

The view from the 35th floor:  
An exclusive interview with Bill Paley

# Broadcasting May 31

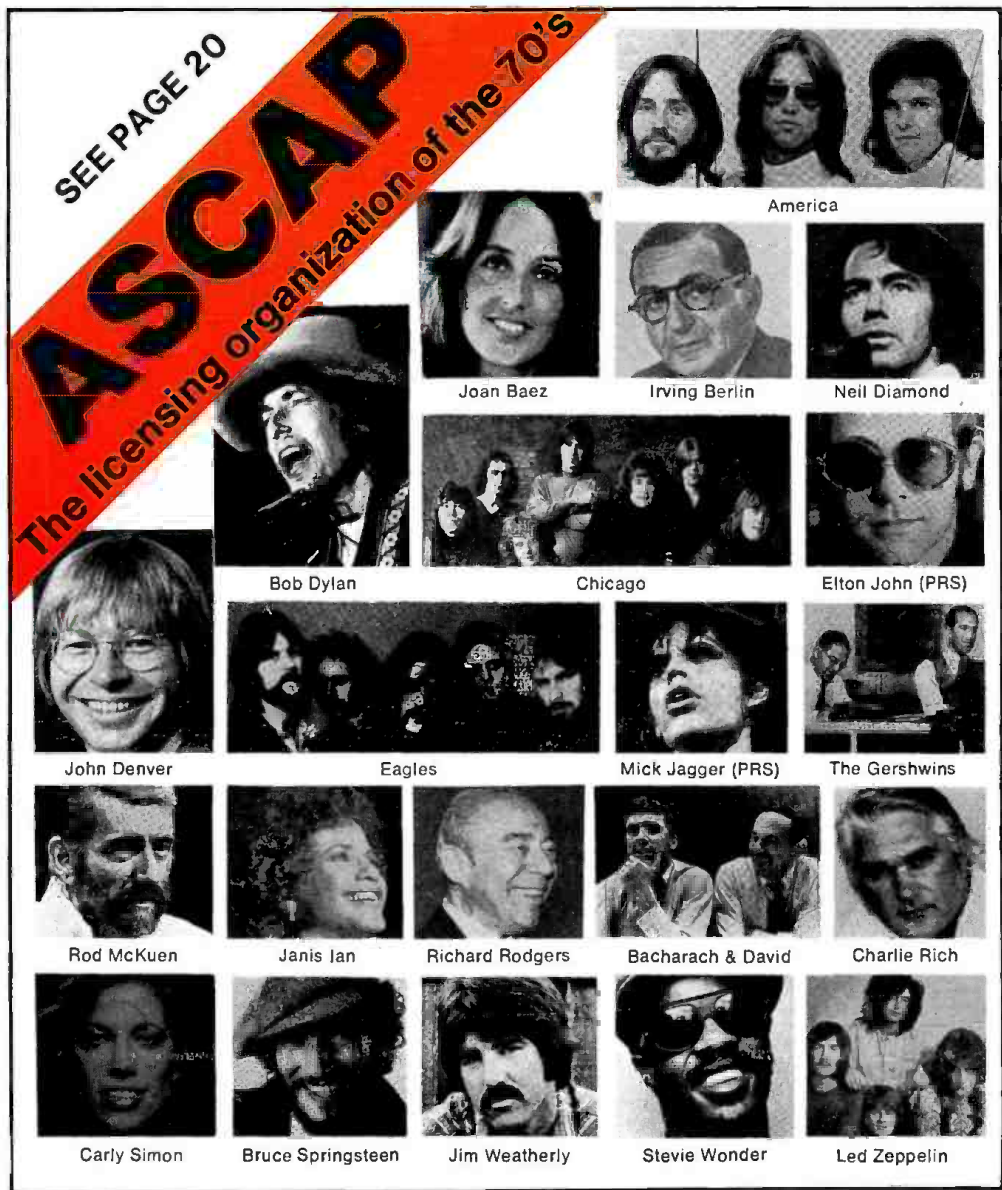
The newsweekly of broadcasting and allied arts






















