenchanted with the FCC, are planning to take their grievances to court. Thomas Wright, associate publisher of Forward Times, a black-oriented newspaper in Houston, and a spokesman for the Black Communicators Association, said petitions to deny that Houston blacks filed against area stations in 1971 and 1974 were rejected by the FCC. It was not clear what procedural route the blacks would follow in gaining a court hearing on their complaint. But Mr. Wright said the suit was being prepared along the lines of Brown vs. Board of Education—the suit that led to the Supreme Court’s historic school desegregation order of 1954. He said experts in various disciplines have begun to research papers on the impact of television on blacks. He expects the suit to be ready for filing in a U.S. district court in six months.

NAACP chapter challenges renewal of WVAN-TV

“Consistently ignoring the needs and interests of the substantial black population” was one among several reasons given by the Savannah (Ga.) chapter of the National Association for the Advancement of Colored People for a petition to deny the renewal of WVAN-TV there. Others: that the station’s licensee, the Georgia State Board of Education’s Television Network, is unable “to directly control its responsibility to the public” since hiring is handled through the merit system of the State of Georgia; that the station has not properly ascertained the community’s needs and interests; that none among the board of directors is from the Savannah area, and that the station has an “abysmal” record in hiring blacks and women. The NAACP also said WVAN-TV had exhibited a racist-elitist policy of scheduling a few hours at best of adult black-oriented programing weekly, none of it local.

WGBH-FM wins a point

A year-old petition to deny the license renewal of noncommercial WGBH-FM Boston has been dismissed by the FCC. The petition was filed by the Committee for Community Access and charged the station with discrimination against blacks when the station stopped its jazz programing (Broadcasting, March 10, 1975). Commissioner Glen O. Robinson said the petition “should be rejected, not only for patent want of merit, but as scurrilous, defamatory and abusive of our processes.” In addition, the commission answered the committee’s allegation that the station misrepresented proposed and actual programing saying, “We believe the station exhibited resourcefulness and concern, not disregard, for its representations made to the commission.”

Sheridan acquires 49% share of MBN

Paul Yates to step in as president-chief executive

Sheridan Broadcasting Corp., black-owned group broadcaster based in Pittsburgh, Pa., has bought 49% of the Mutual Black Network for a price understood to exceed

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Media Briefs

Arson and vandalism? WREW(AM) St. Louis, forced into silence for about 10 days by fire damage to its transmitting equipment March 8, was expected to return to air last weekend. Charles P. Stanley, Radio WRE Inc. president and general manager of 1 kw-daytimer on 770 kHz, is “almost convinced” of arson, estimates some $75,000 in damages to equipment and trailer housing it. Donney Media Group’s KORK(AM) Las Vegas also has had its share of problems. Believed act of vandalism downed one of station’s three towers March 12, causing full-time facility on 920 kHz to operate at 1 kw, 20% of its authorized power, for most of last week. Joseph McMurray, KORK general manager, puts damages at about $25,000. Both stations were insured for damages.

$5,000 mistake. FCC fined Loyola University of the South, licensee of WWL(AM) New Orleans, $5,000 for not logging entire hour-and-half program as commercial matter. After being questioned by FCC, station admitted Ernie’s Country Show should have been logged as completely commercial. FCC also admonished station for broadcasting such commercials.

KLVL in clear. FCC has renewed license of KLVL(AM) Pasadena, Tex., and dismissed charges filed by Black Citizens for Media Access. BCMA claimed station had: inadequate public inspection file; misrepresented its ascertainment survey; was abandoning its gospel music format; and was operating in another city of license by having Houston studio. FCC said BCMA had not supplied facts to support these allegations.

Two requests. NAB has filed comments at FCC supporting 1973 rulemaking petition of Rocky Mountain Broadcasters Association to allow FM translators to rebroadcast AM stations to rural areas. In another action, NAB asked commission to allocate more channels for remote TV pickups by letting broadcasters share 6425-6525 mhz band with common carriers.

FM multiplex. FCC has instituted further rulemaking to consider possible expanded uses for FM multiplex channels on non-commercial educational stations. Multiplex operation is simultaneous transmission of main channel program and one or more subchannel programs on single FM carrier. Issue to be resolved is whether nonbroadcast subcarrier uses should be permitted. Comments are due April 30; replies May 28. In same action, FCC declined to adopt rules permitting noncommercial FM stations to provide noneducational subscriber services for profit. Both actions were in response to rulemaking notices adopted in November 1970.

Women’s suit, continued. U.S. Equal Employment Opportunity Commission has moved to intervene in behalf of class action suit by Women’s Committee for Equal Employment Opportunity against NBC, RCA, WNBC-AM-FM-TV New York...
TWO OF THE LARGEST BLACK BROADCASTING COMPANIES JOIN HANDS!

Sheridan Broadcasting Corporation, the Nation's largest Black owned broadcasting company with four radio stations, and the Mutual Black Network (Mutual Reports, Inc.), the Nation's largest Black network with 94 affiliates, have joined hands. Sheridan has purchased an interest in the network and will also manage it. Paul W. Yates, President of Sheridan, has also become President and Chief Executive Officer of the Mutual Black Network (Mutual Reports, Inc.).

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and six unions affiliated with NBC. Southern District Court of New York must rule on request for intervention in sex discrimination suit, initially filed four months ago (BROADCASTING, Dec. 8, 1975).

FCC again assured Burch not involved in ch. 7 proceeding

Affidavits say ex-FCC chairman receives no fees, has no hand in Boston case; law firm itself contends nothing is improper

Former FCC Chairman Dean Burch and the firm in which he is now a partner, Pierson, Ball & Dowd, have told the FCC he is not earning any income from the fees the firm is receiving for representing RKO General Inc., in its effort to retain the license for WNNC-TV (ch. 7) Boston. The firm, in addition, contended there is no “appearance of impropriety” in its continued representation of RKO.

The affidavits containing those assertions were filed with the commission in response to questions as to whether the firm should be permitted to continue representing RKO in the case, which began with the filing of a renewal application in 1968.

The commission’s questions were triggered by a petition filed by Community Broadcasting of Boston Inc., one of the two challengers for the channel 7 frequency. It said that since Mr. Burch participated in the case while with the commission between 1969 and 1973, Pierson, Ball & Dowd should be disqualified.

Mr. Burch had already filed an affidavit saying he had not worked on the channel 7 case since joining the firm in January 1975. But the additional affidavits were requested by the commission in view of new guidelines the American Bar Association issued two weeks ago to govern situations in which government attorneys enter private practice (BROADCASTING, March 8).

Mr. Burch and the firm in an affidavit executed by W. Theodore Pierson, said that Mr. Burch earns a guaranteed fixed amount but may receive an additional sum, not to exceed about 11% of that fixed amount, if the partners believe his contribution to the firm warrants it.

The guaranteed payment is absolute and is not based on the amount or source of income, Mr. Burch said. And since he is screened from participation “in any adjudicatory matter” in which he participated while at the commission, he added, any additional compensation he earns can have no relationship to fees received as a result of the channel 7 proceeding.

That proceeding apparently has had an effect on the long range agreement under which Mr. Burch was to be compensated by the firm. Originally, the form of compensation was to be changed after the first
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full year, which ended Jan. 31, 1976. He was to receive a portion of the partnership profits as determined by the executive committee at the end of each year. However, he and the partners have decided that the present method under which he is compensated will remain in effect at least through Jan. 31, 1977.

Mr. Pierson said the partners' belief that there is not even the appearance of impropriety in the continued representation of RKO stems from the firm's long association with RKO in general and the channel 7 case in particular. He noted that the firm has represented RKO and its predecessor companies for 30 years and that, after preparing RKO's 1968 renewal application for WNAC-TV, it spent thousands of man hours on the resulting case in the six years before Mr. Burch joined the firm. By that time, Mr. Pierson noted, an initial decision (favoring RKO) had been rendered in the case and exceptions filed; all that remained was oral argument before the commission.

Mr. Pierson said that the possibility of Mr. Burch's association with the firm raising a question of impropriety in its continued representation of RKO never occurred to any of the partners. If it had, he said, the partners would have been obliged to consider their responsibility not to withdraw from the case, and would not have allowed Mr. Burch to become a member of the firm until the channel 7 case was settled.

**Increased viewing and listening near top of Bruskin 'more' study**

Watching television and listening to radio are the media activities that show the largest increases in a study reported in the February The Bruskin Report, a newsletter published by R.H. Bruskin Associates, market research firm of New Brunswick, N.J.

The Report said 2,500 adults in a national probability sample of U.S. homes were asked last fall whether they were doing more or less of 18 different activities "now" than a year earlier, or whether there had been no real change.

The activity that got the highest "more" vote (51%) was spending money, which Bruskin attributed to a combination of higher prices and a somewhat increased consumer buying. In second and third places were TV watching (33%) and radio listening (30%). Reading books (25%) was tied with walking for fourth place, while reading magazines and reading newspapers (22% each) were in a four-way tie for sixth, along with drawing a car and eating in restaurants. Going to movies (9%) ranked next to last, which was investing in stocks (3%).

Among activities being done less than a year earlier were going to movies (36%), which led the list, watching TV (21%), reading magazines (15%), reading newspapers (14%), listening to radio and reading books (13% each). And some said they were doing none a year ago and none now. These included 28% for going to movies, 19% for reading books, 12% reading magazines, 6% listening to radio, 4% reading newspapers, 2% watching TV.

**Local group adds more fuel to WRVR fire**

Submitting what it feels is proof of earlier charges that the proposed buyer of WRVR(FM) New York misrepresented portions of its ascertainment survey, the Citizens Committee to Save Jazz Radio has asked the FCC to accept new evidence and hold a hearing on the matter.

CCSJB has opposed the sale of the station from the Riverside Church to Sonderling Broadcasting Co. because of discrimination charges and Sonderling's proposed format change from jazz to rhythm and blues (Broadcasting, Sept. 15, 1975). Earlier, CCSJB said it tried to contact the people listed in Sonderling's ascertainment survey and couldn't find a "very high percentage of them." It alleged that the people had not been contacted by Sonderling. Sonderling denied this and noted that CCSJB hadn't included any proof.

Now CCSJB has asked the commission to accept a supplement to its original filings containing "13 signed affidavits and one signed questionnaire from persons listed on... ascertainment lists who were never ascertainmented."

**Changing Hands**

Announced

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

- **WIVY-AM-FM** Jacksonville, Fla.: Sold by Jacksonville Broadcasting Corp. to Torrid Broadcasting Inc. for $2,1,500,000. In a simultaneous transaction, Torrid will sell WIVY(AM) to Hayes Broadcasting Corp. for $250,000. Jacksonville's principals are Edwin B. Laughlin (50%), Y. Thomas Kirby (25%) and Robert E. Lieb (25%) who have no other broadcast interests. Torrid is owned by Allen Weiner who also owns KOMO(AM) San Jose, Calif. Hayes is owned by Patrick F. Hayes, present WIVY-AM-FM general manager. WIVY(AM) is daytimer on 1280 kHz with 5 kw. WIVY-FM is on 102.9 mhz with 2 kw and antenna 205 feet above average terrain. Broker: Blackburn & Co.

- **WTAL(AM)** Tallahassee, Fla.: Sold by Capitol Broadcasting Inc. to Wtal Inc. for $750,000. Seller is owned by Wally Hoy who has no other broadcast interests. Buyer is owned by Gene Camp (70%), Frederick, Md., oral surgeon, and Frank Veilmyer (30%), sales manager of WFMJ(AM)-WFRE(FM) Frederick, Md. Dr.
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Camp and Gene Smith sold WFCR(AM) Reidsville, N.C., for $350,000 (Broadcasting, Feb. 12). WTAL is on 1450 khz with 1 kw day, 250 w night. Broker: Reggie Martin.

WTUX(AM) Wilmington, Del.: Sold by Port Freie Broadcasting Inc. to Radio Station WJBR for $500,000. Seller is owned by Gordon K. Maclntosh and Howard R. Robinson who have no other broadcast interests. Buyer is owned by John B. Reynolds Sr. and John B. Reynolds Jr. who also own WJBR(AM) Wilmington. WTUX is 1 kw daytimer on 1250 khz. Broker: Hamilton-Landis & Associates.

WYLO(AM) Jackson, Wis.: Sold by Universal Broadcasting of Milwaukee Inc. to Family Stations Inc. for $300,000 plus 10-year lease at $10,000 per year. Principals in seller are Lawrence Brandon, Marvin B. Kosofsky and Howard Warshaw who have interests in WAO(AM) Canonsburg, Pa.; WTHE(AM) Muncie, N.Y.; KUXL(AM) Golden Valley, Minn., and KEST(AM) San Francisco. Messrs. Kosofsky and Warshaw are also principals in WPFF(AM) Pasadena and KMAX(AM) Arcadia, both California. Harold Campbell is president of buyer, noncommercial, nonstock corporation that is licensee of KEAR(AM) San Francisco; KEBS(AM) Sacramento, and KEK(AM) El Cajon, all California; WME(AM) Newark and WDNS(AM) Camden, both New Jersey; WFSI-FM Annapolis, Md., and international station, WYFS Scituate, Mass. WYLO is 250 w daytimer on 540 khz.

WHTB(AM)-WTBG(AM) Brownsville, Tenn.: Sold by Brownsville Broadcasting Co. to B&P Properties for $275,000. Seller is equally owned by Ben M. Gaines and Ed R. Perkins who also own WHDM(AM) McKenzie, Tenn. Mr. Perkins is also licensee of WALR(AM) Union City, Tenn. Buyer is equally owned by William Pope and Harold D. Butler. Mr. Pope is sales manager of WENK(AM) Union City, Tenn., and Dr. Butler is Union City physician. WHTB is 250 w daytimer on 1520 khz. WTBG is on 95.3 mhz with 3 kw and antenna 150 feet above average terrain.

KSVN(AM) Bisbee, Ariz.: Sold by Bisbee Broadcasters Inc. to Sun Broadcasters Inc. for $80,000. Seller is owned by Howard E. Waterhouse who has no other broadcast interests. Principal in buyer is Jim McCollum who also has interests in KMLA(AM) Ashdown, Ark., and KOKO(AM) Warensburg, Mo. KSVN is on 1230 khz with 1 kw day, 250 w night. Broker: Hamilton-Landis & Associates.

Other sales reported at the FCC last week include: WYFV(AM) Dundee, Ill.; KBN(AM) Red Lodge, Mont. (see page 131).

Approved

Family viewing after a year: what effects on TV programs?

Nielsen measures more children, fewer adults watching at 8-9 p.m.; Hollywood chafes under restraints; networks defend principle, practice; CBS's Taylor, who started it all, suggests it's only a beginning

"The family hour is here to stay," says Herminio Traviesas, the vice president of standards and practices at NBC-TV and a member of the television code review board of the National Association of Broadcasters.

"The family hour is in clear violation of the First Amendment, and we're going to get it thrown out," says Michael H. Franklin, the executive director of the Writers Guild of America, West, on of the parties to a lawsuit against family viewing.

Those statements typify the hardened positions that have formed since the misnamed "family hour" was incorporated into the television code at the NAB's 1975 convention in Las Vegas. (The code now reserves the 7-9 p.m. period for programs suitable for family viewing. "Family hour" describes the 8-9 part of it that the networks program.) A year after the NAB television board adopted family viewing, the networks that promoted the restraint are its chief defenders; program producers and distributors deplore it.

To Arthur Taylor, president of CBS Inc., who was the first among network executives to advance the family-viewing concept after FCC Chairman Richard E. Wiley called for the suppression of sex and violence on the air, the code restriction "has demonstrated its value" by the "virtual elimination of violence in family-viewing time." Beyond that, Mr. Taylor said last week, there has been a reduction in violence of about 30% in all network prime-time programming.

"The goal of family viewing, purposely drawn in general terms, has enabled contemporary themes to be aired in the early evening hours while restraining dialogue that family audiences would find tasteless," Mr. Taylor told BROADCASTING. It has proved, he added, that "there are creative people who can produce entertaining and enlightening programming of quality that is also responsible."

Mr. Taylor also revealed that he sees the current code provision as "neither a final step nor a static one by any means." The family-viewing period, said Mr. Taylor, "has set the precedent for further action by broadcasters along this road to responsibility as future conditions require."

To Mike Weinblatt, the executive vice president of NBC-TV in charge of programming and sales, family-viewing time "will work," and "it'll be with us for a while," because the networks "are not doing that much different than previous years" in the scheduling of shows between 8 and 9 p.m., NYT. As an example, he says, "we wouldn't program sophisticated half-hour comedies at 8 o'clock because they probably wouldn't appeal to kids." There's a higher proportion of children and older people planted in front of their sets earlier in the evening, he continues, so that a network would be inviting low ratings if it didn't program the 8-to-9 period with those demographics in mind, family time or no family time.

Sources at A.C. Nielsen would agree with Mr. Weinblatt about the predominance of children aged 2 to 11 at 8 o'clock, but comparing 8-to-9 p.m. time periods during the month of February 1975 (when there was no such thing as family hour) and of February 1976, the Nielsen researchers see a bit of a drop-off among men over 50 and women over 50. For example, according to these sources, the number of women 18 to 49 watching television from 8 to 9 p.m. during February 1976 was almost exactly the same as it

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was during February 1975. But the number of total women (i.e., all women over the age of 18) showed a 2.7% decline in February 1976 compared to February 1975, all of that decline concentrated in the women 50-plus category.

And a similar conclusion can be drawn from the fact, again according to Nielsen sources, that while the men 18-to-49 category actually showed a 3.5% increase during the 8-to-9 time periods in February 1976 over the same periods in February 1975, the total-men figure in February 1976 fell 2.5% below that of February 1975.

Sticking with the comparison between 8-to-9 time periods in February 1975 and February 1976, viewing among the 12- to-17-year-olds showed a 6% gain for this year, and among the 2-to-11-year-olds there was a jump of 11%.

Other sources attributed this huge increase in children particularly to the appeal of three of the second-season shows introduced into the family-hour schedule by ABC, Laverne and Shirley (which, for the two weeks ended Feb. 22, scored a 37.7 rating among children, compared to a 17.8 rating among men), The Bionic Woman (a 36.5 among children, a 16.5 among men) and Donnie and Marie (29.1 rating for children, 11.6 for men).

But in terms of total persons, there was a statistically insignificant 1% rise in viewing during the 8-to-9 time periods of February 1976 compared to the same periods of February 1975, leading the Nielsen sources to comment: “You can’t really say that family hour has had much effect on TV watching one way or the other.”

However, Norman Lear, whose Tandem Productions is responsible for All in the Family, Sanford and Son and Maude, among other situation comedies, convinced family time has had a deleterious effect on TV content, and he says that even if the rule were thrown out by the courts, its after-effects would still be influencing prime-time programming as many as seven years into the future. Mr. Lear comes to that conclusion by reasoning: All the shows that will be scheduled in family time for the 1976-77 season will be “bland” and “designed . . . not to offend anyone!” In each of the time periods, one of those bland shows will be a substantial hit, which means it will probably run from five to seven years or more. A second show in that time slot, equally bland, will get solid enough ratings to insure its survival and, again a continuous run that could last up to seven years.

Mr. Lear’s polar opposite is Michael Eisner, vice president, program planning and development, ABC-TV, West Coast, who is convinced that the producers and writers are overreacting. “Los Angeles is an extremely liberal community—like all art communities,” he says. “These creative people find the whole concept of family hour a problem but in actual practice the rule really hasn’t been a problem.”

Mr. Eisner does acknowledge some battles over content with Danny Arnold, the
executive producer of *Barney Miller* (Thursday, 8:30-9 p.m., NYT), but hints that the comedy series may be scheduled out of family hour on the new fall schedule. "The main thing family hour has done is to remove hard-action shows like *Kojak* from the 8 o'clock time periods," he says. "As a parent, I'm glad—to take one instance—that ABC moved *The Rookies* back to 9 o'clock."

But Larry White, former vice president, programs, at NBC-TV and now a producer at Columbia Pictures Television, does not think that family hour is here to stay. He says, in effect, that cultural factors are the main determinants of what gets on TV or doesn't get on TV. "Right now, we're in a restrictive period," he says. "But the pendulum will swing back the other way—it's just a matter of time." The one thing Mr. White is emphatic about, however, is that "you can't hash out creative problems in the courts."

Mr. White notwithstanding, the Writers Guild of America, the Directors Guild, the Screen Actors Guild and various independent producers will be represented in the U.S. District Court in Los Angeles, Judge Warren Ferguson presiding (there'll be no jury), on Tuesday, April 6, as plaintiffs against the three networks, the National Association of Broadcasters and the FCC. Most of the Hollywood writer-producers (they call themselves "hyphenates") say they're optimistic that family hour will be thrown out on First Amendment grounds.

"The guidelines are clearly unconstitutional," says Aaron Spelling, a partner in Spelling-Goldberg Productions (*Starsky and Hutch, The Rookies, S.W.A.T.*). "The government is, in effect, telling me what my children can and can't see on television."

"Putting restrictions on the kinds of shows that can be aired at 8 o'clock," adds Lee Rich, the president of Lorimar Productions (*The Waltons, The Blue Knight*), "is like telling a newspaper that it can't carry the weather report on its front page. We've got to kill this thing right at the beginning because it could lead to even worse censorship on the part of government."

Family-hour-generated problems are very much on the minds of the production companies as they put together the pilots that will contend for spots on the three networks' 1976-77 prime-time schedules. "The average writer or producer working on a pilot for next September," says Norman Lear, "is having to write very carefully in order to keep family hour—representing one-third of prime-time—part of his show's potential market."

Roy Huggins, for example, the executive producer of *The Rockford Files, Barnest and City of Angels*, has a pilot about a contemporary urban law firm, *Hazard's People*, in the works for CBS. Mr. Huggins says that *Hazard's People* could go either within or outside family hour. If the former, it would just steer clear
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of subjects like abortion or euthanasia.

A similar situation holds for Grant Tinker, the head of MTM Productions. He has a 60-minute western, *Royna*, with Robert Forster as a Shane-type loner befriended by a widow with two children—and on the drawing boards for CBS. Mr. Tinker, a practical man, says that the amount and level of violence, if CBS gives MTM the go-ahead for a series, will pretty much depend on the time slot. Less bloodshed, of course, if it goes at 8, more if at 10.

In terms of family hour’s effect on the content of shows now on the air, one of Norman Lear’s writers, Allen Mannings, who serves as executive producer of *Good Times* (CBS, Tuesday, 8-8:30 p.m.), says that CBS forced him to change the script of a recent episode about venereal disease. In the original, Mr. Mannings wanted to get across the message about the soaring VD rate among U.S. teen-agers by permitting the series’ most popular character, J.J. (played by Jimmie Walker), to contract the disease himself. But CBS’s editors stepped in, according to Mr. Mannings, and he had to rewrite the episode in such a way that J.J. is suspected by one of his girl friends of being the source of her syphilis, a suspicion that proves unfounded.

But Yorkin, Mr. Lear’s former partner, and the executive producer of *Sanford and Son* (Friday, 9-9:30 p.m.), says NBC vetoed “one scene where we indicated that Lamont [the ‘son’ in the title, played by Demond Wilson] stayed over at his girl’s house.” Also, Mr. Yorkin says, “we have to watch our language on *Sanford and Son* now. Until family hour, we got away with some fairly reckless language. Now we damns and——."

Tom Sarnoff, the executive in charge of NBC’s West Coast operations, admits that “the censors do look more closely at the 8-to-9 time periods. But sometimes we stomp on one episode of a program not necessarily because of the content of that particular program but because we’re looking at the cumulative impact of a whole week’s worth of that type of program.”

Some of the producers say the restrictive family-hour climate has even begun to affect 9 o’clock shows like *Kojak*. “Even though we’re not as violent as *Hawaii Five-O* or the Spelling-Goldberg shows,” says Matt Rapf, the executive producer of *Kojak* (CBS, Sunday, 9-10 p.m.), “I noticed that CBS was a little more cautious about violence in our scripts this past year. We’re more a character show than an action show, anyway, Kojak is a cerebral cop, and although Telly Savalas adds a physicality to the character, it’s a staged-fistfight kind of physicality.”

The physicality of *Kojak*, however, has caused MCA-Universal to postpone putting it into syndication. Instead, CBS has made a deal with Universal to carry reruns of the series in one of its late-night-movie time periods next season.

Similarly, ABC is telecasting reruns of Paramount Television’s *Mannix* and Spelling-Goldberg’s *The Rookies* once a week in late night. *Mannix* (Thursday, 11:30 p.m.-12:40 a.m.) has chalked up a respectable season-to-date (six episodes) 6.0 rating and 22 share, and *The Rookies* (Friday, 11:30 p.m.-12:40 a.m.), also on the basis of the series in one of its late-night movie and 21 share.

Aaron Spelling claims that by ejecting *The Rookies* from family hour last September, ABC slapped a too-violent label on the show and damaged its future resale value in syndication. And Norman Lear claims that the future syndication revenues of *All in the Family* have been undermined by CBS’s family-hour-generated transfer of the controversial situation comedy from Saturdays at 8 to Mondays at 9. “All of the syndicators I’ve talked to,” Mr. Lear says, “have told me *All in the Family’s* reruns will be worth a lot less if stations can’t strip them in family-hour time periods, because those are the time slots that advertisers pay the most for.”

This projected financial loss for Mr. Lear’s Tandem Productions is forming the basis for the company against the networks, the FCC and the NAB.
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Producers' allies file briefs in family viewing suit

Two citizen groups and MPAA back up assertions that policy is violation of First Amendment

The U.S. District Court in Los Angeles last week received additional arguments in support of the position of Hollywood writers and producers that enforcement of the television industry's family viewing policy should be prohibited.

The parties were diverse—the Motion Picture Association of America, in one friend of the court brief, and the National Citizens Committee for Broadcasting and Action for Children's Television together in another.

Both contended that the family viewing policy violates the First Amendment. And they say that the policy, adopted by the networks and the National Association of Broadcasters after private meetings with FCC Chairman Richard E. Wiley, constitutes illegal "state action."

The MPAA was speaking as an ally of the members of the Hollywood creative community who filed the suit. Like the writers and producers, it refers to the policy as "the Prime Time Censorship Rule." That "rule," it said, is "an unconstitutional attempt to harness the broadcasting media to a vague official notion of what Americans may or may not watch on television."

NCCB and ACT, two established citizen groups concerned with television, have frequently participated in FCC proceedings. The commission policy statement on children's programing is an outgrowth of an ACT petition requesting a rulemaking aimed at requiring broadcasters to set aside certain hours of the day for programing designed for children of different age groups and at prohibiting sponsorship of such programs.

NCCB and ACT said in their brief that the "affirmative forms of FCC regulation" they have long urged on the commission have been upheld by the Supreme Court and courts of appeals, as in the case of the fairness doctrine and the personal attack rules. In those cases, they contended, commission regulation of programing has been affirmed "as a means for achieving or preserving diversity—a means of upholding the public's paramount rights."

But the family viewing policy, they said, is something different—a "negative content regulation without adequate standards or procedural safeguards, in contravention of the Constitution and Section 326 [the no-censorship provision] of the Communications Act."

Like others seeking outlawing of the policy, NCCB and ACT said that the Administrative Procedure Act mandated public participation in the discussions leading up to adoption of the policy—despite claims of the FCC and the broad-
casters that the policy constitutes self-regulation, not government regulation.

If they had participated, NCCB and ACT said, they could have provided reports documenting the need for diversity in children's programming. And the findings in those reports, they said, suggest the need for "FCC stimulation, through constitutionality sanctioned means, of diverse program formats on Saturday mornings, when children are the only viewing audience."

'Hartman' ratings are holding up

In big markets, it's getting as high as 11, usually against the local late news programs

Norman Lear's soap-opera send-up Mary Hartman, Mary Hartman appears to be hanging on to the strong sampling it chalked up in early January (Broadcasting, Jan. 19).

The comedy series, which is being stripped in syndication by Rhodes Productions, racked up a 10 Nielsen rating and 19 share on WNEW-TV New York for the week ended March 12, putting it third in its time period (Monday-through-Friday, 11-11:30 p.m.) behind WNBC-TV's local newscast (14 rating and 27 share) and WABC-TV's newscast (12 rating, 25 share).

Similarly, on KTTV-TV Los Angeles, Hartman harvested an 8 Nielsen rating and 19 share for the week ended March 12, finishing third in the 11 p.m. time period behind KNBC-TV news (11 rating, 28 share) and KABC-TV news (11 rating, 27 share).

In Chicago, Hartman, stripped at 10 p.m., came up with an 11 rating and 17 share on Kaiser's UHF WFEL-TV for the week ended March 12, lodging it in fourth place behind the local news offerings of the three network-owned stations.

In some markets, stations are stripping Hartman at 1 p.m. On WBAL-TV Baltimore, for instance, Hartman finished first in that time period with a 10 Nielsen rating and 45 share average for the four weeks ended March 3. On WJAR-TV Providence, R.I., Hartman is tied for first at 1 p.m. with the CBS soap opera The Young and the Restless on WPRO-TV, each of them with a 6 rating for the four weeks ended March 3 (although Hartman has a 29 share average compared to Restless' 26 share).

In Norfolk, Va., at 1 p.m., Hartman's 5 rating and 22 share on WAVE-TV (for the four weeks ended March 3) put it in third place behind Ryan's Hope, the ABC soap opera on WRER-TV (7 rating, 34 share), and the syndicated People, Places and Things on WBAL-TV (7 rating, 30 share).

One indication that Hartman may not be doing well when it has to face off against prime-time network competition: on WJCA-TV Washington, where the series managed only a 4 rating and 5 share for the four weeks ended March 3, leaving it well behind all of the shows on the network-connected stations in Washington and behind WTTV-TV's The FBI reruns (which averaged a 6 rating and 10 share).

Happy days. One station happy with Mary Hartman, Mary Hartman (whatever the ratings; see story) is WDCA-TV Washington, on which that series has bestowed a surge of audience notably not common to major market UHF's. The station advanced its 10th anniversary celebration from April 20 to March 11 to take advantage of Hartman creator Norman Lear's presence in Washington. Cutting the cake: Mr. Lear (left) and Milton Grant, WDCA-TV vice president and general manager.

Nielsen rating honors continue in same vein

ABC takes another week; CBS holds lead for season as rerun cycle commences

CBS-TV last week claimed victory for the 1975-76 prime-time season now that most of the fall series have begun their rerun cycles, but ABC-TV continued its sizzling second-season pace, winning its ninth week in a row.

Through March 15, CBS had logged a season-to-date Nielsen rating of 19.6. ABC's rating was 18.8 and NBC's 18.1. For the seven days ended March 15, ABC harvested a 20.6 rating, CBS an 18.3 rating and NBC a 17.7 rating.

ABC won Monday, Tuesday, Wednesday and Thursday. Monday was highlighted by the continuing huge numbers for ABC's second-season Rich Man, Poor Man, whose 28.5 rating and 43 share made it the number-one show of the week. On Tuesday, ABC's Laverne and Shirley, another second-season hit, continuing its winning ways (25.0 rating, 36 share, good for seventh place), and the premiere of ABC's adult-oriented Family racked up a 23.3 rating and 40 share (good for 12th place). Wednesday was paced by a rerun of the 90-
minute pilot for ABC's "Starsky and Hutch" (23.5 rating, 39 share, 11th place), and Thursday by two solid ABC sitcoms, "Welcome Back, Kotter" (27.6 rating, 42 share, second place) and "Barney Miller" (24.7 rating, 37 share, ninth place).

CBS's sitcom block gave it an easy win on Saturday, and its umpteenth showing of "The Wizard of Oz" (26.8 rating, 42 share, third place) allowed CBS to breeze in to a victory on Sunday.

NBC won Friday with its bread-and-butter series, particularly the lead-off show, "Sanford and Son" (22.8 rating, 36 share, 15th place).

Man in the News

**NBC 'puts up' again with Paul Klein**

Network looks to a man who may be undiplomatic, but who knows his programming, for help as it finds itself in third place in the ratings - he's credited with the LOP theory and with selling the quality of an audience, recognized for counterprogramming skills, he says he wants to inject a little class into the schedule.

Paul Klein has made a lot of headlines lately as the man NBC-TV brought back to pull it out of the mire of third place in the three-network ratings race, but he is said to have confided to friends that he doesn't see his job exactly that way, that he sees it as more than that.

In his view, what he's supposed to do — and what he hopes to do — is help give NBC-TV a new sense of direction, a new touch of what he calls class, in the process of helping lift it into second place or, who knows, even first.

Or so he's been quoted by associates and friends, upon whom reporters are primarily dependent these days for clues to what he's thinking and doing. Unlike the easily accessible Paul Klein who was at NBC from 1961 to 1970, the Paul Klein who returned there earlier this month is steering clear of public comment, avoiding interviews and keeping his ideals to himself or at least confining them to his circle of NBC associates.

Part of his transition from the flamboyant old days to the reticent present may stem from his delicate if not downright awkward corporate situation. He's obviously deeply involved in program plans even though he's not the program vice president. That title is held by Marvin Antonowsky, who is persistently reported to be about to depart, although NBC just as persistently insists the reports are without foundation.

Another reason for Mr. Klein's unaccustomed reluctance is that the three networks are currently in the throes of putting their 1976-77 prime-time schedules together and officials thus have little time and no inclination to say anything that will tip their competitive hands to one another.

His record from earlier years suggests some clues to what may be expected now, however. He was an ardent advocate of prime-time movies, for example, and of longer-form programming in general and also of what is now called "event television," a term that some say he invented.

Whether any of these preferences will be reflected in the 1976-77 schedule may depend less on Mr. Klein's advocacy, however, than on the extent to which they are available in the development supply from which NBC is selecting its 1976-77 components.

Mr. Klein has been especially outspoken over the years in his belief that, although series may remain the backbone, more and more television will be in the "event" category — and long-form events at that. Among contemporary examples might he the World Series and the Olympics and, in dramatic programming, shows like ABC's "Rich Man, Poor Man.

Such programming, he has said, offers several advantages, including the ability to pay for itself on its initial run (its only run, in the case of live events) and thus make re-runs run less vital. Perhaps more important, such programs can hurt competing programs to the point of making it easier to compete with them with conventional fare.

One of the last big program decisions Mr. Klein was involved in at NBC before he left in 1970 was event programming — acquisition of the 1972 Olympics rights.

If those Olympics games fared relatively poorly in the ratings, but Mr. Klein would never agree with those who said buying them was a bad idea. He may privilege those handicaps, take some philosophic comfort from the fact that ABC-TV was able to score a major ratings coup with its presentation of the winter Olympics this year.

If only because he arrived on the NBC scene after the 1976-77 developmental work was done, Mr. Klein's biggest immediate program contribution is apt to be in scheduling. That has always been his forte. He has never claimed to be able to look at a program and know immediately whether it would be a hit but for being able to chart audience flow, plot lead-ins and counter-programs he has earned a substantial reputation.

He also is well-known for his so-called LOP theory. This holds that people are such inveterate viewers that, even when nothing has a strong appeal for them, they'll watch anyway, choosing whatever strikes them as the least objectionable program.

As a matter of fact, Mr. Klein has never tried to hide his feeling that much of commercial television's program fare, especially in the situation comedy and adventure is "like grade C movies running for a hundred years" (Broadcasting, Jan. 24, 1972).

"I don't want to put on lewd and violent..."
programs," he once said. "I have faults, but that's not one of them. In fact, I like class—I want NBC to be classy!"

That aim was entirely consistent with his pioneering in audience demographics and his argument, long before it was a fashionable position, that some audiences are more valuable than others to a given advertiser.

When he was breaking into the TV business, audiences were "sold by the truckload and every truckload was treated the same as another truckload." He is widely credited with establishing the premise that some audiences are worth more than others—that the "right" audience for a given advertiser, for example, may be smaller but nevertheless worth higher rates than some larger audience representing less potential for the advertiser's products.

That he could sell this theory at a time when NBC-TV was running second in the ratings race was helpful no end to NBC salesmen in keeping revenues high. Indeed, Mr. Klein has always insisted that during his last three years at NBC it was NBC, not CBS, that was the number one network because, he said, with Today and Tonight then virtually unchallenged by CBS, NBC was able to account for more revenues than any other network.

Paul Lester Klein was born Nov. 6, 1928, in Brooklyn. He took his BA degree in philosophy and mathematics, and has said that "I really wanted to be a philosopher—but who has jobs for philosophers? There was no listing for philosophers in the New York Times want ads." He did answer an ad for a "mathematically oriented person" and thereby wound up as a research analyst for the old Biow Co. advertising agency in the fall of 1953. A couple of years later he moved to Doyle Dane Bernbach and from there, in 1961, to NBC.

He started as supervisor of ratings and moved upward to more and more responsibilities until, as vice president for audience measurement from 1965 to 1970, he was involved in many areas and was one of the few nonprogram executives permitted to sit in and offer ideas at program-department conferences.

He left NBC in 1970 to form Computer Television Information Corporation in the hotel-motel field. Time Inc. subsequently bought out his interests and the original company was disbanded but the name and other assets were sold to Spectradyne Inc. of Dallas, an electronics manufacturer also engaged in video programming for hotels and motels. He also has served as a consultant on programing and scheduling matters to the Corporation for Public Broadcasting, the Public Broadcasting Service and the Ford Foundation, and just before rejoining NBC-TV—as vice president, network marketing and planning (BROADCASTING, March 8)—bought and scheduled programs for PBS's "Festival '76" membership campaign.

Although it's been widely assumed that he was brought back by NBC to try to shore up its ratings, Mr. Klein's return is said in fact to date back to discussions some 18 months ago, long before NBC plunged into a payplace in the ratings. NBC officials were interested in getting him back and he, having given up his own company, thought he might like to return to broadcasting.

He has always said he couldn't work for any network but NBC—and that in fact only NBC would, in his words, "put up with me." (Once, asked what it was about him that made him "hard to put with," he replied that he has no feel for or interest in corporate manners or diplomacy. "Diplomats," he explained, "say 'I like what you're doing, but...' Me, I start after the 'but.'"

In any case, although conversations about his return predated NBC's current ratings difficulties, now that he's on the job his assignment must certainly include improvement in the ratings. Paradoxically, he has always been a strong competitor and yet not an uncompromising believer that being first is everything. He feels, as he's said, that "you've also got to have class." Given that, he's always figured position will take care of itself—especially if you help it everywhere you can.

Groups go for 'Presidents'

Stations representing more than 60% of the country are said to have cleared prime time to carry The Presidents: 76 Years on Camera, four one-hour specials to be produced by Mert Koplin and Charles Grinker, directors of the Corporation for Entertainment and Learning, New York, in association with Post-Newsweek Stations Inc., Washington, and Scripps-Howard Broadcasting Co., Cincinnati. The specials, offered on a barter basis in the top-50 markets and for cash in other markets, will be aired during the second quarter next year.

A major sponsor already sold is Standard Brands, New York, for its Eggbaters, Planters peanuts, Blue Bonnet margarine and Fleischmann's margarine. Ted Bates & Co. is Standard's agency.

New York-based Gould Entertainment Corp. is handling syndication for the series.

According to Post Newsweek and Scripps-Howard, other groups with stations lined up to take the program so far are Combined Communications, Cox, Hubbard Broadcasting, Multimedia, Storer, Corinthian, Hearst, Meredith, Metromedia and Westinghouse.

**Two major studies for ABC-TV cite the many factors when assessing effect of TV violence on young people**

Lieberman Research notes such factors as screen size, accompanying commercials, hero-villain association; Heller-Polsky suggests more study in classrooms

Where violence on TV is concerned, it's not only what you do, but how you do it.

That is one of the lessons to be drawn from the summaries of two five-year research projects undertaken by ABC.
and made public 10 days ago (Broadcasting, March 15).

It helps, for instance, if a so-called violent program contains commercials. Researchers ran two episodes of The Corrupters and The Untouchables with commercials and again without them.

"In the tests without commercials," the researchers reported,"the boys [who saw the two versions] showed a greater increase in inclination toward aggression than [after seeing] the episodes shown with commercials. It appears that the inclusion of commercials breaks the concentration and involvement of the boys and damps the buildup of excitement."

These particular experiments were among many conducted by lieberman Research Inc., involving 10,000 "normal" children between ages 8 and 13. Lieberman found in general that under certain conditions exposure to TV violence increased their "inclination toward aggression," and that exposure to "pro-social" influences on TV tended to have beneficial effects on their social perceptions.

The Lieberman studies dealt with effects under laboratory conditions and thus did not attempt to correlate the viewing of violence with actual behavior. They did, however, find that many factors in scenes or programs of TV violence-or nonviolence-may have bearing on a child's "inclination toward aggression."

Among these:

- "There are sharp differences in impact depending on the type of violence portrayed. Killings and wounds produce the greatest increase in inclination toward aggression while chase scenes and verbal exchanges generate the smallest increase."

- Screen size might be important. When The Corrupters was shown under two viewing conditions-in one on a TV screen, in the other on a theater screen in an auditorium-it was found that violence viewed on the larger screen generated a greater increase in inclination toward aggression. It appeared that the boys were more attentive to the larger screen, while they were playful watching TV, thereby reducing their attentiveness.

- "There is no direct relationship between the length of a violent scene and the extent to which it produces increased inclination toward aggression. The quality of a scene rather than its duration is a more important factor. For example, sudden and unexpected violence produces more inclination toward aggression regardless whether it is in a long or short scene."

- "The more realistic a program, the greater the relative increase in inclination toward aggression."

- "The more children identify with the characters or situations in a program, the greater the increase in inclination toward aggression."

Two cartoons, "Johnny Quest" and "Smokey the Bear," produced "above average" increases, whereas an episode of The FBI, because its main characters were older, "did not produce much inclination toward aggression even though it was violent."

- "Children identify more with heroes than with villains. Moreover, children associate positive traits (smart, good-looking) with heroes and negative traits with villains (weak, dumb, scared)."

- "The more children regard characters in programs as good-looking, the greater the likelihood of an increase in inclination toward aggression. This is true for both heroes and villains."

- "The more children regard characters in programs as smart and clever, the smaller the likelihood of an increase in inclination toward aggression. This is true for both heroes and villains."

- "The more children see heroes as 'all powerful' and villains as 'not powerful,' the greater the likelihood of an increase in inclination toward aggression."

- "The inclusion of humor in violent programs dampens the level of inclination toward aggression generated by exposure to the program."

- "Being scared is associated with an increase in inclination toward aggression. Also, although most children indicated they were not scared by any of the programs, they indicated a preference for programs that scared them."

There was little difference between a news program containing only non-violent news and one containing both violent and non-violent news, in terms of the increased inclination toward aggression that they produced. Researchers speculated that something the children wanted to see entertainment may have caused their inclination toward aggression to rise, and that the violent scenes may have had little relevance to the children. In any case, "the results are inconclusive and more research is probably needed."

With the aid of the researchers, ABC has been working on its guidelines for its standards and practices department. One of the results, ABC officials say, has been "a steady reduction of the incidence of violence in both adult and children's programming (on ABC-TV), and an increase in children's programs with prosocial messages."

The Lieberman studies found that action-adventure programs carried by ABC-TV in the 1972-73 period caused "less inclination toward aggression" than their 1962-63 counterparts, and that children's programs aired since 1972 "produced little increase in inclination toward aggression."

The researchers also concluded that ABC may have dropped some programs unnecessarily. They cited The Road Runner specifically, noting that it "contained violence." And yet, they continued, "because it contained other elements which defuse aggression, such as humor, the program generated little increase in inclination toward aggression. Therefore it is felt that more study is needed on whether programs such as this should be considered violent at all."

Where the Lieberman studies examined "inclination toward aggression," the other ABC-financed five-year project undertook...
to relate violence on TV to actual behavior. This series, conducted by Dr. Melvin S. Helzer and the late Dr. Samuel Polsky of Temple University, was conducted among emotionally impaired youngsters, children from broken homes and youthful offenders imprisoned for violent crimes.