Our 45th Year 1976

NEWSPAPER

SEE PAGE 20

**ASCAP**  
The licensing organization of the 70's



				
			America	
				
	Joan Baez	Irving Berlin	Neil Diamond	
				
Bob Dylan		Chicago	Elton John (PRS)	
				
John Denver	Eagles	Mick Jagger (PRS)	The Gershwins	
				
Rod McKuen	Janis Ian	Richard Rodgers	Bacharach & David	Charlie Rich
				
Carly Simon	Bruce Springsteen	Jim Weatherly	Stevie Wonder	Led Zeppelin

36112LIBRA B5184KBK DEC/78  
A U LIBRARY  
US AIR FORCE  
SERIAL ACN SECTION  
MONTGOMRY AL 36112



## **DES MOINES**

**THE 59TH ADI MARKET**  
**Now 344,100 Households**

**RETAIL:** "Iowa's Largest Shopping Center" because of easy Interstate access to Des Moines, (between Chicago and Denver on I-80 . . . between Minneapolis/St. Paul and Kansas City on I-35)

**MANUFACTURING:** Largest Center in Iowa . . . over 500 products produced . . . major Midwest Agri-Business Center . . . 2nd largest tire output in the world

**DISTRIBUTION:** Major Center . . . over 700 wholesalers and jobbers

**INSURANCE:** Major Center . . . 56 home offices . . . over 100 divisional offices

**FOOD:** Greatest producing center in the world . . . over 10% of food in U.S. comes from Iowa

**GOVERNMENT:** State Capitol . . . almost 27,500 employees

**EMPLOYMENT:** Continual high rate because of such an equal distribution of labor force

**TEST MARKET:** A proven track record

## **KCCI-TV, DES MOINES**

**CBS for Central Iowa**

A Broadcast Division of  
**COWLES COMMUNICATIONS, INC.**

Represented by  
**THE KATZ AGENCY, INC.**

**Heavyweights draw bigger crowds.**



## **Viacom Features IV**

Thirty great motion pictures. All first run for syndication. All in color.

Starring Steve McQueen, Woody Allen, Michael Caine, Tony Curtis, Walter Matthau, Sidney Poitier, Cliff Robertson, Robert Shaw. And so many more of today's biggest box office stars, you'll have to see the list to believe it.

**Viacom. Television's new major source for movies.**

**WTTG, Washington, just put "My Three Sons" together with "Family Affair" for an hour of family fun, 6:00 to 7:00 weeknights.**

**Fred MacMurray immediately moved his boisterous clan into the Number One spot from 6:00 to 6:30. With a higher ADI rating and share and more households and 18-49 women than any other Washington station.**

**That's some feat for a new family in the time period! And more impressive when you see how they did it. By drawing a 50% higher rating and 136% more young women than their lead-in.**

# **TOGETHERN**

**"MY THREE  
SONS"  
FROM  
VIACOM**



**“Family Affair” at 6:30 keeps WTTG in the Number One spot with a 15 ADI rating and 28% share (tied by a news station).**

**And in two key areas of advertiser interest, “Family Affair” gives WTTG clearcut superiority. With 29% more households and 52% more 18-49 women than its closest competitor in this six-station market.**