Generally, these would seem to fit into the category of those widely considered most likely to be affected by TV violence—that is, youngsters, predisposed to violence. Yet, test after test produced results showing that although more aggressive TV produced more aggressive “fantasies” on the part of the young people, it “did not lead to heightened aggressive behavior.”

“One was a demonstrable relationship between the intensity of television aggression and the intensity of aggressive behavior in children following their viewing of the television programs,” the Heller-Polsky researchers said.

One study involving 100 youngsters and young adults in prison for violent crimes found that 22% “confessed to having imitated or tried out criminal techniques they had seen demonstrated on television,” the report continued. “In no instance was it determined that a criminal career or act of violence was motivated by excessive viewing of televising violence.”

A similar study, among 135 offenders, reinforced that conclusion and also found that varying the intensity of TV violence “had no statistically significant effect in terms of violent behavior.

Still another test, comparing findings for a group of youthful offenders with those for an age-matched group of college students, reached this conclusion: “This retrospective study of young persons matched in age and growing up in the television era, confirms our previous conclusions that violent crime is the result of multiple factors and cannot, without gross oversimplification, be attributable to watching violent television programs.

“Among causal factors associated with violent crime, underlined in the comparative study with college youth, are difficult early environment, lack of parental punishment, sexual participation, unanswered dependency needs, heterosexual inadequacies with respect to the ability to maintain relationships, additional factors relating to utilization of drugs and alcohol.”

ABC said it had invested $1 million in the two-year project and is currently soliciting proposals from “several hundred colleges and universities” for new undertakings in “a continuing program of social research at ABC.”

The Heller-Polsky summary had some suggestions of its own. One was that the best bet in reducing TV’s effects on children is in the classroom. “Millions of dollars of laboratory or survey research alone will not supply the answer to what children learn from televisions or how. Nor will anecdotal accounts from individual parents, teachers or critics. What and how children are learning from television deserves continued study of the general trends of the massive data which can only be collected by systematic attention to the response of young children to television programs as part of regular classroom discussions.”

“If children are learning bad things from television, or anything at all, the logical place to find out more about it is with their learning is evaluated and assessed daily—the classroom. It is clear that television teaches something. What is the nature of it? Is it better to utilize, capitalizing on the impressions and misimpressions that children receive from television than in the classroom?

“If half-hour programs were assigned to even first-grade classes, and then discussed like any story or ‘show and tell,’ untoward reactions to programing could be quickly identified, misinformation or explicit advertising could be debunked—and children would learn to evaluate assigned television entertainment under the direction of the per son entr ust ed with their learning and intellectual development, their teacher. (Certainly Bugs Bunny is worth as much discussion as Little Red Riding Hood or Hansel and Gretel, and in the estimate of some has at least as much artistic merit.)

“Such systematic data collected in various states and regions from children of different age groups would allow teachers and educators to assess the impact of television experience as it affects the thinking and actual behavior of children. The monitoring and classroom discussion of children’s responses to television programs would provide mutually rewarding information for researchers, teachers and television programmers alike.”

The Giants’ team

With the new ownership of the San Francisco baseball Giants settled and the decision over broadcast plans allayed by announcement that the club would not shift to another city (BROADCASTING, March 8), KPLO (AM) San Francisco lost little time.

Last week the station reported it had lined up 12 stations on a regional network and announced its sponsor line-up. Included are Bank of America (through Grey Advertising), Budweiser (D’Arcy, MacManus and Masius), Chevrolet (Campbell-Ewald), Long’s Drug Stores (Dakis Concern), Standard Oil of California (BBDO), United Airlines (Leo Burnett) and U.S. Steel (Compton).

KTVU Oakland-San Francisco is the TV outlet, feeding Giants games to one other station, KMPTV (TV) Tulare, Calif. In Boston AM5, Boston rounded out its radio sponsor list for Red Sox games by signing The First National Bank of Boston (Humphrey, Browning and MacDougall).

The AM5 is an excellent inexpensive AM monitoring tuner. That’s why 30% of Dymek sales are to radio stations. Special features such as less than 1% distortion, the best ceramic filters, solid state construction, and the 150-600 ohm option have made the AM5 the choice of sixty top North American radio stations.

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Unit on display at CSI booth 705.
TV live special set from Fort McHenry

Ambitious nonnetwork show will run 12 hours July 3-4

A 100-station hook-up is expected to carry "The Great American Birthday Party," a 12-hour live special to be produced July 3-4. The show is being produced by the Ray Beindorf Productions, Beverly Hills, Calif., headed by the former CBS executive vice president of the network's stations division.

Clearance and interconnection arrangements are being handled by the Robert Wold Co., Los Angeles. Mr. Wold calls it the largest single "non-network network" project and said that his company's efforts in the top-15 markets already have netted 20 to 25 stations in groups such as Metromedia, Corinthian, Westinghouse and Meredith. Other stations said to be lined-up include WGN-TV Chicago, KTVU-TV San Francisco, KPLR-TV St. Louis and WQAD-TV Moline, Ill., all in all, an estimated 40% of the country's households so far. Efforts to attract stations in smaller markets also are planned.

The show will be from Fort McHenry, Md., where Francis Scott Key wrote the "The Star Spangled Banner," with the show's control center located on board the warship, the U.S. Constellation, there.

PBS gets go-ahead to buy Janus package

The proposed Public Broadcasting Service acquisition of 100 classic films from Janus Films Inc., New York (Broadcasting, Dec. 22, 1975) has gained enough PBS member support to go forward. One hundred PBS stations have agreed to purchase the Janus package for approximately $1.18 million. Exxon Corp. will provide a $700,000 support grant toward purchasing the Janus films.

The films will be included in the PBS distribution schedule beginning next month, although 20 films are scheduled for earlier broadcast by stations participating in PBS's "Festival 76" fund raising campaign this month.

Films titles include: Federico Fellini's "La Strada" (1954), Marcel Camus's "Black Orpheus" (1950) and Ingmar Bergman's "Wild Strawberries" (1957).

Impetus for TV writing aim of Exxon, NEA project

The Exxon Corp. and the National Endowment for the Arts will finance an undertaking that has a basic aim of getting more playwrights involved in television writing.

The TV project is part of the National Playwrights Conference, which for the past 11 years has convened in mid-sum-
Religious history. Sacred Heart Programs, St. Louis, is producing series of half-hour radio specials exploring influence of religion in American history. Titled, The Patriotic Middle: Catholic and Citizen in America, Bicentennial series of twelve programs covering documented stories of early settlers, explorers and missionaries from different parts of U.S., is free. Dept. BT 76, 3900 Westminster Place, St. Louis 63108.


Full of 'Joy.' More than 115 stations have agreed to carry International Lutheran Layman's League 30-minute radio program, Joy, and 260 additional stations have requested audition copies. Program, featuring choral music, scripture readings and comment, is offered free by St. Louis organization.

In business. Dan Goodman Productions Inc., New York, has been formed as distributor of TV series and feature films. Mr. Goodman, formerly VP in charge of television for Avco Embassy, New York, reports his firm is handling Space Chase, half-hour series, and seven made-for-TV features including "Eleanor and Franklin," "Pueblo Affairs," and "Death Be Not Proud," Suite 2308, 60 East 42nd Street, New York 10017; (212) 986-5181.

Oscar nominees. Public Broadcasting Service's The Incredible Machine, written by Gulf Oil and produced by National Geographic Society and Wolper Productions, has been nominated for Academy Award by National Academy of Motion Picture Arts and Sciences in documentary feature category. (Awards will be presented March 29 in Los Angeles.) PBS program dealt with workings of human body, had achieved exceptionally high ratings in many cities.


Sentimental journey. Nagasaki—one Man's Return, hour-long taped report of visit to city on 30th anniversary of atomic blast by San Antonio, Tex., clergyman who served duty there in U.S. occupation, has been placed on 37 television stations in as many markets for broadcast in prime time. Clergyman, Dr. Buckner Fanning, pastor of Trinity Baptist Church, is buying time through his own foundation. Program was produced by Miller Productions, Austin, Tex.

New in Glendale. King Productions has been formed as television production facility, emphasizing low-cost dubbing and production. Executive director is David Watson, for past two years independent producer on West Coast. 730 East Broadway, Glendale, Calif. 91205; (213) 241-2131.

Broadcast Advertising®

The lineups for FTC-FCC OTC drug ad panel

Participants are announced for three sessions—"Misuse," "Ilicit Use" and "Alternatives"—to be held on May 20 and 21

The FCC last week announced the names of the 35 individuals who will participate in two days of panel discussions in May on the possible impact of television advertising of over-the-counter drugs and on what remedial action, if any, is required. The individuals, drawn from medicine, research centers and universities, broadcasting and citizen groups, will be divided among three panels that will discuss misuse, illicit use and alternatives to current use of over-the-counter drugs and how they are advertised on television.

The panels, which are being co-sponsored by the Federal Trade Commission and the FCC on May 20-21, are in major part a response to a petition filed by Massachusetts Attorney General Francis X. Bellotti and 14 other state attorneys general urging the commission to ban over-the-counter drug advertising on television before 9 p.m.

The petition expressed concern about the effect of such advertising on children. But commission staffs, after conferring with representatives of the FTC, decided they lacked the information on which to consider the Bellotti petition. The panels were designed to provide information on what research has been done, and what was needed, in the area.

Mr. Bellotti is not scheduled to participate in the panel on alternatives, along with consumerists Peggy Charren, president of Action for Children's Television, and Robert B. Chotie, of the Council on Children, Media and Merchandising, and Stockton Helfrich, director of the National Association of Broadcasters Code Authority.

Besides the panelists themselves, representatives of the FCC, FTC, National Science Foundation, Food and Drug Administration and possibly other government agencies will participate. They will question members of the panels, to sharpen or illuminate comments made during the discussions.

The commission hopes to get more out of the panelists than the comments they will make. They are also being asked to submit papers on the matters to be discussed at their "earliest convenience" following the panels. In addition, the commission is inviting anyone else with experience or interest in the areas to submit papers—research or other—bearing on them by July 21.

All panels will be held at the FCC (1919 M Street N.W., Washington) in room 856. Panel A, titled "Misuse," will be held May 20, 9 a.m. to noon, moderated by Dr. Eli A. Rubenstein, Medical School Health Sciences Center, State University of New York at Stony Brook. Panelists include: Dr. F. Earle Barcus, professor at Boston University School of Communications; Dr. Barbara R. Fowle, acting director of research for The Electric Company at the Children's TV Workshop, New York; Dr. Beatrice Hamburg, Stanford University School of Medicine; Philip A. Harding, office of social research, CBS Inc.; Dr. Gerald S. Lesser, Harvard University's center for research in children's television; Mary Ann Lewis, University of California at Los Angeles; Dr. Chester M. Pierce, Harvard University; Dr. Helen Rodriguez, Lincoln Hospital, New York; Henry L. Verhulst, Bethesda, Md.; Dr. Scott Ward, Harvard University's Graduate School of Business Administration; and Dr. Charles Winnick, sociology department, City College of New York.

Panel B, "Ilicit Use," will be held on May 20, from 2 p.m. to 5 p.m., moderated by Dr. Eric Josephson, Center for Sociocultural Research on Drug Use, New York. Panelists include: Dr. Ira Cinis, George Washington University, Washington; Dr. Gerhard J. Hanneman, Annenburg School of Communications, University of Southern California, Los Angeles; Dr. James Hulbert, Columbia University, New York; Dr. Richard Jesser,

Find out from Linc Pratt of WEAN, Providence, how well all news radio attracts non-radio advertisers.
Institute of Behavioral Science, University of Colorado, Boulder; Dr. Lloyd Johnston, University of Michigan, Ann Arbor; Anthony Kales, M.D., Hershey, Pa. Medical Center; Dr. William McGuire, Yale University; Dr. Glen Mellinger, Institute for Research and Social Behavior; Berkeley, Calif.; Dr. Ronald Milavsky, NBC director of social research; Dr. Jaime Salazar, Health Research Services and Analysis Inc., Los Angeles, and Dr. Robert H. Sharpley, Cambridge, Mass.

Panel C—"Alternatives"—will be held on May 21 from 9 a.m. to noon, moderated by Dr. Stephen A. Greyser, Harvard Business School, Boston. Panelists include: Mr. Bellotti; Warren Braren, Consumers Union, Mount Vernon, N.Y.; Mrs. Charren; Mr. Choate; George E. Davy, Miles Laboratories Inc., Elkhart, Ind.; Emile Griffin, National Advertising Division, Council of Better Business Bureaus; Mr. Helfrich; Dr. Donald L. Kanter, School of Business Administration, University of Southern California; Dr. Donald E. Payne, Oxtoby-Smith Inc., New York, and Dr. Ithiel de Sola Pool, Massachusetts Institute of Technology, Cambridge.

**RAB ranks top 2,000**

Radio Advertising Bureau officials report a hot streak in new memberships. More than 200 have been added in the last six months. Among the most recent joiners: the Sonderling station group and the Sonderling-owned Bernard Howard rep firm. RAB officials credit a growing station demand for retail sales tools and an apparently greater appreciation of RAB’s assistance, plus an about-face in RAB recruitment strategy. Its field men, who formerly solicited stations, now concentrate on regional advertisers and agencies, and recruitment is handled by direct mail. The latest surge has carried memberships past the 2,000 mark—including networks, stations and, of the Howard addition, virtually all large national reps.

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**D.C. lawyers ponder lifting ad ban**

Washington attorneys are considering going far beyond the American Bar Association’s decision last month to modify its ban on advertising by lawyers to allow advertising in the Yellow Pages and in legal directories and listings. The District of Columbia Bar is debating a proposal to eliminate the ban entirely and allow advertising on radio and television, on billboards and in newspapers.

Testimony on the proposal to permit “dignified” advertising but ban false and deceptive statements was taken from legal and consumer camps at a hearing Satur-

day, March 13, in Washington. According to William Allen, vice chairman of the bar’s ethics committee who led the hearing, most witnesses supported the proposal. Proponents argued, among other things, that advertising would aid the public through price competition, said Mr. Allen, a member of Covington & Burling.

However, he added, limitations on advertising were suggested, such as that would prevent a large firm from taking advantage of a single practitioner through advertising. Another witness, he said, was totally opposed to any lifting of the ban, claiming that the advertising would inevitably become deceptive.

To be accepted, the proposal must pass the bar’s legal ethics committee, board of governors and the D.C. Court of Appeals. A decision is not expected before next year.

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**Radio-ADI checks to start this spring**

Arbitron Radio will begin to measure and report radio listening in television areas of dominant influence each time one of the top-50 ADI markets is measured, effective with the 1976 spring survey.

William T. McClenshan, vice president
and general manager, Arbitron Radio, said the only exceptions will be for the ADI markets of Grand Rapids-Kalamazoo, Mich., and Sacramento-Stockton, Calif. Grand Rapids and Sacramento are measured twice each year by Arbitron Radio, but Kalamazoo and Stockton are measured only once. As a result, he said, the ADI will be measured only in the spring survey for those two ADIs.

Mr. McClenaghan noted that ADI measurement of radio listening was begun by Arbitron Radio in the 1975 spring survey. He said ADI measurement of radio permits the medium to be more competitively evaluated with television by advertisers. By measuring the ADI each time one of the top-50 markets is surveyed by Arbitron Radio, broadcasters and advertisers "will be able to trend and average the estimates across surveys," according to Mr. McClenaghan.

He also pointed out that the 1975 ADI measurement enabled small-market radio stations not listed in the standard Arbitron Radio report to be listed in the ADI section because of the size of their audience in the ADI. Of the 1,973 stations carried in the 1975 top-50 ADI reports, Mr. McClenaghan said, 536 were small-market radio stations listed for the first time.

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**Push on for Compu/Net**

With the designation of Arbitron's Rick Aurichio as president (Broadcasting, March 8), Compu/Net Inc. is taking its computerized radio broadcast traffic and accounting management system off "hold" and looking for new station clients. The hold was imposed several months ago in cutbacks and realignment to stem what was said to have been a $5-

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**A sizzling January at TV networks**

**Calendar and sports schedule extras in daytime weekends put billings over $226.4 million**

A 53.4% increase in weekend daytime billings helped propel network TV sales to a total of $226,485,100 in January, up 12.8% from January 1975, according to estimates compiled by Broadcast Advertisers Reports and released by the Television Bureau of Advertising.

TVB attributed the rise in weekend

daytime dollars to four factors: An extra weekend day in January 1976; NBC's introduction of college basketball weekends; two additional pro football playoff games this January (played in December in the preceding season) and higher prices for the playoffs, Superbowl and Pro Bowl.

Though weekend daytime had the biggest gain, billings in other day parts also advanced over their levels of January 1975, as shown in the following table:

<table>
<thead>
<tr>
<th>Daypart</th>
<th>Jan. '75 billings (add $000)</th>
<th>Jan. '76 billings</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daytime</td>
<td>$69,692.7</td>
<td>$85,009.9</td>
<td>+22.0</td>
</tr>
<tr>
<td>Weekday</td>
<td>50,431.9</td>
<td>55,454.4</td>
<td>+10.0</td>
</tr>
<tr>
<td>Weekend</td>
<td>19,260.8</td>
<td>29,555.5</td>
<td>+53.4</td>
</tr>
<tr>
<td>Nighttime</td>
<td>131,150.6</td>
<td>141,475.2</td>
<td>+7.9</td>
</tr>
<tr>
<td>Total</td>
<td>$200,843.3</td>
<td>$226,485.1</td>
<td>+12.8</td>
</tr>
</tbody>
</table>

**ABC** $84,331.1 | **CBS** $83,496.3 | **NBC** $78,657.7

Source: Broadcast Advertisers Reports, as released by Television Bureau of Advertising.

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**NBC Radio retail project to be explained in Chicago**

The NBC Radio Network's 230 affiliated stations are being offered the opportunity to purchase on an exclusive basis in their markets a radio marketing presentation designed to increase their share of retail advertising.

Marion Stephenson, vice president and general manager, NBC Radio, said the network would share in the cost of the package. She was not able to place a figure on the cost since it would depend on the number of affiliates participating in the project.

The package consists of a film aimed at retail advertisers, "Get It on Radio, Get It on Radio Now" and a guide book, Building Store Traffic with Broadcast Advertising. They were prepared by the Broadcast Marketing Co., San Francisco, with which NBC Radio has signed an exclusive contract for network-affiliate distribution.

The film, available in both super 8mm and 16 mm, will be shipped to subscribing stations. They also will receive a film projector. The film stresses that a media mix of more radio and less newspapers is needed today; covers the special advantages of radio; enumerates the limitation of newspapers and demonstrates various commercial approaches. A portion of the...
On the line for TVB. Television Bureau of Advertising's sales advisory committee (SAC) held its spring meeting in New York, approved TVB strategy of close coordination with station reps in developing spot-TV business, dealt with variety of other business plans including new retail TV workshop April 28-29 and extensive schedule of sales training seminars.

L to r, front row: Edward Tabor, KLAS-TV Las Vegas; Douglas Smith, WAC-la Greenville, S.C.; Thomas Maney, WCBS-TV Boston, co-chairman of SAC; Richard Appleton, WPVI-TV Philadelphia, SAC co-chairman; Roger D. Rice, TVB president; Robert Rice, WRAU-TV Peoria, Ill., representing TVB board of directors; Marty Colby, WETV-TV Tijuana, Mexico (San Diego); Vincent DeLuca, WENK-TV Albany, N.Y.

Standing, l to r: Patrick Gmiter, Cox Broadcasting, Atlanta; Boyd Lawlor, KSAN-TV Salinas-Monterey, Calif.; Marvin Reuben, WOXM-TV Laurel-Hattiesburg, Miss.; George Coles, WTOV-TV Columbus, Ohio; Martin Ozer, Metromedia Television, New York; Hap Eaton, WJKK-TV Detroit; Scott Mariner, KCAU-TV Sioux City, Iowa; Arnold Kleiner, WJJJ-TV Baltimore; Ronald Phillips, WMAI-TV Norfolk, Va.; Gerard Muldering, WPXTV New York; James Freeman, WSBT-TV South Bend, Ind.; Richard Wexo, WOSU-TV New Orleans; John Behnke, KOMO-TV Seattle; Henry O'Neill, WFTN-TV Hartford, Conn.; Larry Busse, WFRN-TV Eau Claire, Wis.; Mark Mandala, KGO-TV San Francisco; Cliff Conley, WFTV-TV Orlando, Fla.; David Michels, KTVI-TV Tulsa.

23-minute film can be customized for the individual station with an insert of a station spokesman and a BMC segment covering the market's local newspaper competitive story.

BMC will be at the National Association of Broadcasters convention in Chicago next week to discuss the film and its use.

Every year for RADAR
Statistical Research Inc., Westfield, N.J., said last week that plans have been completed to conduct two RADAR measurements of network radio audiences per year, starting this year. SRI, which handles the research, said there will be a spring and a fall measurement, with a separate set of reports based on each study. There will be about 2,000 persons in each sample, contrasted with 4,000 in previous years when a single study was made. RADAR (Radio's All Dimension Audience Research) is commissioned by the ABC.

Whatever your market size, you need automation. But, it's no secret that automation budgets vary widely from New York to Midland. BCS understands the problem.

In fact, we've responded to the different automation needs and budgets from big markets to small by introducing an entire line of broadcast systems. Our BCS 1100 Total Automation system is the ultimate major market processing package. Our standard BCS 800—broadcasting's first automation system—is still the finest available for the medium sized market. And, our new BCS 80B is tailored to fit the budgets of stations in even the smallest markets.

It's not surprising that BCS should be the first to design systems according to market needs. We first introduced computing to broadcasters. And we've been first ever since. We pioneered horizontal/vertical rotations, total automation, AM/FM/TV on one minicomputer, dual product separations and split-month billing, to name just a few.

Find out what else is new in broadcast automation. Visit Booth 809 at NAB.
Masla urges radio to use both ratings

Broadcasters who say they can’t afford to subscribe to two radio rating services have got it all wrong. They can’t afford not to.

That was the advice Jack Masla, head of Jack Masla & Co., radio station rep, offered in a speech at the New York State Broadcasters Association meeting at Albany.

If a monopoly situation developed in radio ratings, Mr. Masla warned, broadcasters would be at the mercy of the monopolist. In addition, he said, at least two services are needed for other reasons, including more frequent measurements in many cases and measurements at different times of the year.

He commended a memo which he said was written by “a key executive” of one of the agencies in the Interpublic Group of Companies, telling that agency’s people to “use both services [Pulse and Arbitron Radio] when practical, use Pulse for ethnic, teen and young adults, when practical; and use Arbitron for other demographic groups, when practical.”

Papers, too. While Television Bureau of Advertising is predicting 12% gain in retail TV advertising in final quarter of 1975, Newspaper Advertising Bureau reports that its clients’ retail line increased 11.4% to $1.5 billion in fourth quarter last year.

Another opponent. National Association of Broadcasters has seconded petition by Proprietary Association, Washington-based trade group of sellers and manufacturers of over-the-counter drugs, calling for withdrawal of proposed regulation to require OTC advertising claims to coincide with those permitted by Food and Drug Administration (Broadcasting, March 8). Among other things, NAB claims “it is not inconceivable that too much specificity in advertising, as may be appropriate on product labels,” may cause “public confusion.”

Pure Canadian. Ontario government has restricted all its advertising to 100% Canadian-owned agencies. Similar policy had applied informally to ministry of industry and tourism for several years, but new policy expanded by management board order last month will cover all government organizations. Order also includes all communications services used by government. Total advertising this year by Ontario is expected to be $8 million.

Cable operators fear problems in rate regulation at local level

They support FCC’s suggestion for rules change, but feel agency should pre-empt entirely; others voice opposition

Cable television operators have endorsed the FCC’s proposal to modify its existing rules to allow the local franchising authorities the option of regulating CATV subscriber rates. However, many cable groups want the commission to go a step farther and pre-empt subscriber rate regulations, insuring that local authorities will not become involved and create costly delays.

Citizen groups and broadcasters don’t agree. In comments filed at the FCC (March 12), Citizens for Cable Awareness in Pennsylvania and the Philadelphia Community Cable Coalition urged the FCC to retain its mandatory rule that requires local municipalities to hold public hearings on rate procedures. Without public hearings, given the fact of 15-year franchises, citizens would have no way to

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**Advertising Briefs**

**Cablecasting**

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JOIN THE PARADE OF STATIONS RUNNING THIS HIGH QUALITY BICENTENNIAL PUBLIC SERVICE MATERIAL

THE AMERICAN PARADE

A SERIES OF FREE PUBLIC SERVICE SPOTS FEATURING AN IMPORTANT MESSAGE ON PHYSICAL FITNESS AND HEALTH

ORDER YOUR COPIES

FREE 60 SECOND AND 30 SECOND SPOTS FOR TELEVISION AND RADIO

TO: American Chiropractic Association 1-76
2200 Grand Avenue / Des Moines, Iowa 50312
Please send me your new series of produced public service spots titled “The American Parade” for:
Television (1-60 sec. and 1-30 sec. Filmed Spots)
Radio (6-60 sec. and 6-30 sec. Transcribed Spots)

I understand the spots will be sent without cost or obligation.
Program Director:

Station: 
Street Address: 
City: State: Zip: 

Broadcasting Mar 22 1976
get cable problems corrected, they pointed out. CCAP and PCCC urged the commission to establish uniform accounting services for the cable industry to help local governments inform judgments regarding rate increases.

ABC suggested the FCC encourage cable subscriber rate regulation at the state level, rather than the local level, since smaller communities may not have the power or resources required. ABC de- per the commission’s “haphazard ap- proach in issuing rules by following “regulatory momentum from one proceeding to the next,” after having adopted a “carefully balanced set of rules in 1972.” It said, “if the commission de- sires to realign public interest determinations reached in 1972, it should initiate a comprehensive proceeding directed to that end.” Various individual television licensees supported ABC’s views.

American Television and Communications Corp., a multiple system cable opera- tor, endorsed the FCC’s proposed rule changes, but suggested they alone would not solve the problems created by sub- scriber rate regulation at the state and local level. Accordingly, ATC recommended that the FCC pre-empt all rate regulation. Otherwise ATC saw the “imminent en- croachment” of local authorities into pay cable via rate regulation. Such indirect regulation is occurring, contended ATC, as franchise authorities require cable com- panies to report pay revenues for inclusion in over-all rate-making determinations. The FCC should issue a ruling for the “explicit” purpose of barring state and local authorities from requiring CATV operators to report pay cable revenues, urged ATC.

The National Cable Television Associa- tion also saw the FCC’s proposal as only a “first step.” The “blind thrust of rate regulation on inexperienced communities,” said NCTA, “has resulted in confusion at best and disaster at worse.” The cable industry is caught in the middle, NCTA said, by FCC rules not harmonized, resulting in technical standards on one hand and elected city officials who find it difficult to allow any rate increases. The only source of in- creased revenues for many systems has been the growth in subscribers, claimed NCTA.

Based on a survey with a 15% response rate, NCTA contended final action on sub- scriber rate increases generally occurs be- tween six and 18 months after the initial request—with an average time lag of 12 months. During the past two years, NCTA calculated that 72% of requested rate increases make the FCC’s rule- making, said NCTA, is the substitution of market pricing for regulatory pricing in all markets exclusive of classic-system com- munities where over-the-air reception is
good and the demand curve is inelastic.

The Community Antenna Television Association questioned the FCC’s jurisdiction in adopting mandatory rate regulation in the first place. It is doubtful whether an administrative agency (like the FCC) can constitutionally impose administrative burdens on nonfederal governments without congressional authority to do so, CATA said. CATA urged the FCC to delete its rules requiring local rate regulation, claiming small com- munities simply don’t want to get in- volved or do not have the time or expertise to resolve typically complex rate cases.

The Arizona Cable Television Associa- tion claimed both cable operators and local authorities should be free of "unwanted problems of delays" in obtaining approval for rate increases.

The California Community Television Association claimed there has been no evi- dence that the present rule served the public interest. Prior to enactment of the rule, CATA said, over-all subscriber rates in the state increased 1% annually. The cost of living increased 5% annually at that time, CATA pointed out. Since the rule was enacted, subscriber rates have in- creased 10% annually.

CCTA urged the FCC to make local rate regulation optional and offered rules the commission should adopt to guide those local authorities that chose to continue to regulate cable rates. Accordingly, CATA recommended that local authorities allow cable systems a "just and reasonable rate" which would cover all expenses, interest on the system’s debt, enable the payment of dividends sufficient to attract investors, and retain a surplus cash amount for ex- pansion and upgrading of the cable system. Rates should be permitted that will allow CATV systems to comply with FCC technical, regulatory and construc- tion requirements, concluded CCTA.

Other cable groups to file comments at the FCC included: Verto Corp., Universal Television Cable System Inc., Liberty Communications Inc. and Community Tele-Communications Inc.

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**Turner cranks up for satellite feed**

**RCA bird, Scientific Atlanta earth station are increments in Atlanta U’s cable network**

Preliminary arrangements are moving toward the day that Turner Com- munications’ WTCG(Tv) Atlanta will be distributed via satellite to cable television systems interested in importing the station’s sports-oriented programming. (The Atlanta independent broadcasts professional baseball, basketball and hockey along with a sizable collegiate sports schedule.)

Toward that goal—first announced late last year (BROADCASTING, Dec. 1, 1975)— Turner has sold the assets of its common-carrier subsidiary to Edward L. Taylor, a

former vice president of marketing at Western Union. FCC rules prohibit a common carrier from getting involved with program origination.

Mr. Taylor has announced that his new company, Southern Satellite Systems Inc., has an agreement in principle with RCA Global Communications Inc. for lease of one 24-hour transponder on RCA’s Sat- com satellite for the distribution of WTCG’s signal.

An agreement has also been reached be- tween Southern Satellite Systems and Satellite Equipment Leasing for the provi- sion of a Scientific Atlanta receive and transmit earth station to be located in Atlanta. Newly formed, SEL will own and maintain the earth station which is ordered for April 1 delivery.

Cable systems interested in carrying the WTCG signal will pay Southern Satellite Systems, which is expected to file a tariff for about 10 cents per subscriber per month. A spokesman for Turner said “verbal commitments” so far account for a million subscribers. Four of five cable systems are “on-line” at this point ready to receive the Atlanta station, he said. Ca- ble systems, which already have an earth station to pick up Home Box Office’s pay cable feed, can adjust their facilities to pick up an additional channel from the RCA satellite toward which they are already oriented.

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**Daniels into dollars**

Daniels & Associates, a Denver-based ca- ble television brokerage, management and consulting firm, has formed a new divi- sion, Daniels Investment Services, to raise debt and equity funds for CATV oper- ators.

Steven C. Halstedt, who has been active in private-placement bond purchases for The Travelers Insurance Companies, will head the new division.

Mr. Halstedt outlined Daniels Invest- ment Services' financial focus: to help in debt maturation, in acquiring funds and in raising equity for CATV growth.

Mr. Halstedt pointed out that the CATV industry traditionally has paid a premium for funds. That is changing, he said, with "the evolution of sensible regulation" and the "revolution of pay cable."

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**Funds arts for cabicasting**

Cable Arts Foundation Inc., a nonprofit New York organization that develops pro- gramming on the arts for cable television, has initiated its first nationwide effort. A Time for Art, a series of 10 one-hour color programs dealing with the va- sant, performing and literary arts, is being offered in 12 states on close to 20 different cable systems.

Cable Arts was established in spring 1973 with a $75,000 grant from the New
York State Council on the Arts to conduct a limited experiment in Manhattan for developing arts programs for CATV. The concept is for Cable Arts to provide the catalyst for local cable companies or institutions to develop regular programming that deals with the arts.

Since then, the Markle Foundation, the Rockefeller Foundation, the National Endowment for the Arts, the National Endowment for the Humanities and the Ford Foundation have become financial supporters of Cable Arts.

The program series is being offered on cassette for cablecasting on local origination or access channels. It costs each cable system $350.

One down, 81 to go

The FCC has ruled that Spanish-language KDTV (TV) San Francisco is a “local signal” and should be carried by South Sausalito Cable TV. The commission directed the cable system to comply with its mandatory signal carriage rules or face a show cause order. The commission’s Feb. 20 order was only a single victory for KDTV in a much larger fight. The new UHF station, licensed to Bahia de San Francisco Television Co., is seeking coverage on 82 cable TV systems within the 35-mile specified limit of the San Francisco-Oakland-San Jose TV market, but only a couple have obliged (BROADCASTING, Dec. 1, 1975).

Three days prior to the FCC’s decision involving South Sausalito Cable, Bahia de San Francisco petitioned the commission to issue show cause orders against 12 other cable companies operating systems in 48 communities.

Cable Briefs

Storer buys more. Storer Cable TV Inc., subsidiary of Storer Broadcasting, has purchased CATV systems in Punta Gorda, Port Charlotte and Arcadia, all Florida, from Gulf Coast Telecreation Inc. (William F. Humminger and Hugh Morrow). Systems serve 8,000 plus subscribers on Florida’s West Coast, bringing Storer’s total subscriber count to 155,000.

CAC help. David Schultz, analyst with FCC Cable Bureau for past two years, has set up Federal Cable Authorizations, consulting firm in Washington. FCA will help cable operators prepare applications for certificates of compliance. Such applications usually are prepared by attorneys, but Mr. Schultz feels most can be completed by operators themselves if they enlist expert advice. 1728 S Street, N.W.

Carolina calling. Summit Cable Services, Winston-Salem, N.C., will begin affiliation with Home Box Office’s satellite distributed pay cable network April 9. System, which serves approximately 22,000 subscribers, marks HBO’s first entrance into Carolinas. HBO currently serves 30 CATV systems (23 earth stations) on its satellite network.

Judge John R. Bartels, U.S. District Court, New York, who said: “I believe that the report is too sweeping in its criticism of the courts and does not adequately recognize the necessity of protecting a defendant’s right to a fair trial.”


Sheehan, Thayer, Wiley, Humphrey, Wasilewski to speak at APB

From four to five hundred station managers and news directors are expected to attend the sixth annual convention of Associated Press Broadcasters, June 3-5 at the Marquette Inn, Minneapolis.

Keynote speaker will be William Sheehan, president of ABC News. Other headliners will be Jack Thayer, president of NBC Radio; Richard Wiley, chairman of the FCC; Senator Hubert H. Humphrey (D-Minn.); Vincent Wasilewski, president

CCA has a new BOGNER FM antenna

- True Circular Polarization.
- Integral Radome with no increase in wind load.
- Each bay accommodates full line power.
- Available in super power.

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Broadcasting Mar 22 1976 119
WBZ stations, IBEW exchange charges of lockout, equipment damage

Labor dispute spills over to court suit over complaint it led to stations being banned from news events

Federal and state arbitrators called in to settle a labor dispute at Westinghouse Broadcasting Co.'s WBZ-AM-FM-TV Boston reached an impasse last Monday and negotiations have been suspended indefinitely.

The labor dispute with members of the International Brotherhood of Electrical Workers, Local 1228, began last October during contract negotiations. It climax March 7, when management in Boston and from other Group W stations took over positions held by 71 IBEW workers.

The stations' collective bargaining contract with the local expired last Nov. 1.

In ordering the IBEW workers out, management charged vandalism, claiming that vital equipment had been sabotaged and made inoperable. It claimed both the radio and television stations had been taken off the air on Feb. 11 by a deliberate shutdown of the power supply and auxiliary generator. Thefts, as well as harassment of non-IBEW personnel, were also charged.

Union workers, however, tell a different story. A statement, issued by the local, accused management of setting up the evidence to look like theft and vandalism in order to lock out the employees. That charge was categorically denied by management.

According to one IBEW member who asked to remain unidentified, major reasons for the labor dispute involved management's switch of jurisdiction for various positions from IBEW to the American Federation of Television and Radio Artists. The spokesman claimed the company wrongfully insisted that non-IBEW personnel operate minicams, for example. The IBEW member also accused the station of dropping a policy of "inverse seniority" wherein the last person hired is the first to go. The spokesman claimed a discrimination case is now in the courts stemming from the layoff of three IBEW members: a woman, a black and a man of Italian descent.

Management, however, maintained that it had pursued all avenues of negotiation and also made a critical concession of an increase of $25 in the current $350 per week base pay of IBEW workers, which was rejected.

The labor dispute has also had repercussions while the stations were covering news of the alleged "lock-out." War filed suit in U.S. District Court in Boston against Massachusetts Governor Michael Dukakis, the local and 13 city and state officials, charging that the stations were banned from covering news events.

The governor's press secretary, Mary Fifield, however, claimed that the stations' reporters were not banned, but merely told they weren't welcome at a press conference by the governor because of his sympathy with IBEW workers. (The governor, himself, is a member of AFTRA, from the day he moderated public broadcasting special "The Advocates series.) She argued that they could have held fast and remained.

According to the stations, the court dismissed the charges against the governor last week but issued a warning to the Boston City Council, which, the stations claimed, threatened to pass a resolution barring all management personnel from council chambers if they did not leave a meeting. Management personnel did not challenge the council and two AFTRA-member reporters were allowed to remain.

Another conference by the governor was covered routinely the following day.

Two more ideas for AM stereo

Sansui comes up with its second proposal; Motorola adds another to three already on file with study committee

Motorola and Sansui have proposed two additional AM stereo systems to the National AM Stereophonic Radio Committee. Three stereo AM systems had already been proposed by RCA, Comm Associates Inc. and Sansui at an earlier committee meeting (Broadcasting, Feb. 9).

Sansui's latest proposal is similar to RCA's concept involving frequency modutation of the monaural signal and frequency modulation of the stereo signal. A spokesman for Sansui said, however, that the company was not abandoning its earlier proposal. An alternative was proposed, he said, because it is uncertain at present just what type of AM receivers are most widely in use.

Motorola's proposal is based on the quadrature technique, where two signals are put sufficiently apart on one carrier so a receiver can listen separately for left and right signals. One problem so far has been that envelope detectors in radios pick up both signals at one time with some distortion, said a Motorola spokesman. The Motorola AM stereo proposal would transfer the distortion from the envelope detector to the stereo receiver where it could be corrected.

Several of the engineers who attended NASRC's latest meeting are hopeful that stereo AM can become a reality in a little over two years. Unlike quadraphonic radio, they point out, stereo AM on an experimental basis has been around since the early 1960's.
EIA delegates to get their answers first hand from regulators

Spring conference in Washington keyed to legislative issues, update industry developments

Some 100 consumer electronics industry representatives are expected to be in Washington tomorrow (March 23) for the opening of the four-day spring conference of the Electronics Industries Association at the Mayflower hotel. And, according to Jack Wayman, senior vice president of the Consumer Electronics Group (CEG) of the EIA, attention will be focused primarily in two areas: the "long laundry list of legislation" and "industry development."

An over-all attendance of 450 EIA members is anticipated for the meeting which will be marked by participation by various congressmen and officials from government agencies.

An individual agenda has also been planned for CEG members including committee meetings and reports on such subjects as FM quadraphonic stereo, AM stereo and UHF TV antennas, tuner accuracy and taboos. On the legislative side, the "laundry list" is expected to include discussion of the House all-channel radio bill which would require AM and FM reception in all radios priced at $15 or more.

Other issues to be addressed are proposals from the White House to cut down appliance energy use; from the Consumer Product Safety Commission regarding television standards, and from the Federal Trade Commission on warranty regulations. FCC action on interference between television and citizen band radio will also be discussed.

The "industry development" meetings will concern industry promotion, consumer information and handling of complaints. Five new radio public service announcements (60's and 30's) are to be reviewed. According to Mr. Wayman, similar PSA's have already run on 2,000 radio stations, providing information on purchase and use of radio and television sets.

Most of these meetings, like that of the CEG board, will be closed to the public. However, William Kucera, director of communications for CEG, last week said he didn't expect any "earth-shaking" policy changes, but rather an update on legislative and engineering issues.

Clout for the cause of UHF

The Council for UHF Broadcasting is doing what it can to prod FCC into action on matters designed to improve the technical development of UHF. It has written Representative Torbert Macdonald (D-Mass.), on this issue, and two weeks ago it wrote to FCC Chairman Richard E. Wiley, complaining about delays in the commission action on CUB's requests that the agency issue a policy statement in support of further UHF development, establish a committee to coordinate specific steps in the action plan that CUB submitted to the commission on July 21, 1975, and institute requested rulemakings—one to reduce permissible receiver noise levels for UHF, and the other to require comparable antenna attachments for UHF and VHF indoor antennas. The commission earlier responded to a letter from Representative Macdonald, chairman of the House Communications Subcommittee, listing actions the commission has taken to aid UHF development.

Groups urge against passage of satellite transmission rules at WARC-77

Hard and fast rules governing satellite transmissions in the 11.7-12.2 ghz band should not be adopted at the 1977 World Administrative Radio Conference. More practical experience with the band is needed before decisions can be made, said comments filed at the FCC.

The U.S. should not "adopt any binding regulations at WARC," said Satellite Business Systems, since they would be effective for at least four years.

ABC urged the commission to start a rulemaking proceeding to "determine the over-all design of domestic satellite frequency allocations" since domestic satellite services are growing so rapidly.

Technical information and suggestions were asked for by the commission in its second notice of inquiry (Broadcasting, Feb. 16) were supplied. Comsat General Corp. said it thinks orbit division is the best method for sharing the band, but said any "guiding principles" should not be adopted until there is enough "operational experience to bear them out." It also said it is too early to set up limits on the amount of allowable out-of-band energy emitted from satellites. AT&T disagreed and said that unless definite limitations are imposed, such radiations could "adversely affect high density radio-relay systems."" Operating in the adjacent band. User needs and limitations in the 11.7-12.2 ghz band are a national matter, said the Corporation for Public Broadcasting, which cautioned that certain principles "including the use of cross-polarization and frequency interleaving" were established in earlier satellite uses and "may not be as effective for, or even applicable to, the broadcast satellite service."

Satellite-to-home service concerned the ABC, CBS and NBC network affiliates associations which said that the government "should proceed on the premise that satellite-to-home broadcasting in this country is not in the public interest . . . nor is there any basis . . . for the U.S. to take the lead in espousing satellite-to-home broadcasting in other countries."

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Brokers—Consultants

Broadcasting Mar 22 1976 121
Media


Deve Garland, sales representative, KMWTFM Mineral Wells, Tex., named station manager.

Harry Michaels, program manager, WANE-TV Fort Wayne, Ind., named administrative assistant to VP/general manager.

Mary Jo Trenkler, promotion director, WJKS-TV Jacksonville, Fla., named operations assistant.

Jack Meridian, general manager, WJPA-AM-FM Washington, Pa., steps down after 51-year career in broadcasting to be VP, sales/public service, succeeded as general manager by Michael Plaskett, account executive, MARC & Co. advertising, Pittsburgh.

Larry Brown, news producer, WCAU-TV Philadelphia, named creative services director, WRAU-TV Peoria, Ill.


Patricia Wilcox, executive assistant to Arkansas Broadcasters Association, Little Rock, named ABA executive director. She is also president/owner of Broadcast Representatives Inc. there.

Marcia D. Wood, immediate past secretary of labor for state of South Dakota, named director of new human resources development department, Corporation for Public Broadcasting, Washington.

John H. Burger, operations manager, noncommercial WHFS(AM) Boynton Beach, Fla., named general manager, Educational Broadcasting Services, instructional network of Palm Beach county (Fla.) school board.


Broadcast Advertising

Robert E. Jacoby, president/chief executive officer, Ted Bates Co., New York, has assumed additional title of chairman, replacing Archibald McC. Foster, who is retiring.

Browning Holcombe Jr., VP and Midwest manager, Petro Television, Chicago, moves to New York as head of company's manpower development program. Replacing him in Chicago is Rod Sterling, VP of Atlanta office.