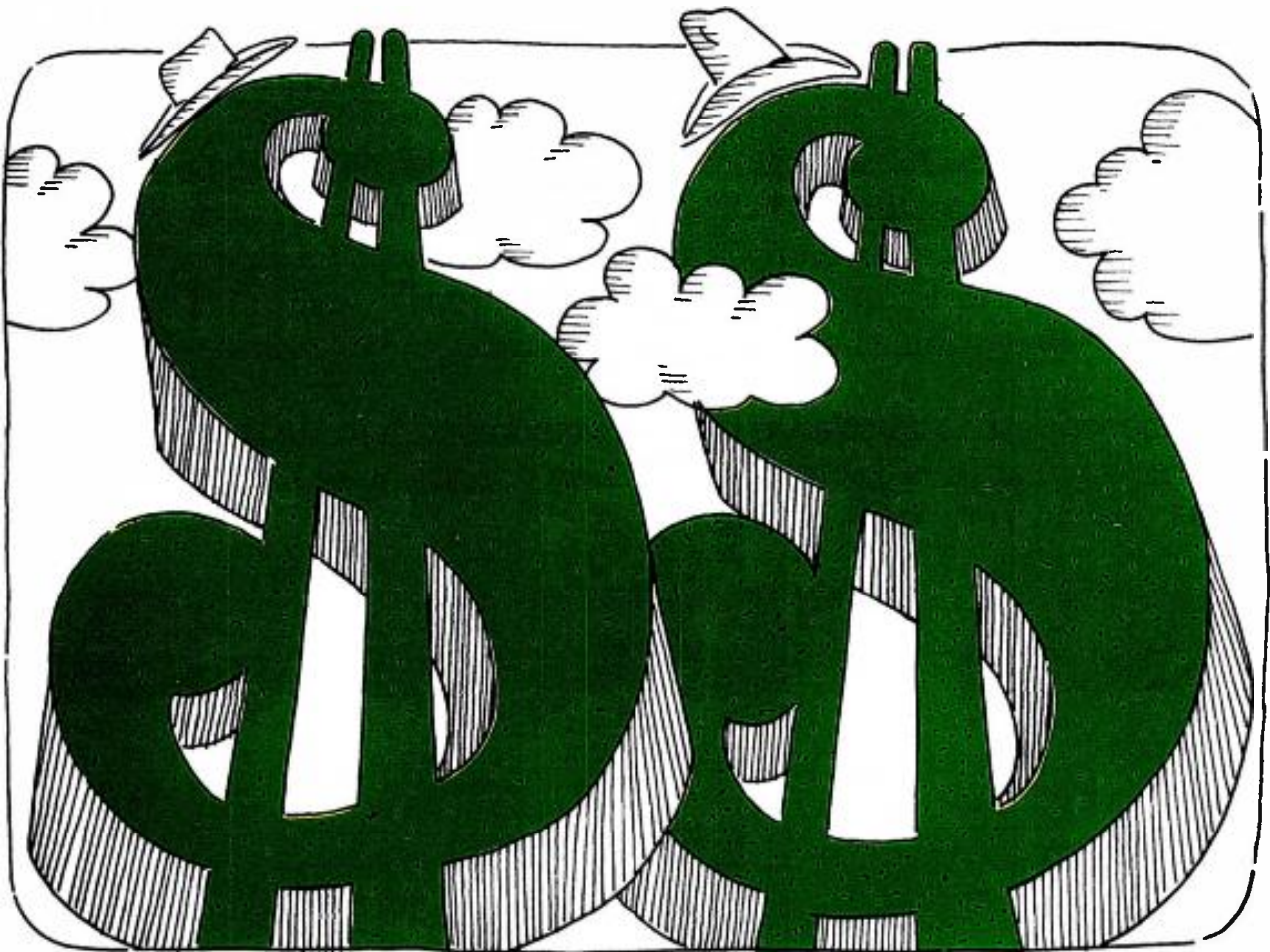
**If competition is fierce in your market, schedule these two great Viacom families back to back. Then count the rewards of togetherness in your next rating report.**

# **ESS COUNTS!**



**“FAMILY  
AFFAIR”  
FROM  
VIACOM**

Source: ARB, Jan. 1976. Audience estimates are subject to qualifications available upon request.



**El Paso and Fargo are big where it counts.  
So is Katz.**

Marketing men put their money where their sales are. That's why Fargo, N.D. and El Paso, Tex. are big TV markets. They beat bigger markets in consumer sales categories.