Susan Takiff, account executive in Philadelphia, named manager of that office. Richard Nagle, VP and director of regional sales, New York, will be responsible for all Petro TV regional offices.

Earl F. Overton, John Hoffman, Thomas A. Barrett, and Michael Gratz, salesmen, Katz TV Continental, Chicago, Detroit, Atlanta and St. Louis, respectively, named sales managers of respective offices.


James M. Carey, account executive, participating program sales department, NBC-TV, New York, named network sales account executive.

William J. Conlon, creative group head, and Ludwig F. Dochtermann, associate creative supervisor, J. Walter Thompson, New York, named VP's.

Chet Bandes, media research director, John Pansuit, media planning director, and Thomas L. O'Reilly, network account supervisor, Doyle Dane Bernbach, New York, named VP's.

Gary L. Griffin and Milford G. Shever, creative supervisors, Benton & Bowles, Chicago, named to same position, Post-Keyes-Gardner there.

Paul Faser, founder/director, Prime Time Marketing, New York, named senior VP, retail services, Air Time Inc. media services firm there, responsible for co-op advertising division.

Steve Castellaw, account executive, McDonald & Little advertising, Atlanta, named sales representative, Blair Television there.

Patricia A. Paxton, broadcast buyer/planner, Ross Roy advertising, Detroit, named sales representative, Blair Television's Detroit office.

Walter R. Wells, VP, Los Holland Callaway advertising, New York, named VP/copy supervisor, Kurtz & Symon advertising there. Dennis D'Amico, head art director, Sacks and Rosen advertising there, named K&S senior art director.

Douglas J. Greenlaw, VP-sales, WXTT(AM) Pittsburgh, named general sales manager, KLIGFM Houston.

Fred H. Miller, director, financial services, ABC Leisure Group I, named director corporate planning, ABC Inc., New York. Ronald H. Friedman, manager, special projects, ABC Leisure Group I, appointed director of marketing, ABC Inc.

Roselyn S. Brassell and Herbert M. Schoenberg, senior attorneys, CBS law department, Los Angeles, named assistant general attorneys.

Skip Finley, general manager, WAMO-AM-FM Pittsburgh, named VP/general manager of radio properties of owner, Sheridan Broadcasting Corp., including WILDM(AM) Boston, WUP(AM) Amherst, N.Y., and WAMO stations.

W. Howard Bronson Jr, president/general manager, newspaper production, Times Publishing Co., Shreveport, La., named president of its KWKH(AM)-KROK(AM) there.

William B. Rohn, director, television marketing development, Hughes Television Network, New York, named VP, marketing/statation relations.

Phil Doersam, co-owner/general manager, KLGR(AM) Reno, named VP/general manager, KPTL(AM)-KXIC(AM) Carson City, Nev.

brandon R. tartikoff, Advertising/promotion manager, WLS-TV Chicago, named director of advertising/promotion/press information, succeeding Ed Weber, named to same position, WWJ-TV Detroit.
Programing

Carl M. Stephens Jr., broadcast operations director, WSPA-TV Montgomery, Ala., named program manager, co-owned WSPA-TV Columbia, S.C.

Art Moore, producer/director, WKBW-TV Buffalo, N.Y., named to same position, co-owned WPHL-TV Philadelphia.

Armando Nunez, manager, foreign sales, Independent Television Corp., New York, elected VP.

Dave Sholin, music director, KFRC(AM) San Francisco, named to additional duties as program director.

Jim Frank, reporter, WCFL(AM) Chicago, named program director. Wanda Wells, reporter, given additional duties as assistant to program director.

Jim Owen, air personality, WIPC(FM) Wausau, Wis., named program director.

Wallace B. Ashby Jr., producer/director, KDKA-TV Pittsburgh, named production manager, WIZ-TV Baltimore. Both are Group W stations.

Dick Dione, producer, WBAY-TV Green Bay, Wis., named to same position, WEAU-TV Eau Claire, Wis.

Duane Dow, sportscaster, KYW-TV Philadelphia, named sports director, KTVI(TV) St. Louis.


Janet Dewart, student, Georgetown University Law Center, Washington, named director of newly created specialized audience programs department, National Public Radio there.

Don F. Dillon, VP/general manager, WPTA-TV Fort Wayne, Ind., named program/production manager, WANE-TV there.

Vincent C. Manze, audience promotion manager, Group W's KYW-TV Philadelphia, named director, on-air promotion for The Mike Douglas Show there, also owned by Group W.

Peggy Hughes, assistant to director of broadcast, noncommercial WTTW(TV) Chicago, named program manager, noncommercial KAET(TV) Phoenix.

Broadcast Journalism


Fred Burrows, executive news coordinator, KMOK-TV St. Louis, named news director.

Dave Choate, news assignment editor, WCKT(TV) Miami, named to additional duties as executive news producer.

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A damaged TV cable connector can put a camera out of action just when you need it most. But BW cable with the new BSC Field-Repairable Connectors can be fixed on the spot. These unique connectors are easily disassembled for fast access to damaged pins or other problems. No special tools required. Available in mini and standard sizes. Both East and West Coast facilities assure prompt supply and fast service on BW cable and cable assemblies—the line preferred by local TV stations and every major TV network.

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Other Plants and Sales Offices: Hamilton, Ontario, Canada (416-529-7151) • Kingston-upon-Thames, U.K. (01-546-3384) • Singapore (374797)
Don Keeler, news director, KMEG-TV Sioux City, Iowa, named documentary/staff reporter, KCAU-TV there. Tammy Taylor, reporter, KIMM(AM) Rapid City, S.D., named KCAU-TV reporter.


Marilyn Salenger, reporter, WNAC-TV Boston, named co-anchor.

Ric Arenstein, creator/executive director/host, syndicated radio program, Focus: America, named producer/anchor/sportscaster, WINS(AM) Miami.

Henry A. Plante, news editor, Prince George’s County (Md.) Sentinel, named assignment editor, WTGT-TV Washington.

Gil Buettner, news producer, WLKK-AM Green Bay, Wis., named to same position, co-owned WBAU-FM/TV Eau Claire, Wis.

Harry Martin, producer/anchor/host, WANG-TV Binghamton, N.Y., named reporter, WABL-TV Baltimore.

Mike Fierberg, air personality/reporter/consumer affairs director, WNYT(AM) Southington, Conn., named reporter/co-anchor, KTSB(AM) Topeka, Kan.


Cable

Jules Haimovitz, manager, operations and statistical research, ABC TV, New York, named planning/administration director, pay-cable unit, Viacom, New York.

William L. Wertz, regional manager, Continental Cablevision, Acton, Mass., named operations VP/engineering director.

Randy L. Midkiff, chief technician, Continental’s Fostoria, Ohio, office, named to same position, Findlay, Ohio, succeeding Joe Helms, named manager/chief technician, Norwalk, Ohio.

Equipment & Engineering


Allied Fields

John B. Elighmay, assistant professor of marketing, University of Notre Dame, South Bend, Ind., appointed to newly created position of deputy assistant director, division of national advertising, Federal Trade Commission’s Bureau of Consumer Protection, Washington.

Herbert S. Richey, president/chief executive officer, Valley Camp Coal Co., Cleveland, named chairman-designate, board of directors, U.S. Chamber of Commerce, Washington. Among others elected to two-year terms on chamber board is Alan S. Donnahoo, president/chief executive officer, Media General, Richmond, Va.

Nathan Kingsley, special assistant in State Department division of educational and cultural affairs, Washington, named director of corporate affairs, Radio Free Europe/Radio Liberty, New York. Mr. Kingsley will be nominated for election by RFE and RL boards as vice president of corporation.

James C. Mullen, television special services manager, Arbitron, New York, named radio product manager, Beltsville, Md., research/production center.

Arthur G. House, associate of Fly, Shuebuck, Blume and Gagnine, Washington law firm, has established offices for practice of law. Chevy Chase Lake building, Suite 1212, 8401 Connecticut Avenue, Chevy Chase, Md. 20015; (301) 986-0771.


Dinah Shore chosen to receive “Broadcaster of the Year” award of International Radio and Television Society, New York, at annual meeting May 12. Miss Shore earlier received “Award of the Year” of National Association of Television Program Executives (broadcasting, March 1).

Eugene M. Picciano, former manager of corporate sales development, Ziff-Davis Publishing Co., New York, named VP and sales director of Johannes Regn Inc., multimedia communications and promotion company there.

Walter Cronkite, CBS News correspondent, will receive Bicentennial National Fellowship award April 29 at Sheraton hotel, Philadelphia. Award is presented annually to civic leaders by National Fellowship Commission.

Deaths

Dr. Otto S. Schairer, 96, retired RCA VP who pioneered in development of radio and TV, died March 12 in Hightstown, N.J. He participated in planning of Westinghouse’s KDKA(AM/FM) Pittsburgh in 1920, joined RCA in 1929 and retired in 1945.

Alfred G. de la Croix, 69, retired electronics engineer, Safety and Special Services Bureau, FCC, Washington, died March 10 after apparent heart attack at Doctors hospital there. Before joining FCC in early 1940’s he had been sales engineer for Westinghouse Electric and Manufacturing, Springfield, Mass. He left FCC in 1969. Survivors include his wife, Margarette, and sons, Eugene.

Richard K. Hance, 56, former news producer director/cameraman, died after apparent heart attack in St. Paul, Minn., March 10. He was associated with KSTP-TV Minneapolis-St. Paul after World War II. In 1959 he joined WGN-TV Chicago and in 1966 went to WFLD-TV there. At time of death, he was director of audio visual services, Burlington Northern railway. Survivors include his wife, Marcella, and five children.

Lester Prensky, 61, house counsel for Broadcast Music Inc., New York, died March 14 after long illness. He was executive secretary of Society of Stage Directors and Choreographers for many years and also was private attorney before joining BMI in 1970. Mr. Prensky leaves no immediate family.

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SEE US IN BOOTH 601-6AB CONVENTION CHICAGO • MARCH 21-24

Broadcasting Mar 22 1976 124
These are the top songs in air-play popularity in two categories on U.S. radio, as reported to Broadcasting by a nationwide sample of stations. Each song has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played and for the part of the day in which it appears. A (S) indicates an upward movement of 10 or more chart positions over the previous Playlist week.

### Contemporary

<table>
<thead>
<tr>
<th>Over-all rank</th>
<th>Last This week</th>
<th>Title (length)</th>
<th>Artist-label</th>
<th>Rank by day parts</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>December 1963 (3:21)</td>
<td>Four Seasons—Warner Bros.</td>
<td>1 2 2 1</td>
</tr>
<tr>
<td>2</td>
<td>1</td>
<td>All by Myself (4:22)</td>
<td>Eric Carmen—Arista</td>
<td>3 3 1 3</td>
</tr>
<tr>
<td>3</td>
<td>4</td>
<td>Lonely Night (Angel Face) (3:17)</td>
<td>Captain &amp; Tammie—A&amp;M</td>
<td>4 1 5 2</td>
</tr>
<tr>
<td>4</td>
<td>2</td>
<td>Theme from &quot;S.W.A.T.&quot; (4:07)</td>
<td>Rhythm Heritage—ABC</td>
<td>2 4 3 4</td>
</tr>
<tr>
<td>5</td>
<td>5</td>
<td>50 Ways To Leave Your Lover (3:29)</td>
<td>Paul Simon—Columbia</td>
<td>5 5 4 5</td>
</tr>
<tr>
<td>6</td>
<td>6</td>
<td>Dream Weaver (3:15)</td>
<td>Dream Weaver</td>
<td>6 6 6 6</td>
</tr>
<tr>
<td>7</td>
<td>7</td>
<td>Dream On (3:25)</td>
<td>Aerosmith—Columbia</td>
<td>7 7 8 10</td>
</tr>
<tr>
<td>8</td>
<td>8</td>
<td>Money Honey (3:17)</td>
<td>Bay City Rollers—Arista</td>
<td>9 8 9 7</td>
</tr>
<tr>
<td>9</td>
<td>9</td>
<td>Sweet Thing (3:18)</td>
<td>Rufus Featuring Chaka Khan—ABC</td>
<td>10 12 7 9</td>
</tr>
<tr>
<td>10</td>
<td>10</td>
<td>Love Hurts (3:03)</td>
<td>Nazareth—A&amp;M</td>
<td>11 9 12 8</td>
</tr>
<tr>
<td>11</td>
<td>11</td>
<td>Take It To The Limit (3:48)</td>
<td>Eagles—Asylum</td>
<td>13 10 10 11</td>
</tr>
</tbody>
</table>

### Country

<table>
<thead>
<tr>
<th>Over-all rank</th>
<th>Last This week</th>
<th>Title (length)</th>
<th>Artist-label</th>
<th>Rank by day parts</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>Good Hearted Woman (2:57)</td>
<td>Waylon Jennings &amp; Willie Nelson—RCA</td>
<td>1 2 1 4</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>Till the Rivers All Run Dry (3:27)</td>
<td>Don Williams—ABC/Dot</td>
<td>6 1 4 2</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
<td>Roots of My Raising (2:44)</td>
<td>Marie Haggard—Capitol</td>
<td>2 3 2 7</td>
</tr>
<tr>
<td>4</td>
<td>4</td>
<td>Broken Lady (2:37)</td>
<td>Larry Gatlin—Monument</td>
<td>3 6 5 1</td>
</tr>
<tr>
<td>5</td>
<td>5</td>
<td>You'll Lose A Good Thing (2:50)</td>
<td>Freddy Fender—ABC/Dot</td>
<td>7 4 3 3</td>
</tr>
<tr>
<td>6</td>
<td>6</td>
<td>Remember Me (2:50)</td>
<td>Willie Nelson—Columbia</td>
<td>8 7 6 9</td>
</tr>
<tr>
<td>7</td>
<td>7</td>
<td>Foster Horses (2:51)</td>
<td>Tom T. Hall—MCA</td>
<td>10 4 8 5</td>
</tr>
<tr>
<td>8</td>
<td>8</td>
<td>If I Had It To Do All Over Again (3:33)</td>
<td>Hank Locklin—Columbia</td>
<td>5 5 11 6</td>
</tr>
<tr>
<td>9</td>
<td>9</td>
<td>Good Night Special (3:08)</td>
<td>George Baker Selection—Warner Bros.</td>
<td>14 8 7 10</td>
</tr>
<tr>
<td>10</td>
<td>10</td>
<td>To Make It On My Own (3:50)</td>
<td>Tammy Wynette—Epic</td>
<td>11 9 9 9</td>
</tr>
<tr>
<td>11</td>
<td>11</td>
<td>I'll Cry Myself To Sleep (2:32)</td>
<td>Conway Twitty—Capitol</td>
<td>12 10 9 15</td>
</tr>
<tr>
<td>12</td>
<td>12</td>
<td>Drinkin' My Baby Off My Mind (2:23)</td>
<td>Eddie Rabbit—Elektra</td>
<td>11 13 19 19</td>
</tr>
<tr>
<td>13</td>
<td>13</td>
<td>Commodores—Motown</td>
<td>Commodores—Motown</td>
<td>13 18 10 12</td>
</tr>
<tr>
<td>14</td>
<td>14</td>
<td>Cupid (3:02)</td>
<td>Tony Orlando &amp; Dawn—Elektra</td>
<td>18 11 9 9</td>
</tr>
<tr>
<td>15</td>
<td>15</td>
<td>Fox On The Run (3:24)</td>
<td>The Bellamy Brothers—Columbia</td>
<td>18 14 9 9</td>
</tr>
<tr>
<td>16</td>
<td>16</td>
<td>Living For The Weekend (2:50)</td>
<td>The Bellamy Brothers—Columbia</td>
<td>22 14 9 9</td>
</tr>
<tr>
<td>17</td>
<td>17</td>
<td>Fooled Around and Fell In Love (2:58)</td>
<td>Elvin Bishop—Capricorn</td>
<td>31 3 3 3</td>
</tr>
</tbody>
</table>

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


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

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

April 12 — Presentation of Jusst 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 15th annual Broadcasting Day. J. Wayne Reitz Union, campus of UF Gainesville.

April 13 — New England Cable Television Association annual meeting. Holiday Inn-Downtown, Portland, Me.


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


April 21-22 — 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 and Texas. Austin, Tex.

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


April 24 — Georgia AP Broadcasters Association annual meeting and awards luncheon. Midnight Sun Restaurant, Peachtree Center, Atlanta.


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

April 24-25 — Ohio AP Broadcasters spring meeting. Camrouet Inn, Columbus.

April 25 — International Broadcasters Idea Bank seminar Cross Keys Inn, Baltimore.

April 25-27 — Chamber of Commerce of the United States 64th annual meeting. Theme will be "200 Years of Progress." 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, SF State campus, San Francisco.

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

April 30 — FCC's deadline for comments on possible expanded uses for flexible channels of non-commercial educational stations (Docket 10739). Replies are due May 28, FCC, Washington.

May 1 — White House Correspondents' Association annual dinner to honor the President. Washington Hilton hotel, Washington.


May 3-7 — Annual meeting and symposium co-sponsored by the Society for Information Display and the University of California at Los Angeles. keynote speaker will be Dr. James Hillier, executive vice president, Corp. Among topics: advantages and limitations of contemporary color TV picture tubes; flat panel displays for TV and color broadcasting and video disk systems. Beverly Hilton hotel, Beverly Hills, Calif.


May 5-9 — American Women in Radio and Television 23rd annual national convention Helen Thomas, chief of UPI's White House bureau, will be keynote speaker. Marriott hotel, Philadelphia.

May 7-8 — Conference on "Communications Policy in the Public Interest," sponsored by Boulder Public Library and Community Free School of Boulder. Purpose is to inform/jolve citizens in the media. Principal speakers include FCC Commissioner James H. Quello, Representative Timothy Wirth (D-Colo.), Charles B. Howe, state representative, and James Richards, Office of Communications for United Church of Christ. Panels will include representatives of various government and state agencies, broadcast organizations, citizen groups, trade press, universities and research and motivation companies. Boulder Public Library and Boulder County Council chambers. Contact: Tom Cross, project director. PO. Box 715, Boulder 80303. (303) 441-8009.

May 10 — FCC's deadline for comments on commission's review of rules regulating network radio broadcasting (Docket 20721). Replies due June 7, FCC, Washington.

May 10 — FCC's new deadline for filing comments on proposed rulemaking to allow captioning of TV programs for the deaf using vertical blanking interval (Docket 20683). Replies are now due May 25, FCC, Washington.

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.


May 17—Eightth World Telecommunications Day developed by the International Telecommunications Union in cooperation with the United Nations Educational, Scientific and Cultural Organization. Theme this year is “Telecommunications and the Mass Media.”

May 17—Emmy Awards presentation, carried live on ABC-TV (6-11 p.m.) from Century Plaza hotel, Los Angeles.


May 20—Advertising Research Foundation second mid-year conference. Hyatt Regency O’Hare, O’Hare International Airport, Chicago.


May 21—FCC’s new deadline for comments on AM radio channels proceeding to allow 1-A class stations to operate with greater than 50 kW (Docket 20164). Repliques are now due June 25. FCC, Washington.


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

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


June 3-5—Associated Press Broadcasters sixth annual convention. William Sheehan, ABC News president, will be keynote speaker. FCC Chairman Richard Wiley and Jack Thayer, NBC Radio president, will be featured speakers. Marquette Inn, Minneapolis.

June 3-5—Alabama Broadcasters Association 30th annual spring convention. Admiral Semmes hotel, Mobile.

June 3-5—Oregon Association of Broadcasters spring convention. Sunriver Lodge, Bend.

June 4-5—North Dakota Broadcasters Association spring meeting, Articaine hotel, Devils Lake.


June 6-25—Eighth 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 annual meeting. Holiday Inn of Northern Black Hills, Spearfish.

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

June 12-15—Television Programming Conference (TVPC), Marco Island, Fla. Contact: Tay Voye, secretary for TVPC, WTVJ(TV) Miami.


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

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


June 18-19—Alabama AP Broadcasters Association annual meeting and awards presentation. Rodeway Inn, Birmingham.

June 20-22—New Jersey Broadcasters Association 40th annual convention. Great Gorge hotel, MacAfee.

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

June 24-27—Rocky Mountain Broadcasters Association annual convention. Jackson Lake Lodge, Jackson Hole, Wyo.


June 26-29—Georgia Association of Broadcasters annual convention. Lanier Lake Islands.
Where Things Stand

Status report on major issues in electronic communications

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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, is scheduled to go before full Rules Committee this week, 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 Rules Committee Chairman Ray Madden (D-Ind) and Jack Brooks, chairman of Joint Committee on Congressional Operations, committee whose recommendation of broadcast coverage led to current activity. Mr. Brooks has introduced resolution that provides for congressionally controlled coverage (Broadcasting, Feb. 16). 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 Philadelphia Community Cable Coalition have appealed that action in U.S. Court of Appeals in Washington, Commission also has outstanding rulemaking (Docket 20508) that is considering possible alternatives to 1977 deadline. Com-

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- 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-delition 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). Stations involved are to meet this week with Canadian Radio Television Commission and advance plan involving Canadian subsidies (see story this issue).

Children's TV. FCC's policy statement on children's television programing, adopted in 1974 (Broadcasting, Oct. 28, 1974), has been appealed to U.S. Court of Appeals in Washington by Action for Children's Television (Case 74-2006). House Communications Subcommittee has held four days of hearings on broad-

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- Indicates new or revised listing.

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, is scheduled to go before full Rules Committee this week, 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 Rules Committee Chairman Ray Madden (D-Ind) and Jack Brooks, chairman of Joint Committee on Congressional Operations, committee whose recommendation of broadcast coverage led to current activity. Mr. Brooks has introduced resolution that provides for congressionally controlled coverage (Broadcasting, Feb. 16). Resolution providing for broadcast coverage of Senate, pending in Senate Rules Committee since last year, has received no attention.

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cast advertising and children, and one member of that subcommittee, Timothy Wirth (D-Colo.), has introduced bill (H.R. 5578) to require national cable television networks to study the effects of advertising on children and recommend regulatory reforms if needed (Broadcasting, July 21, 1975).

**Community ascertainment.** FCC has issued new rules designed to modify procedures for commercial stations to follow in ascertaining community problems (Broadcasting, Dec. 22, 1975). It has now issued similar regulations for noncommercial stations (Broadcasting, March 15).

**Consumer agency.** Both houses of Congress have passed bills to create new agency for consumer protection (consumer advocacy is Senate’s term for agency), but two bills differ in one respect significant to broadcasters: Senate bill (S. 200) has exemption that prohibits agency from becoming involved in FCC license renewal proceedings, but House bill (H.R. 7575) does not. However, committee report that accompanies House bill says agency’s “active participation should be discouraged” in renewal proceedings. Agency would have two 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.** Senate has approved unanimously its version (S. 22) of copyright revision (Broadcasting, Feb. 23). It provides for a compulsory license for public broadcasters and cable television licensees to broadcast television programs that have been transferred to Fourth and Eighth Circuits to one in Washington, where they have been consolidated (Cases 75-1064 et al.). However, court has yet to designate circuit in which they will be argued. Number of parties had petitioned commission to reconsider its order, but commission denied them.

**Crossownership (newspaper-broadcast).** FCC order banning newspaper-broadcasting crossownerships prospectively and requiring breakup of 16 crossownerships has been appealed by various parties to three different circuit courts of appeals. Suits have been transferred from Fourth and Eighth Circuits to one in Washington, where they have been consolidated (Cases 75-1064 et al.). However, court has yet to designate circuit in which they will be argued. 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 co-owned with TV station that is only commercial station to place city-grade contour over cable community (Broadcasting, Sept. 29, 1975). Affected are eight crossownerships in small markets, which have two years to divest. Acquisitions of cable systems by TV stations are still banned within grade B contour of station. FCC has rejected petitions for reconsideration of new rule (Broadcasting, March 8). 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, Dec. 22, 1975). Commission is now considering EEO policy for cable (Broadcasting, Feb. 23).

**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. 1178 by Senator Roman Hruska (R- Neb.). Proxmire bill has twin in House, H.R. 2189 by Robert Dornan (D-Mass.) and Mr. Isakson is duplicating in H.R. 320 by Charlie Roseman (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 (Nov. 3, 1975). FCC is defendant along with networks and NAB in both suits, which are based on antitrust and First Amendment grounds. Tandem Productions, besides seeking injunction, wants $1 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 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. 26). More than 70 appeals have been filed by broadcasters and cable operators under commission’s refusal to refund fees paid under previous schedule which was held by Supreme Court to be illegal (Cases 75-1087 et al.). Briefs have been filed in that case (Broadcasting, Sept. 15, 1975). Over 90 parties seeking refunds have filed in U.S. Court of Claims (Cases 82-74 et al.) (Broadcasting, Nov. 3, 1975). FCC has suspended collection of 1973, 1974 and 1975 cable fees pending final court decision on legality of commission order requiring payment of those fees (Broadcasting, Aug. 4, 1975).

**Format changes.** FCC has instituted inquiry (Docket 20882) to determine if it can or should be involved in regulating program formats (Broadcasting, Jan. 5). Comments are due April 5, replies May 5.

**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 WBLS(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 WXFN(FM) Philadelphia $2,000 for obscene and indecent broadcast, may set station’s license to hearing on grounds of license. Abdication of responsibility (Broadcasting, Dec. 8, 1975).

**KRLA(AM).** FCC has affirmed earlier decision awarding Pasadena, Calif. 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 reiterates its position that no court can grant 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 hearing hearings on bills to revise broadcast license renewal procedures, among which leading measure is H.R. 5578 by subcommittee ranking Republican, Lou Frey (R-Fla.). Radio-only proposal by National Radio Broadcasters Association has no sponsor yet, but it is counted among proposals being considered in preparation for renewal bill hearings, promised this year by House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.). 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.

**Network exclusivity on cable.** FCC order substituting 35- to 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 cable; pay TV.** FCC’s modification of its pay cable and pay television rules (Broadcasting, March 24, 1975) is being opposed by broadcasters and cable operators in U.S. Court of Appeals in Washington. Briefs have been filed (Broadcasting, Nov. 10, 1975). Justice Department has filed its own cable appeal (Broadcasting, Feb. 9). Commission has to remove restrictions on the use of series-type programs by pay cable (Broadcasting, Nov. 10). Meanwhile Senator Philip Hart (D-Mich.) and his Senate Antitrust Subcommittee are working on bill 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 juries in three cities have indicted 16 individuals and six firms on charges relating to payola, and another grand jury indicted Gil Davis, former CBS Records head, for income-tax evasion (Broadcasting, June 30, 1975). Four Brunswick Record officials have been found guilty of mail fraud and conspiracy (Broadcasting, March 1). Several others under investigation have pleaded guilty (Broadcasting, Jan. 26).

**Performers’ royalty.** Copyright subcommittees in both houses have held hearings on measures to create performers’ royalty to be paid by broadcasters and other users of recorded works (Broadcasting, July 28, 1975). Bill on Senate side is S. 1111 by Senator Hugh Scott (R-Pa.), who has been 30 days into change in order to push measure through. S. 1111 is being considered separately from Senate-passed copyright bill. Subcommittee on House side is scrutinizing duplicate of Scott bill, H.R. 5345 by Representative George Danielson (D-Calif.), for possible insertion in copyright revision bill pending there (H.R. 2223).

**Public broadcasting funding.** House Appropriations Subcommittee on Labor, Health, Education and Welfare has held hearings on appropriation for Corporation for Public Broadcasting. CPB asked substantial increases in appropriation, money according to ceilings provided in first-ever long-range authorization bill passed by Congress last year—$88 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 $250 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 Loomis testified before subcommittee in February (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). Decision is being appealed to U.S. Court of Appeals in Washington and oral arguments have been held (Broadcasting, Dec. 1). House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) has obtained all FCC documents involved with commission's order; hearings may result (Broadcasting, Nov. 3, 1975). Commission's action was also dealt with in oversight hearings before Senator John Pastore's (D-R.I.) Communications Subcommittee (Broadcasting, Nov. 10, 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 spokesman from opposing party be given opportunity to reply to any partisan broadcast address by President. There will be more hearings on Pastore measure before action is taken; no hearings have been scheduled yet on Macdonald bill. FCC has also rejected WGN Continental policy of selling political time only in units of five or more minutes (Broadcasting, March 1).

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

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

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

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

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**For the Record**

As compiled by Broadcasting, March 8 through March 12 and based on filings, authorizations and other FCC actions.

**New stations**

**TV actions**

- **KIXV** St. Cloud, Minn.—Broadcast Bureau canceled CP authorization and deleted call letters at request of permittee (BPET-426). Ann. March 10.
- **San Juan, P.R.—Suburban Broadcasting Corp.** Broadcast Bureau dismissed application for UHF ch. 18 (494-500 mhz); ERP 1080 kw, at request of applicant (BPCT-4761). Ann. March 10.

**AM application**

- **Whitewater, Mont.—Big Mountain Broadcasting Co.** seeks 1400 kHz, 1 kw-D, 250 w-N. PO. address: 318 First St., Whitewater 59937. Estimated construction cost $51,000, first-year operating cost $48,000; revenue $72,000. Format: MOR. Principals: Richard R. Miller (75%), John L. Petersen (15%), et al. Mr. Miller owns KBOW-FM Butte, Mont. Mr. Petersen is lawyer. Ann. March 9.

**AM actions**

- **Helena, Mont.—Capital Investments.** Broadcast Bureau granted 950 kHz, 3 kw-U. PO. address: Box 1700, Helena 59601. Estimated construction cost $167,026, first-year operating cost $50,000; revenue $60,000. Format: Variety. Principals: Seven equal owners; no other broadcast interests. Commission rejected petition by Holter Broadcasting Corp., licensee of KBLI (AM) Helena, to reject application. Action March 9.
- **Broadcast Bureau granted following CP modification to extend completion time to date shown: WMIK Mt. Vernon, Ill., to August 26 (BMF-14147). Action March 4.**

**FM applications**

- **Mobile, Ala.—Mobile Broadcast Service seeks 96.1 mhz, 40 kw, HAAT 420 ft. PO. address: 758 St. Michael St., Mobile 36602. Estimated construction cost $50,000, first-year operating cost $50,799; revenue $80,000. Format: beautiful music. Principals: E. Howard Smith (34.7%), Howard L. Smith (35.9%), et al. Mr. Smith owns real estate agency, Howard Smith manages electronics firm. Smiths have application pending for AM in Mobile. Ann. March 8.
- **Lake Arrowhead, Calif.—San Bernardino Broadcasting Corp. seeks 103.9 mhz, 5 kw, HAAT 420 ft. PO. address: Box 4634, Redding 96001. Estimated construction cost $24,500, first-year operating cost $30,760; revenue $42,500. Format: Contemporary. Principals: Eugene L. and Joy D. Hilt (42.1%), Emma Hilt (25.5%), Steven

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**NAB 1976**

**EDWIN TORNBERG & COMPANY, INC.**

**Hosptiality Suite**

**HYATT REGENCY HOTEL**

**Broadcasting Mar 22 1976 130**
FCC tabulations as of Jan. 31, 1976

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<td><strong>Commercial AM</strong></td>
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*Special temporary authorization*  *Includes off-air licenses*

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**Broadcasting** 22 February 1976

**Ownership changes**

**Applications**

**WVFV-FM** Dundee, Ill. (103.9, 3 kw) - Seeks license of assignment from WVFV Radio Inc. to RRF Broadcasting Co. for $160,000. Sold by Richard O. Willett to Ralph J. Faucher. Mr. Willlet has no other broadcast interests. Mr. Faucher is sales manager and sports director of WTAQ(AM) La Grange, Ill. An action.

**WKBQ-AM** Red Lodge, Mont. (1450 kHz, 1 kw) - Seeks assignment of license from Carbon County Broadcasters to Red Lodge Broadcasting for $51,000. Applicants: Present; financial difficulties; no other broadcast interests. Buyers are Robert A. and Roy Peck and John J. Donner Jr. (each 33 1/3%). Three principals have varying ownerships in Wyoming and Montana newspapers. An action.

**WTIG(AM)-FM** Massillon, Ohio (990 kHz, 250 w) - Seeks license of assignment from Scott Broadcasting Co. of Ohio to Miller Broadcasting Co. for $310,000. Seller: Herbert Scott, also owns WPAZ(AM) Forts. WEFM(FM) Ellwood City, WEFAC(AM) Harris- ton and WAST(AM) New Castle, all Pennsyl vania; WJWL(AM)-WSAE(FM) Georgetown, Del.; WTWM(AM)-WCHR(FM) Trenton, N.J.; and WQQA(AM) Troy and WHRT(FM) Albany, both New York. Principal in buyer is Richard Miller who also owns WLEA-AM-FM Sandusky, Ohio. An action.


**WBHT-AM**-WTBG(FM) Brownsville, Tenn. (1520 kHz, 250 w; FM: 95.3, 3 kw) - Seeks assignment of license from Belle Media to B&P Properties for $275,000. Sellers: Ben M. Gaines and Ed R. Perkins also own WHDM(AM) McKenzie, Tenn. Mr. Perkins also is
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licensee of WALR-FM Union City, Tenn. Buyers are William Pope and Harold D. Butler (each 50%). Mr. Pope is sales manager of WENKA(AM) Union City. Mr. Butler is doctor and owns farms. Ann. March 8.

**Actions**

- WELB(AM) Elba, Ala. — Broadcast Bureau granted assignment of license from Elba Radio Co. to William D. Holderfield for approximately $48,000. Mr. Holderfield (50% before; 100% after) purchased stock from widow of former partner (BAL-8645). Action March 4.
- WYLS(AM)-WSLY (FM) York, Ala. — Broadcast Bureau granted assignment of license and CP from Grantell Broadcasting Co. to William B. Grant for $50,000. Mr. Grant and Charles J. Essel were equal partners; Mr. Essel decided to leave broadcasting field (BAL-8601, BAPL-589, BALRE-2967). Action March 4.
- KLAK-AM-FM Lakewood, Colo. (AM: 1600 kHz, 5 kw-DA-N; FM: 107.5 mhz, 86 kw) — Broadcast Bureau granted transfer of control of Lakewood Broadcasting Service from Edward S. Scott (100% before; 30% after) to Lutheran Church-Missouri Synod Foundation, trustee (none before; 70% after) and assignment of license of KLAK-AM-FM from Lakewood Broadcasting Service to KLAK Inc. for $1,500,000 plus note of $1,000,000. Transfer is contingent on granting of assignment of license, principal of Scott, donating stock to foundation. KLAK Inc. is owned by McCoy Broadcasting, Arthur H. McCoy (85.05%), George B. Hager (11.4%), et al (BTC-7871, BAL-8534, BAPL-188, BASCA-70, BALRE-2929). Action March 5.
- WGR(AM) Griffin, Ga. (1410 kHz, 1 kw-D) — Broadcast Bureau granted transfer of control of WGR Radio from Norrell Broadcasting Group to Clifford L. Hornsby Jr. and Russell W. Spangler. Consideration: $150,000. Buyers: Mr. Spangler is general manager of WGR, Mr. Hornsby is executive vice president of bank (BTC-7910). Action March 5.
- WZOE(AM) Princeton, Ill. — Broadcast Bureau granted transfer of control of WZOE Inc. from George Allen, Harry E. Snyder and Ray G. Smith to George Allen, trustee, Harry E. Snyder and Stephen W. Samet. Mr. Samet sold 25% interest to Mr. Samet and Mr. Allen put his holdings into trusteeship for himself. Action reflects 59% transmission stock, requiring FCC approval (BTC-7965). Action March 8.
- KSMB(AM-FM) Lafayette, La. (94.5 mhz, 29.5 kw) — Broadcast Bureau granted transfer of control of Sugar Grove Radio and Broadcasting from John Walton et al. (75% each; before: none after) to Thomas Galloway, Berry D. Thompson et al. (75% each after; 39.5% each after). Consideration: $92,974. Principals: Mr. Galloway and Mr. Thompson are among original stockholders. FCC denied objections by David A. Wenger Jr., who contended he wrongfully had been deprived of five shares of stock in Sugarland and to other rights incident to stock ownership. Action March 9.
- WDMJ-FM Marquette, Mich. (95.7 mhz, 100 kw) — Broadcast Bureau granted assignment of license from Lake Superior Broadcasting Co. to Gospel Opportunities for $250,000. Seller: Also seeks to sell WDMJ(AM). Buyer: Nonprofit, nonstock organization; Daniel C. Smith, president (BAL-2202, BASCA-712). Action March 5.
- KDGR(AM) Deer Lodge, Mont. — Broadcast Bureau granted involuntary assignment of license of Howard Neckles, receiver, to David Fransen, receiver. Mr. Neckles resigned position and court appointed Mr. Fransen (BAL-8605). Action March 4.
- WKVO-AM-FM Havelock, N.C. — Broadcast Bureau granted acquisition of positive control by Charles F. Wenk (40.3% before; 51.2% after) through purchase of stock from Bruce Kent (39% before; none after), for $1,017. Mr. Wenk's wife, Loretta, also purchased stock from Mr. Kent, giving her 28% ownership (BTC-7911). Action March 3.
- WHX(AM) Columbus, Pa. — Broadcast Bureau granted acquisition of negative control by Kenneth A. Patrick (40% before; 50% after) through purchase of stock from Divine Providence Foundation, Inc. Mr. Patrick and two other stockholders purchased stock that had been put aside for employee who later resigned position (BTC-7950). Action March 8.
- KXIX(TV) Victoria, Tex. (ch. 19) — Broadcast Bureau granted assignment of license from Guadalupe Valley Telecasting Co. to Victoria Communications Corp. for $225,000. Seller: Guadalupe Valley is subsidiary of South Texas Telecasting, licensee of KII(TV) Corpus Christi, Tex. Michael D. McKeon is president. Buyer: Dewey Acton (29.9%) et al. Mr. Acton is announcer for KNL(AM) Victoria. Other 11 stockholders are area businessmen and professionals (BALCT-573). Action March 4.
- WQBX(AM) Blacksburg, Va. (710 khz, 5 kw-D) — Broadcast Bureau granted transfer of control of Radio Monigamy Inc. from Lonnie L. Pulliam (33% before; none after), William L. Carroll (33% before; none after) and Ray A. Childers (33% before; 30% after) to R. Roger Page Jr. (none before; 60% after). Consideration: $600 plus $150,000 assumption of liabilities. Principals: Mr. Carroll is manager of WQBX. Mr. Page has various interests in oil, coal, textile, real estate and investment companies. Three-year holding rule waived (BTC-7791). Action Feb. 23.

Facilities changes

**TV actions**

- WKID Fort Lauderdale, Fla. — Broadcast Bureau granted modification of license covering change of studio location to 3130 S.W. 19th Ave., Pembroke Park, Fla. (BMLCT-801). Action March 10.
- *WLRN-TV* Miami — Broadcast Bureau granted CP to change ERP to 1000 kw vis., 200 kw aur; change type trans. and ant., make changes in ant. structure; ant. height 1010 ft. (BPET-473). Action March 3.

**AM applications**

- KUHL Santa Maria, Calif. — Seeks CP to increase daytime power to 5 kw, change type trans. Ann. March 8.
- WWIN Atlanta — Seeks to change ant.-trans. location; change from DA to non-DA; change type trans. Ann. March 9.
- KIAM Aguana, Guam — Seeks CP to change frequency to 630 kHz; change power to 50 kw unlimited; change type trans. Ann. March 12.
- WNTS Indianapolis-Seeks CP to add nighttime power with 500 w; change ant.-trans. of unlimited, DA-2; change station location to Beech Grove, Ind. Ann. March 8.
- KDTH Dubuque, Iowa-Seeks CP to increase nighttime power to 5 kw; make changes in ant. system. Ann. March 12.
- WDSM Superior, Wis. — Seeks CP to increase daytime power to 10 kw. Ann. March 12.
- KWYO Sheridan, Wyo. — Seeks CP to increase daytime power to 5 kw; change ant.-trans. location. Ann. March 12.

**AM actions**

- WFTO Fulton, Miss. — Broadcast Bureau granted CP to increase daytime power to 2.5 kw, change type trans.; conditions (BP-20644). Action March 3.
- WWWT Canton, N.C. — Broadcast Bureau granted CP to increase daytime power to 5 kw; change type trans. (BP-20022). Action March 7.
- WMLR Honesdale, Tenn. — Broadcast Bureau granted CP to increase daytime power to 1 kw; add nighttime operation with 250 w; change frequency to
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ADDRESS CHANGE: Print new address above and attach label from a recent issue, or print old address including zip code. Please allow two weeks for processing.

Broadcasting Mar 22, 1976
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**FCC decision**

- Burbank and Pasadena, Calif., renewal and FM proceeding; George E. Cameron Jr. Communications Inc. (KROQ-AM-FM) and Stanfield Gates Radio Co. competing for 106.7 mhz—Commission vacated November 19, 1975, order designating for hearing. Commission also dismissed renewal applications without prejudice to their resubmission within 30 days. Action March 9.

**Complaint**


**Fines**

- WORL (AM) Orlando, Fla.—Broadcast Bureau notified licensee it incurred apparent liability for forfeiture of $2,000 for failing to terminate broadcast day specified in station's authorization. Action March 8.

- WWL (AM) New Orleans—Commission notified Loyola University of the South, licensee of WWL, that it incurred apparent liability of $5,000 by misallocating duration of commercial matter broadcast on 12 days in 1975. In concurrent action, commission admonished Loyola for broadcasting program-length commercials. Action March 11.

- WCOU (AM) Lewiston, Me.—Broadcast Bureau ordered to forfeit $250 for operating with excessive antenna power or by failing to have station logs kept by employee competent to do so, having actual knowledge of facts required. Action March 8.

- WLSV (AM) Des Moines, Iowa—Broadcast Bureau notified it incurred apparent liability of $2,000 for failing to show duration of some commercial announcements on program logs and by exceeding actual duration of some commercial announcements as opposed to amount of time paid. Action March, April.

- WYAP (AM) Langley, S.C.—Broadcast Bureau notified licensee it had incurred apparent liability of $500 for operating with excessive power or by failing to have logs kept by employee competent to do so, having actual knowledge of facts required. Action March 10.

- KXOX (AM) Sweetwater, Tex.—Broadcast Bureau notified it incurred apparent liability of $500 for operating with excessive power. Action March 10.

- KSL-TV Salt Lake City—Broadcast Bureau granted CP to change ERP to 34 kw vis., 6.75 kw aur; change antenna type; make changes in antenna structure; and height 3780 ft. (BPT-4754). Action March 10.

**Other actions**

- WELB (AM) Elba, Ala.—Broadcast Bureau granted renewal of license subject to condition that assignment of license covered by BAI-8465 be consummated within 60 days of grant and commission be notified of such consummation within one day thereafter. Action March 4.


- WLCY (AM) St. Petersburg, Fla.—Broadcast Bureau granted request for waiver of rules to identify at St. Petersburg-Tampa, Fla. Action Feb. 27.

- KLYL (AM) Pasadena, Tex.—Commission renewed license for remainder of license term—until August 1, 1977. Station is licensed to Felix H. Morales. Petition to deny renewal had been filed by Black Citizens for Media Access, and others. Action March 10.

**Call letters**

**Applications**

<table>
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<tr>
<th>Call</th>
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<td>Mojave Valley Broadcasting, Barstow, Calif.</td>
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<td>WLCA</td>
<td>Maranatha Inc., Princess Anne, Md.</td>
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<tr>
<td>WCHR</td>
<td>Cedar Ridge Children's Home &amp; School Inc., Woodland Hills, Calif.</td>
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<td>WYLP</td>
<td>Board of Education, Pelham townshp., N.J.</td>
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<td>KSWX</td>
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<td>WZYD</td>
<td>WHHL Pine Castle-Stone Lake, Fla.</td>
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<td>WKLY</td>
<td>WCSS Moss Point, Miss.</td>
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<td>KFLG</td>
<td>KAFF-FM Flagstaff, Ariz.</td>
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<tr>
<td>WBFZ</td>
<td>WCBN-FM Richmond, Ky.</td>
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**FCC**

**Translators**

- K014Q Kiana, Alaska—Broadcast Bureau granted CP for translator to rebroadcast KKYU-TV Bethel and KJUC-TV Fairbanks, both Alaska; TPO 10 w. (BPT-5463). Action Jan. 20.

- W67AH Honolulu and Young Harris, Ga., and Hayesville, N.C.—Broadcast Bureau granted CP for translator to rebroadcast WCTC Atlanta, TPO 100 w. (BPT-9294). Action Jan. 20.


- W64AY Butler and Boston communities, Ky.—Broadcast Bureau granted CP for translator to rebroadcast WKON Owenton, Ky.; TPO 100 w. (BPT-2935). Action Jan. 20.

- K19C Allagash, Me.—Broadcast Bureau granted CP for translator to rebroadcast WAGM-TV Presque Isle, Me., via W02AZ Allagash, Me.; TPO 1 w. (BPT-4050). Action Jan. 27.

**Grants**

- WPRY | H.S. Hagan Jr., Perry, Fla. |
- KBBD | Rainbow Community Broadcasting Corp., Ketchikan, Alaska |
- KBDQ | Turlock Joint Union High School District, Turlock, Calif. |
- WMWM | Salem State College, Salem, Mass. |
- KRPR | Rochester Community College, Rochester, N.Y. |
- KBCU | Board of Regents Southeast Missouri State Univ., Cape Girardeau, Mo. |
- WURZ | Jersey Shore Broadcasting Co., Ship Bottom, N.J. |
- WQDW | Smiles of Lenox Kiniston, N.C. |
- KMJJ | Midland Broadcasting Co., Midland, Tex. |
- WITB-FM | Salem Community, Salem, Va. |
- KYDE | KPBA Pine Bluff, Ark. |
- KXOF-FM | KNEU El Centro, Calif. |
- WHLY | WDGY Des Moines, Iowa |
- KMOH | KIOA-FM Des Moines, Iowa |
- WHPC | WBCB Henderson, Ky. |
- WPVM | WCCU-FM Cumbersdale, Md. |
- WSXK | WLNQ London, Ohio |
- KXOA-FM | KEZT Dallas |

**Allocations**

- Henderson, Nev.—Broadcast Bureau proposed assignment of 100.5 mhz (ch. 263). Assignment was requested by KYV0 (AM) Henderson (Doc. 20734). Action March 5.

**Cable**

**Certification actions**

- CATV Bureau granted following operators of cable TV systems certificates of compliance: Kickapo Cable TV, for (village of) Camp Douglas, Wis. (CAC-03-68); WKR Systems, for (village of) Munwaukee, and (town of) Stockbridge, N.Y. (CAC-05622-3); Harpers Ferry Cable TV, for Harpers Ferry, Iowa (CAC-05100); Hopkinsville Cable TV, for Hopkinsville, Ky., and incorporated areas of Christian county, Ky. (CAC-05871-2); Shows, for East McKeesport borough, Trafford borough, and Wilkins borough, all Pa. (CAC-05187-2); Shows, for North Versailles township, Bradenborough, Rankin borough, Turtle Creek borough, Churchill borough, and East Pittsburgh borough, all Pa. (CAC-050998-6003); Ausable Communications, for (town of) Chesterfield, (town of) Peru, (town of) Ausable, and (village of) Keeseville, all N.Y. (CAC-05187-1); Telenevis, for Castro Valley, Calif. (CAC-05912); Jefferson Cable Corp., for Charleston, S.C. (CAC-05922); Canandaigua Video Corp., for (town of) Canandaigua, and (village of) Victor, N.Y. (CAC-05925-6); Total TV, for Evansville, Wis. (CAC-05927).

- Sequoia Cablevision, Visalia and Tulare, Calif.—Commission granted certificates of compliance to operate three systems. Actions was in response to petition for reconsideration of earlier denial. Action March 10.

**Other action**

- Louisville, Ky., River City Cable TV—Commission granted reconsideration of action and authorized carrying commercials on WVTV-AM TV Chicago. In earlier decision, commission had denied waiver of leapfrogging rules. Action March 9.
HELP WANTED SALES CONTINUED

Grass Roots American Radio Inc. an expanding chain of small market radio stations offers opportunity to work in a creative atmosphere. If you are enthusiastic, enjoy working with people and are willing to audit, a sales job done. Gene Newman, Longhorn Pass, Hartsville, LA 205-773-2558.

HELP WANTED ANNOUNCERS

Morning MOR, beautiful music, news person, 15,000 community in Mountain West AM-FM Stereo. Send resume and expected salary to Box 624, BROADCASTING.

Respected major group broadcaster has openings for morning drive personality, news person & producer. Good salary, excellent benefits. Large Eastern market. Box Q-250, BROADCASTING.

Classical Announcer for top-rated, major market concert music station. Must be relaxed and friendly on the air. Two years experience. Send resume to Box 631, BROADCASTING.

HELP WANTED TECHNICAL

Chief Engineer, Midwest major market full-time AM, Solid experience in all phases of transmitter and studio maintenance and complete knowledge of FCC Rules. Creativity and ambition a must. EOE. Box Q-182, BROADCASTING.

Wealthy Chief Engineer for smaller California market FM. References, ability more important than age. No investment. Box Q-123, BROADCASTING.

Southern Michigan Chief Operator. Experienced in AM-FM transmitter and studio maintenance as well as complete knowledge of FCC Rules. Salary open. Good benefits and advancement opportunities. EOE. Send resume and salary expectations to Box Q-227, BROADCASTING.

1st phone willing to learn? Assist Chief with operation of 10,000 watt directional KGGF. Also limited news and board duties, Tape, resume and salary requirements to Bill Miller, KGGF, Coffeyville, KS 67337.

Chief Engineer on maintenance wanted for WDEW in Westford and WARE in Ware, Massachusetts. Growing chain, good money and excellent benefits. Contact Mr. Vaughan or Mr. Roberts at WARE.

HELP WANTED NEWS

Experienced newscaster for aggressive news department at leading radio station in larger Florida market. Apply Box Q-181, BROADCASTING.

Retired newscaster First ticket retirement resort wants you. Unique situation may be perfect for you. Sales too. If you wish. Drop us a line. Box Q-148, BROADCASTING.


Opening for second news person at top rated station with a commitment to news. Tapes to Kevin Brennan, News Director, KTRM Radio, PO Box 5425, Beaumont, TX 77702.

Newscaster to direct news operation at number one rated station in growing Phila, suburban market. Experienced, aggressive electronic journalist to dig, write, air local news. Opportunity for P-B-P. Good pay and fringe benefits. Tape and background to GM, WCOJ, Coatesville, PA 19320. An Affirmative Action Employer.

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.

Syndicator needs experienced beautiful music program director for successful, growing music service. Great opportunity for right person. Confidential. Box Q-234, BROADCASTING.

Florida coastal station wants copywriter to head Copy Department. Must be exceptionally creative for both FM-Rock and AM-MOR formats, yet detailed person who is good typist. Send sample copy, resume, typewriting speed and starting salary requirements Hudson Miller, WIRA-WOVV, Fort Pierce, FL, Equal Opportunity Employer.

Production Manager, min. 3 yrs. experience, individual must excel in creativity, be a "detail" person & a self-starter. Excellent benefits, salary open. Established station. In the heart of the Illinois Valley. Send tapes & resumes to: J.O. Hogan, WLPO AM-FM, PO Box 215, La Salle, IL 61310. An Equal Opportunity Employer M/F.
HELP WANTED PROGRAMMING, PRODUCTION, OTHERS, CONTINUED

Experienced wordsmith who can make words march, sing, inspire, sell. Man or woman with ingrained feel for radio, music & sounds produced professionally. Burt Levine, WROV, Roanoke, VA 24015.


Director, for progressive School of Journalism. With demonstrated administrative and teaching ability and professional media experience. To direct 700 students and 10 faculty in broadcast, public relations, newswriting/ed. magazine, and photojournalism programs. Earned doctorate preferred. Start July 1, 1976. Send nominations, applications by April 19, 1976, to Marie R. Horace, Chairperson, Search Committee, College of Business Administration, Bowling Green State University, Bowling Green, OH 43403. An Equal Opportunity/Affirmative Action Employer.

SITUATIONS WANTED MANAGEMENT

13 years radio experience; management, sales, production, announcing, PBP. Reliable, Aggressive. Looking to settle Northwest. Small or medium market. Box Q-188, BROADCASTING.

Highly qualified manager. Fifteen years sales and management experience. Seeking executive position with young, expanding company. Top references and outstanding track record. Will consider investment opportunity. Box Q-183, BROADCASTING.

Sales manager—sales-oriented station manager wants to associate with Minnesota or Wisconsin station. Successfully selling now. Box Q-246, BROADCASTING.

I am a promotional minded sales mgr/program director, with 10 years successful sales and management experience and 4 years agency and video exp. I can cause numbers. I'm loyal, dedicated, creative and responsible. I'm looking for a home. But with people who really want to do something. Jay Anthony, A.F.C. 512-447-7123.


Gray Ingram, manager, salesmen, engineer, automation consultant will be available upon FCC approval et sale of station. 919-637-4450, PO 1056, New Bern, NC 28560.

SITUATIONS WANTED SALES

13 years radio experience; management, sales, production, announcing, PBP. Reliable, Aggressive. Looking to settle Northwest. Small or medium market. Box Q-188, BROADCASTING.

SITUATIONS WANTED ANNOUNCERS

D.J., Tight board, good news, commercials, looking for break. Good pay...ready now. Box Q-224, BROADCASTING.

Help major shakeup in progress, I may be next. First phone announced with some production experience. Sports Director/Music Director. Not a clock watcher. Single man living in studio. Immediate reply please from station offering growth and opportunity. Box Q-225, BROADCASTING.

1st phone, no experience, willing to relocate, techni- clan. Box Q-230, BROADCASTING.

Number one night personality, major Ohio Metro AM. Top 50 dayside, MOR, Country, 7 years experience major markets. Complete professional, BA, excellent references...into 5 figures. Box Q-248, BROADCASTING.

Professionally trained announcer, looking for AM time. Looking for any time, anywhere. Box Q-260, BROADCASTING.

Much public radio experience. Now looking for commercial break in West. 3rd engaged. Box Q-262, BROADCASTING.

Award winning sports writer-announcer with five years experience looking for sports information direc- tor's or assistant's job. Contact Bob Jackson, 214-369-9176 or write PO Box 15203, Dallas, TX 75201.

Contemporary major or medium stations. Charley Donovan 713-789-1532, 3737 Hillcroft, No. 160, Houston 77057.

3 years experience, Station going automation. Seeking East Coast jock. Resume and tape. Paul Nicoletta, 504-872-6628 10 AM-4 PM. Third en- dorsed.


Top ratings in small market, degree, experienced in all phases, ready to move up. Glenn Verheytan, 544 Brooklyn Lot 33, Jacksonville, IL 62650.

 Experienced professional. Announces/Production. 2 years, Contemporary or Top 40, PD Box 71, Park Forest, IL 60468. 312-747-8060 evenings.


Country/Bluegrass D.J. 3rd phone, 3 years FM experience, good knowledge of music. Tapes/resumes 513-897-3494. Consider all.

Versatile female, 3rd phone, 3 years airwork experience FM station. Proficient in bookkeeping/sales skills. Tapes/resumes 513-324-8667. Consider all.

Personality with 5 years exp, first phone, married, one child, wants change, Medium market Western states only. Contact Dave Elliott, 805-986-9728. Ox- nard, CA.

SITUATIONS WANTED ANNUNCERS CONTINUED


Sportscaster: College grad, 1 year experience college station, PBP basketball, football, some hockey, would like baseball; broadcast school trained, MOR exp., 3rd endorsed. Larry Knutson, 218-681-5427 8:00-4:00.

Experienced air personality seeks MOR or progressive rock. Ready now, anywhere. Lowell, Cleveland, Allen Park, MI 313-926-5918.

Creative personality; experienced DJ, newsman looking for jock or talk show. 3rd endorsed. Rod Nolley, 33120 West Lyons Circle, Warren, MI 48092. 313-334-4247.

Enthusiastic young announcer trained in all phases of broadcasting, first class FCC. Tape, resume. Call Dave, 213-790-0417.

Not a hippie, yippie or weirdo. Experienced personal- ity seeks small or medium market. Good production, 3rd ticket, 27, and married. Currently located in SE Pa. No revolving door organizations please. 215-256-5330, John LeMonica.

East Coast. First phone, PD experience too. Preter Contemp or Oldies format. 617-892-9529.

Fla. preferred: announcer 1st phone, 5 years experience, now doing TV & radio. Want a warmer cli- mate. Write 209B, East 44th St, Boise, ID 83707. 208-345-8812.

Progressive rock. 4 yrs. experience (morn-mid- days). BA Communications, 3rd endorsed, single, 24, excellent references, know music, smooth board. Mar- ly Lange, 2002 Friendship, Iowa City, IA 52240. 319-337-4476.

First phone, D.J. limited experience, looking for small market contemporary station. Rollin Reetz, 1917 Clarence, Beverly, IL 60402. 312-798-1272.

SITUATIONS WANTED TECHNICAL

Chief Engineer position wanted by ham with 5 years experience in all phases of AM & FM radio. Minimum salary $250 but will accept part in trade. Write Box Q-231, BROADCASTING.

SITUATIONS WANTED NEWS

Sportscaster, line college PBP experience in all ma- jor sports. A natural in baseball. News and sales experience. Versatile and vibrant. Box Q-237, BROADCASTING.

Latino female seeks entry position with growth poten- tial in news broadcasting. Box Q-238, BROADCASTING.

Television sports editor seeks return to radio. Law degree. News, talk all PBP. Professional gathering, writing, reporting. Box Q-240, BROADCASTING.

News and/or announcer. First phone. College degree, one year law school. College newspaper and radio. Entry level position in station needing hard worker. Box Q-245, BROADCASTING.

Growth opportunity sought. 14 years experience, solid journalism background. Now in New Jersey. Box Q-251, BROADCASTING.

Take charge, highly experienced, broadcast profes- sional. Seeking major-medium market news director challenge position. Experience considered. Tele- phone talk, programing, television. Box Q-264, BROADCASTING.


Responsibility is as important as aggressiveness. Thinking journalist, BA, MS, broadcast journalism, 3rd endorsed, one year experience, seeks small to medium market. Rich Peacock, 33 Cogswell Ave., Cambridge, MA 02140, 617-547-2788.

Broadcasting Mar 22 1976
HELP WANTED TECHNICAL

Maintenance Engineer(s). Short-term requirement to maintain RCA Color Studio (TR70/TK45/KK28) monitors, dailies, tuners and mic. B & W camera equipment. 3-6 months, starting 11/8. Call after 7 weeks.

Director of Engineering. Group broadcaster seeks experienced chief with strong administrative abilities for major west coast market. Starting salary $50,000, plus benefits. Call or write to Dave Boylan, Ron Curtis & Company, 5725 East River Blvd, Chicago, IL 60631, 312-953-3171. Confidentially assured.

TV Engineer. Graduate of two year technical school or equivalent experience, licensed, and to operate or maintain color television, FM radio and audiovisual equipment for FM a commercial broadcast station. Experienced engineer preferred. Position available immediately. Salary: $9,027. Send resumes to: University of Missouri Personnel Services, 309 Hill St., Columbia, MO 65201. An Equal Opportunity/Equal Inspector Employer.

Graduate engineer, experienced in Microwave and CATV systems to work in system planning and installation for CATV-200. Approximately 25% travel. Contact Microband Corporation of America, 176 Broadway, New York, NY 10038.

HELP WANTED NEWS

We are looking for an experienced anchor who can communicate. Medium market television, strong news staff, experienced. Equal Opportunity Employer. Please send resume and picture along. We will ask for tape. Box Q-155, BROADCASTING.

News Director, Medium market, network UHF with 12 person news department. ENG knowledge helpful, but not required. Respectful group ownership. Starting salary commensurate with experience. All benefits. An Equal Opportunity Employer. Send complete resume to Box Q-198, BROADCASTING.

Anchor salary that will match any market larger than number five or network correspondent's pay. A station with a very good news reputation is looking for the right person who can move a news cast in a friendly and responsible way. Excellent benefits and job guarantees. We are only interested in top candidates with the experience to prove it. Box Q-219, BROADCASTING.


Leading radio-TV operation has opening for ag-gres-sive journalist. Grid equally adept at guiding writing and producing. Leads to news director. Box Q-239, BROADCASTING.

Professional Meteorologist. Lost our last two meteorologists to Los Angeles and San Francisco stations. Seeking replacement. KOB-TV, Box PO 1351, Albuquerque, NM 87103.

Television Reporter/Anchor, WSAT-TV, Charleston-Huntington. Send resume, VTR to Box Johnson, Box 23 Huntington, W.Va. 25701. An Equal Opportunity Employer.

Immediate opening. News director, co-anchor. If you are really good and can help hold an established 44% share write: E.D. Madden, PO Box 395, Evansville, IN 47703. Send complete resume and tape.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Newscast director needed immediately. Minimum of two years directing news required. Others need not apply. Equal Opportunity/Affirmative Action Employer. Box Q-221, BROADCASTING.
WANTED TO BUY EQUIPMENT

TEK 149A NTSC Signal generator. Contact Tor Liholt, 516-273-7111, LNR Communications Inc., 180 Marcus Boulevard, Hauppauge, NY 11787.

We need used 250, 50, 1 KW, 10 KW AM and FM transmitter. No tube. Good Supply Corp. 1314 Iurbide St, Laredo, TX 78040.

FOR SALE EQUIPMENT

G.R. 191 AL RF bridge, like new, $495.00. Box Q-257, BROADCASTING.

Stereo generator, Sparta 682, CBS 4110 stereo Voluma limiter; CBS 4450A stereo Audiomag AGC. In use, excellent condition, available May. Each $1050 or offer. Bill Venditti, KZAP, Box 511, Sacramento, CA 95803. 916-446-2806.

Ikegami TK-55 Camera System: 10:1 Zoom Lens, Video, 100-1, cable, Waveform monitor. Used only as demonstrator. For sale below ret. cost. Contact Mr. Ed Milling, Taft Broadcasting Corporation, 713-623-1010, Houston, TX.

35mm Norelco telecine motion picture projector. All options current price well over $17,000.00. Never used, mint condition. $8500.00 will consider some trade. Write, wire or phone International Cinema Equipment Company, 1384 North 19th Avenue, Miami, FL 33105, 305-681-3733.

Gates BC-1P, 1kw/250w AM transmitter 1200 khz, good condition, removed from service Jan. 76, $500.

Contact Bill Brown 912-265-5980.

Gates II audio console, excellent condition $1500. UREI Modular mixer, new $425; Criterion 60, mono, like new $400. WNOE, New Orleans, 504-523-4753.

1 kw Collins FM Stereo transmitter, will tune and test your frequency. perfect: 4.500. 601-362-2790 after 5 PM.

Gates Executive, 10 channel simulcast solid state console, new stereo line amplifiers. $2500, complete Marilti Transmitter Monitor. Remote control, tuned up to 943.15 mhz and 942.85 mhz, includes: antenna transmission line, spare tubes and crystals, $9500; Specenstein OTR Set, $150; Collins P5 150 Mono playback cartridge machine, S150; Ferrichond Conix FM limiter $50; McMartin BMX-2000 FM SCA Monitor and relay receiver, $100; Marilti SGC-67 Sub Carrier Generator $75, 12" Microcircuit, tonearm, $45; 4-72" equipment racks, make offer. Call Ray Thomson, Chief Engineer, KDKB 602-833-8868.


For Sale: Channel 60 antenna and 400' guyed tower. Excellent condition $527-121, 312-610-2959.

Hella-styrols, Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94623.


GE-PF-250 color camera. GE-768B helical an- alyzation, CMOS camera, consists of three pieces on list: S.R., Cathrell, WZFW-TV, Box 22, Burlington, VT 05401. 802-655-3663.

905 feet RCAMI-19387 6 inch 75 OHM transmitter line. Paul K. Kettle, WLKY-TV, Louisville, KY 502-893-3761.

FOR SALE EQUIPMENT CONTINUED

J Ampko 5 Bay Antenna with new connector cables. Gates RDD - 10 Gates remote. GEL 5 KW-FM transmitter, CCA - 1 channel stereo console. Bogen mixer pre-amp model number MX-4 - A two 20 KW harmonic filters. Contact: Jimmie Joynt, KYYR Radio, 713-885-2543. PO Box 2307, Port Arthur, TX 77640.

Bell & Howell 16mm film chain projector, Pedestal, switching, remote, optical/magnetic, excellent condi- tion. $1350.00. Cinevision, Box 457, Avondale Estates, GA 30002.

Bell & Howell JAN 16mm OPP/MAG Film chain pro- jector, pedestal, switching, remote, excellent condi- tion. $1495.00. Other video equipment available, free list. International Cinema Equipment Company, 13843 NW 19th Avenue, Opalocka, FL 33054.

Used Recorders: Evaluation/Cleaning, plus tailoring device. All peripheral equipment plus spare parts. $10,000 F.O.B. Manhattan. Call 516-487-2381 or 516-734-5301.

For Sale: "2" each auto cue 25Hz $1500 each. "11" Mouserley 450Hz STL or one way mobile three years old with yq's, $1800.00. Write: KWSL Radio, PO Box 1280, Sioux City, IA 51102. Phone 402-973-3477.

COMEDY

DeeJay's: New, sure-fire comedy! 11,000 classified one liners. $10. Catalog free! Edmund Orrin, 2788-B West Roberts, Fresno, CA 93711.

DeeJay's: "Conversations" are super fun! And they sound new! Free demo from Hip Pocket Productions, Box 2585, Columbus, OH 43216.

"May a diseased candidate pull your lever in public?" Now that you're awake, smart jocks across the country and lowa, are turning on to "Dave Spectro Comdy," the only sophisticated, completely void of silliness, original service. Everything funny enough for Johnny Carson or it isn't printed. Noon can top me. Each issue contains: top comic, one bit of "Tonight Show" quality, extremely funny song lags: plus the popular "Dare you to say it on the air department." Wouldn't it be nice to get every month? Wouldn't it be nice to get every night? Embarrassingly priced at a low $15 for 12 monthly issues. Usable sample $3 apa- plied towards subscription. Better yet, send $15 im- mediately and receive bonus back issues, too. 212 jocks can't be wrong. Represented at A.B. by Institute of Broadcast Arts, Hyatt, Suite 2223. "Dave Spectro Comdy," WIBA Suite 2800, 76 E. Wacker, Chicago 60601 or phone 236-8371. This is for pros.

MISCELLANEOUS

Prizes Prizes! Prize National brands for promotions, contests, programming. No barter or trade .... be- tter! For fantastic deal, write or phone: Television & Radio Features Inc., 120 E. Illinois St, Chicago, IL 60611, call collect 312-944-3700.

TV job seekers: Color tv or lmm audition $60.00 plus stock. L.A. area 213-885-0533.

Join Oldtime Announcers Club. Announcing ex- perience dating back 25 years or more. No dues. PO Box 1174, North Little Rock, AR 72115.

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Nationally known management consultant is available for programming on consultation basis. Can build and cultivate all formats. Market analysis and counter programming. Bill Elliott & Associates 305-967-8838.

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REL teaches electronics for the FCC First Class Radio Telephone license. Over 90% of our students pass their exams. Class begin March 25, May 10.

REL 661 N. Pineapple Ave., Sarasota, FL 35777. 813-655-8242.

REL, 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.
INSTRUCTION CONTINUED


Effective commercials give more sales, better income. Learn how. Complete course. Sample free refundable. Fuller, Box 692, Cincinnati, OH 45201.

Newscasters, move up, earn more. Improve your delivery, put style into your writing. Veteran New York network news correspondent will work with you through your tapes. Reasonable. Free details. Box P-120, BROADCASTING.

We guarantee your FCC license. You can continue in class without cost until you pass your FCC license test! Survive FCC updates. Broadcasting courses available including announcing and radio product. Financing plan available. Veteran approved school. Now in new facillities. Fast instructors, best equipment. Out of state student plan. Call or write today for free booklet. 312-321-9400, Omega State Institute, 237 East Grand Avenue, Chicago, IL 60611.

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. 312-321-9400. 235 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.

FCC license through correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90026.

Get your first to get there first! Don Martin School of Communications! Since 1937, training broadcasters for Broadcast! 1st phone learning using latest methods and completely equipped transmitter studio. Call or write for details and start dates. Don Martin School, 7080 Hollywood Blvd., 5th Floor, Hollywood Blvd., CA 90028. Call 213-462-3281 or 213-657-5886.


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Group owner acquiring new property. Opening for experienced General Manager with strong documented sales background. References must be excellent. Send complete resume to Box Q-233, BROADCASTING.

For Fast Action Use BROADCASTING's Classified Advertising

Help Wanted Technical

Major Radio Broadcast Equipment Manufacturing Group

has opportunities for experienced RF, Audio and Automation Sales Engineers for Domestic and International Assignment.

See at NAB or send resume to:

Jack Lawson
VP-Marketing
Sperta Electronics
Division of Cetec Corporations
Sacramento, CA 95828

Exceptional Chief Engineer wanted for exceptional opportunity. Initially, you'll be chief of AM/FM combination in major Southwest market. Position will quickly lead to Director of Engineering for group broadcasters. To qualify you must have an E.E. Degree or equivalent, three years fulltime radio experience, at least one year as a Chief Engineer and experience with both FM stereo and AM directional stations. Send resume to John Gorb, Ron Curtis & Company, O'Hare Plaza, 5725 E. River Road, Suite 285, Chicago, IL 60631.

Situations Wanted Management


Box P-115, BROADCASTING.

Aggressive general manager looking for major market problem station. Present station just sold. Leader in sales, programming, accounting, with engineering skills both AM/FM major markets. Specialize converting problem operations to winners. Complete knowledge of FCC rules, expert at collections. Excellent credentials. Known nationally. Can attract and work with best programming & sales staff available. Last station increased yearly billing from $200,000 to $1,500,000 in four years. Complete broadcast background including ownership. AM/FM major market. First Class License 20 years broadcasting. Ready for new challenge. Let's discuss management position major market. Box Q-118, BROADCASTING.

MONEY - EXPERIENCE - ABILITY

available for investment in medium to large market. Successful General Manager with extensive experience in large and medium markets, wants equity position and active management. Excellent record with heavy sales experience. Successful management of major station in major market producing record profits, revenues and ratings. Available late April.

Box Q-209, BROADCASTING.

Situations Wanted Announcers

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Super Stuff—Give me your boards and telephone and I'll guarantee you the most successful show around. Bulletproof talk. Give your clients the tools/MOR combo, that only two mortals in existence can pull off, and I'm one of them. Conservative management, save your stamps. No guts, no glory. Ken S. 301-523-2289. 1739 Eutaw Pl., Baltimore, Md. 21217.

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NETWORK NEWSMAN

Now anchoring from NYC. Want permanent West Coast job. Solid journalistic background including all-news. News Director, Anchor or street. Now or in future. I'll phone, then visit. Box Q-242, BROADCASTING.

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JOHN A. DAVLIN
12 years experience in progressive and non-commercial radio program management. Victim of N.Y. State financial woes. Bursting with ideas and proven audience lures. Remarkable ability to elicit cohesion and superb effort from staff persons. Production skills and superior voice-on-air skills. Northeast preferred. Tape & resume by return mail.

Write Box Q-263, BROADCASTING.

**Public Notice**

The City of Rockville, Maryland is prepared to accept applications for the award of a CATV franchise. Application deadline is May 17, 1976. Application and CATV ordinance available upon request from: Daniel G. Hobbs, Assistant City Manager, Maryland at Vinson Streets, Rockville, Maryland 20850.

**Notice of Availability for CATV Franchise in The City of Sun Prairie, Wisconsin**

Notice is hereby given that proposal information for a 15 year Cable Television Franchise is now available and may be obtained by contacting Bernard I. Bernicks, City Clerk, City Hall, 124 Columbus Street, Sun Prairie, Wisconsin 53590. Each such request must be accompanied by a two hundred fifty dollar ($250.00) non-refundable filing fee made payable to the City. Proposals for a franchise must be in accordance with the instructions issued by the City and will be received for consideration until 10:00 A.M. (CST), Tuesday, June 1st, 1976.

**TELEVISION**

**Help Wanted Management**

**NEWS MANAGEMENT**

Dynamic, creative person with solid TV news experience who wants to move to top management. Master's Degree, plus broad knowledge of TV news operations, ability to work with people, make decisions, think and work hard a must. Management oriented reporters, producers and executives are preferred. Resume to Box Q-27, BROADCASTING.

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**SALES MANAGER**

For domestic and international antenna sales. Two years minimum broadcast equipment sales experience required.

Work with Cetec domestic sales group and foreign reps selling VHF-UHF.

Television antennas and patended FM antennas enjoy delightful climate and excellent corporate fringe benefits. Excellent bonus pay with commission. Mail complete resume in confidence or drop into NAB Booth 615 Chicago.

Peter Orians, President
Jampro Antenna Company
Subsidiary of Cetec Corporation
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Automated Programming Systems

Here's an excellent career opportunity with our leading broadcast equipment manufacturing company—a division of a major Fortune 500 Corporation. We need an individual with a B.S. or M.S. Degree in an appropriately related field with a minimum of 3 years experience working in a radio station environment augmented by approximately 3 years experience dealing with automated programming systems for radio station application. An FCC First Class License would be highly desirable.

You should possess an aptitude for selling plus solid communications skills (both verbal and written). In order to effectively provide marketing support to District Sales Managers, to help increase the sales of our automated programming systems.

You'll also be responsible for customer correspondence; preparation of bids, quotations, and analyses of competitive automation systems and related products; and provision of on-site demonstrations. Based in our Quincy headquarters, you'll report to the Sales Manager of Radio Broadcasting Equipment and have moderate travel requirements.

In addition to an excellent salary, you'll receive comprehensive benefits including profit sharing, hospitalization and relocation expenses. Send resume in confidence to:

Lawrence B. Carlstone, Professional Employment Supervisor
HARRIS COMMUNICATIONS AND INFORMATION HANDLING
Harris Corporation
Broadcast Products Division
Quincy, Illinois 62301

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**Help Wanted Annunciators**

**WHAT HAVE YOU GOT THAT TV DOESN'T**

We're dumping five high-rated game shows to produce a five night a week prime time magazine-type show that's going to be gangbusters! We've got a lot of talent, but looking for more... on-air communicators, writers and cinematographers. Write a letter with an audition tape or resume that'll make us want to know more. Send them to:

MAGAZINE

KPIX

2655 Van Ness Ave.,
San Francisco, CA 94109.

**Help Wanted Technical**

**GRASS VALLEY GROUP**

We are looking for experienced engineers in the following categories:

- **Circuit Development.** Applicants should be thoroughly familiar with the latest solid state devices and techniques, BSEE and at least 5 years of experience required.

- **TV Systems Engineers.** Applicants should be thoroughly familiar with television systems. Minimum of 5 years of TV experience required.

- **TV Sales Engineers.** 5 years of TV broadcasting experience required.

- **TV Field Service Engineers.** BSEE required. Applicants should be willing to travel in the US and abroad for a 2-year period before becoming permanently assigned to the plant in Grass Valley.

Send resume and salary requirements in confidence, to: Robert L. Cobler, The Grass Valley Group, Inc., P.O. Box 1114, Grass Valley, California 95945.

Arrangements can also be made for an interview at the NAB exhibit — Chicago, March 21-24.

An equal opportunity employer

Broadcasting Mar 22 1976
**Senior Program Officer**

Must have BA/MA degree or equivalent experience; approx. 10 yrs. general broadcast experience with at least 4-5 yrs. strong network programming. Established contacts in public and commercial TV and ability to deal effectively with top-line producers and talent. Excellent fringe benefits. EOE-MF. Please send resumes only to Mrs. Lily A. Okura, Director of Personnel, 1111 16th Street, N.W., Washington, DC 20036.

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**Situations Wanted Management**

Key, young executive at Major N.Y. Rep., solid broadcasting experience with network and advertiser, seeks top level management position offering growth with right station. Performance oriented, self motivated, hard working. B.S. and M.A. top school. Best industry references. Box Q-174, BROADCASTING.

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**Situations Wanted News**

Former O & O Broadcast Journalist

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CABLES PRESTRESSED FOR TALL TOWERS SOCKETED ATTACKED

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Broadcasting Mar 22 1976
### Electronics/Manufacturing

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<th>Closing March 30</th>
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### Service

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<th>Closing March 30</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High</th>
<th>Low</th>
<th>P/E ratio</th>
<th>Total market capitalization (000)</th>
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### Standard & Poor's Industrial Average

<table>
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<th>Change</th>
<th>Direction</th>
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*Amounts are interpolated.*

**Note:**
- *Stock did not trade on Wednesday; closing price shown is last traded price.
- **No P/E ratio is computed. Company registered net loss.
- ***Stock split.

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


Yearly high-lows are drawn from trading days reported by Broadcasting. Actual figures may vary slightly.

**Less active stocks:** Trading in the following industries is too intermittent for weekly reporting. This listing reports the amount and date of the last known sale:
- Camtowtown industries
- CCA Electronics
- Concert Network
- Electric Institute
- Lambo Communications
- Tell-Tips
- Universal Communications
- Woods Communications

Broadcasting Mar. 22, 1976

144
Joe Allbritton: banker, publisher, broadcaster—and still a country boy

"I have caused to be reviewed my financial condition and based on the review I state to you that the value of gross assets held by me and my wholly owned companies exceeds $100 million."

That was Joe L. Allbritton's response, in a filing with the FCC last year, to a suggestion that he was not financially qualified to assume control of Washington Star Communications Inc., parent of the financially ailing Washington Star and the financially robust broadcast subsidiary, licensee of six stations. It was lawyerly in its syntax, but almost overpowering in its implications:

"... the value of gross assets held by me and my wholly owned companies exceeds $100 million."

And this was not a Rockefeller born to great wealth or a Howard Hughes who built on the fortunes of a father. This was Joe Allbritton, of Houston's "bourgeoisie"—as he puts it—whose father and uncle owned a cafeteria and who started out as a lawyer 26 years ago. Not even Texas as he often puts it, provides material for success stories of that scope.

The quoted passage bespeaks the power that goes with holdings in banks in Houston and in Luxembourg; in the largest bank holding company in the Southwest (in which he has since sold his remaining holdings for $10,750,000; earlier, he sold an even larger block of stock for $25.3 million); in an insurance company, in mortuaries and in a large savings and loan association, all in California, and in Houston real estate.

It also seems to reflect a trace of impatience with financial qualifications should be questioned, and a desire to get on with a great new adventure, one that offered the chance of a truly heroic accomplishment—saving the Star.

There are those who have followed Mr. Allbritton's career who see in the effort to save the Star a zest for romance and adventure. This was not another bank or a string of mortuaries he would be running; this was a newspaper; and in the heady atmosphere of the nation's capital. What's more, reversing the Star's disastrous fortunes would provide a psychic reward: Mr. Allbritton, said one who has watched him, is "a man of strong ego impulses; he thrives on his successes."

Mr. Allbritton rejects any suggestion that he was interested in a newspaper in Washington for the power it would bring. "I know something of the world," he says. "If I wanted to have influence, I could have had all the power and influence I wanted for the interest on the money I put in here"—some $40 million.

No, it was not the drive for power and influence, he says.

But, the challenge... that was a factor. One of the pillars on which he has built his fortune, he says, is a willingness to "risk prior gains for future rewards." And the Star represented the greatest challenge ever offered him. In fact, as far as he has been able to determine, no newspaper has slipped as far as the Star has and survived.

The newspaper was losing as much as $1 million a month last fall, when he committed himself to spend $28.5 million for 90% of the stock in the parent company (he already owned 10%). And although the broadcasting properties were revenue producers, he would be forced, as a result of the FCC's crossownership rules, to dispose of the most profitable ones—WMAL-AM-FM-TV Washington, as well as either WLVA/AM or WLVA-TV Lynchburg, Va. He would be permitted to retain WCV-TV Charleston, S.C., but it and one of the Lynchburg stations could hardly be expected to provide the steady transfusion of money the hemorrhaging Star needed.

If the purchase of the Star company is a gamble, Mr. Allbritton believes he can win it—but not simply by improving the quality of the newspaper, a process most observers in Washington believe is now under way. Mr. Allbritton has plans for providing the newspaper with what he calls "the potentiality for endurance," and it involves his remaining a substantial figure in broadcasting. He is interested in swapping the WSC stations he must dispose of, rather than selling them (and paying a heavy capital gains tax on the sale), as well as in acquiring additional properties. The stations' profits, he says, would enable the parent company to "hang on"

But more than that, Mr. Allbritton seems to be discovering the charms of broadcast ownership—that he can make back in four and a half years the purchase price of, say, a radio station. "Do you know anything you can buy that can pay for itself in four and a half years?" he asks. "That's not a bad deal."

Mr. Allbritton first learned of good deals as a young lawyer in Houston. An uncle advised him that the way to make a great deal of money was to invest in real estate on the edge of a rapidly growing city. Houston fit that description, so in 1952 he and some associates purchased 400 acres at $350 an acre for a 10% down payment. Within a couple of years, they were able to sell off enough of the land to pay the note, and Mr. Allbritton in time bought out his partners. Today, he still owns most of the remaining land, and he estimates it is worth up to $30,000 an acre. But he has no intention of selling the acreage which served him well as the collateral that enabled him to begin amassing his fortune.

At 51, Mr. Allbritton likes to tell interviewers there is more to him than his career in the business, that he is an "andouting" factors in his life—his interest in his family; in charitable and civic activities; in animals; and in his collection of paintings and his wife's collection of antiques ("the trappings of civilization").

There is about Mr. Allbritton a feeling that he has not forgotten his roots, which go back to Houston in the 30's and, before that, to D'Lo, Miss., where he was born and where his family still owns "a piece of dirt," and that, whatever others may think of his control of more than $100 million in assets, he is not overwhelmed by it. "Personable" is a word often used to describe him. Even Charles Firestone, of the Citizens Communications Center, counsel for three local citizen groups that opposed the transfer of the WSC, used the word, as well as "down to earth" in talking about him months after the meeting at which they negotiated the agreement under which the groups withdrew their petition to deny. "We felt we could trust him," Mr. Firestone said.
The FCC is right

The FCC has acted with commendable restraint in abandoning the rulemaking it had proposed to curb hypoing. There are rules enough now on its books and the Federal Trade Commission's to prosecute abuses that the FCC had in mind when it originally struck out on its antihypoing venture.

As reported in last week's issue of this magazine, the rulemaking had been intended to prohibit any special advertising or promotion within four weeks before or during a rating period and, within three months of a rating period, any promotion that rewarded people for saying they listened to a given station. The proposed rules would also have prohibited licensees from misrepresenting audience surveys, from accurately quoting improperly conducted surveys or from quoting results of surveys that were not the latest available.

The commission gave all the right reasons for calling this escapade off. As broadcasters are fully aware, the Federal Trade Commission already has the apparatus, and has shown no reluctance to use it, to prosecute fraudulent or misleading use of ratings. There is no demonstrable need for the FCC to duplicate work that the FTC is performing capably.

As to the policing of special promotions and advertising, the FCC was persuaded that it would find it difficult to discriminate between legitimate promotions and those devised to distort ratings. It also agreed that there was no legal distinction between a television station's reservation of a movie hit for use in ratings periods and a special promotion of the movie. It saw the prospects of disadvantaging broadcast stations in their competition with unregulated newspapers, and it worried about the likelihood that the proposed rule would work to the special hardship of less affluent licensees.

The public notice of the withdrawal of the hypoing proceeding said the action was grounded in "the right of the broadcaster to conduct his business profitably and to compete as vigorously and effectively as possible in his service area." Words worth chiseling over the door to FCC headquarters.

Small wonder

Most members of Congress complain about their "bad image," blaming the news media. That is perhaps the true reason the legislative bodies are so squeamish about live pickups of parliamentary sessions. For one thing, they fear panning shots showing the chambers at least four-fifths empty most of the time.

Senators and congressmen might study their own committee proceedings, where the infighting occurs, to learn why they are in such frightful odor among not only their constituents but also the people in public life upon whom they commit unnecessary acts of abuse and invective—for headline purposes, of course.

A notable instance occurred a fortnight ago, involving FCC Chairman Richard Wiley, who, whatever one may think of his freewheeling views, puts in more hours of work per week than most members of Congress expend in an entire session. Mr. Wiley was hailed before a subcommittee on government operations regarding the monitoring and interception of international record communications involved in the CIA expose.

When Mr. Wiley contended there was a conflict in law as to what the FCC could do, Chairman Bella Abzug (D-N.Y.) loudly accused him of being "intimidated by the kind of cover-up that takes place in the executive branch." But the crowning blow came from Representative John Moss (D-Calif.) who said that if Mr. Wiley does not know how to use the power he has, "maybe the FCC needs a new chairman."

Such events occur constantly in the ornate Capitol sanctuaries constructed so the legislators peer down upon witnesses. This helps explain why it is difficult to entice highly qualified people to accept appointive office. And this, too, may explain why so many voters hold Congress in disdain.

'Midas' mischief

Like all conventions in the modern manner, political or professional, it's not what's on the agenda but what goes on in those smoke-filled rooms, or their counterparts, that really counts.

On stage this week in Chicago, there will be read a friendly message from President Ford to the National Association of Broadcasters, as displayed elsewhere in this issue. From the same platform, one of the nation's most popular broadcasters—Julian Goodman, who in the Horatio Alger style rose to the chairmanship of NBC from apprentice newsman—will receive the Distinguished Service Award in the 50th anniversary year of the network over which he presides. From President Vincent T. Wasilewski, who begins his 12th year as broadcasting's spokesman, will come a challenge for action.

But in the suites the big confrontation will be on how to defuse the onslaught against the growth and influence of the broadcast media, but mainly against television. Known elements in government—from White House to FCC—are working with dubiously underwritten public-interest entities and organized cults and minorities with their theme of "obscene profits" of television stations and networks. They are privy to those "confidential" figures supplied the FCC. And the game plan seems to be to give the new boys a chance. Never mind free enterprise, the risk capital, and the fact that the losers in radio and television have at times outnumbered winners.

This is the real issue. It can be met only by solid, well-conceived, forthright counterprogramming on the political and public fronts.

"Are you the fellas that are filming the liquid drain-opener commercials?"
Giving problems the air.

To help viewers find some answers for problems connected with alcoholism, aging, marital conflict, child rearing, drug abuse, the Sioux City Fetzer TV station aired an open-end forum.

By presenting a panel of eight mental health counselors, the station made it possible for many viewers to telephone in questions and still remain anonymous while their questions were answered on the air or referred to the proper agency.

Helping people find professional help with their problems is all part of the Fetzer total community involvement.

The Fetzer Stations

WKZO Kalamazoo KOLN-TV Lincoln
WKZO-TV Kalamazoo KGIN-TV Grand Island
WWTV Cadillac
WWUP-TV Sault Ste. Marie
WJFM Grand Rapids
WKJF(FM) Cadillac
WWAM Cadillac
KMEG-TV Sioux City
The SS3159 stereo disc reproducer provides complete facilities for professional stereo reproduction of disc recordings. It is completely self-contained with SP10D turntable, tone arm, plug-in pickup cartridge, equalized preamplifiers, audio cue switching, power supply and pedestal assembly.

The turntable offers the highest quality, lowest noise operation available. It adds virtually nothing to the original sound as recorded on the disc. And with the advent of quadrophonic discs, it's imperative that vertical as well as horizontal "rumble" be reduced to a minimum.

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