There's one market, for instance, which has 16% more households than Fargo and 32% more than El Paso. But both El Paso and Fargo are bigger in total retail sales. Fargo's food store sales are 14% bigger; El Paso's general

merchandise stores do 44% better.

Katz TV Continental now represents KVIA-TV, El Paso and KXJB-TV in Fargo. With more salesmen in more offices than any other representative, Katz has the resources to sell their marketing stories.

If your station is in a marketing man's market, take a closer look at Katz TV Continental. Join KXJB-TV and KVIA-TV. Be with the best.



**KVIA-TV. KXJB-TV. Katz. The best.**

# Broadcasting May 31

**A WINNER** □ Broadcasters come out on top as House copyright subcommittee votes down Danielson amendment, which provided for royalty payments to performers and record companies. **PAGE 21.**

**YES, VIRGINIA, THERE IS FREE SPEECH** □ Ruling by Supreme Court knocks down that state's ban on publicizing price of prescription drugs by pharmacists. Justice says commercials are dissemination of information and in the public interest. **PAGE 21.**

**ABC STEPS UP PACE** □ TV affiliates session in Los Angeles is told of expansion in daytime programming and of the network's intention to extend evening news at least another 15 minutes into station time. The strategy of the entire ABC schedule is explained. **PAGE 22.** Elton Rule makes a plea for the revival of televised debates between Democratic and Republican candidates for President. **PAGE 52.** Harry Reasoner and Barbara Walters are on stage for first public appearance together. **PAGE 58.**

**REID'S SURPRISES** □ Those wedding bells are breaking up that old gang at the FCC as new bride, Charlotte Barber, also announces she will leave commission on July 1. **PAGE 23.**



**THE BILL PALEY STORY** □ The chairman of the board of CBS Inc. sat down with BROADCASTING's chief correspondent, Rufus Crater (at left), and its editor, Sol Taishoff, in New York for two recorded interviews that produced the exclusive account of his career—and his views about broadcasting—that dominates this issue. In it he describes the progression of CBS from little more than an idea to pre-eminence today among the world's media. **PAGE 25.**

**NO PRECEDENT** □ Supreme Court hands down Federal

Power Commission decision but without clarification FCC wanted in order to know if it has authority to adopt cable EEO rules. **PAGE 46.**

**REFUND CASE** □ In appeals court battle, broadcasters explain why they deserve return of monies paid under 1970 fee schedule; FCC defends its role as collection agency. **PAGE 47.**

**TORBERT MACDONALD** □ Powerful chairman of House Communications Subcommittee, who retired recently from that post because of failing health, dies May 21. A retrospective obituary chronicles his days as a Harvard football star and roommate of JFK and the broadcast policy-making he was involved in. **PAGE 48.**

**IT'S STILL ABC** □ Sweep by Arbitron puts that network first in April-May with NBC second. Incomplete Niensens have those two tied at this point. **PAGE 53.**

**PROS STAY AT CBS** □ Despite a ratings lag this past season, the network signs a new \$21-million, two-year contract with the National Basketball Association. There will be more regional telecasts to draw more viewers. **PAGE 54.**

**WAR OF WORDS** □ Cable hearings continue on Capitol Hill with sessions that feature Taylor, Erlick and Karp. An extra is a viewing of *Midnight Blue*, the controversial offering on New York cable. **PAGE 55.**

**GROSSMAN'S PUSH** □ PBS president's hopes for public affairs programming are reflected in his proposed schedule that must pass muster at the stations. MacNeil show would be stripped on weekdays. Fridays would be turned over entirely to such programming. **PAGE 59.**

**ROUND TWO** □ An analysis of a second batch of first-quarter reports from companies on BROADCASTING's "Stock Index" confirms the trend in our earlier look at the first flock of financial statements: 1976 is off to a great start. **PAGE 60.**

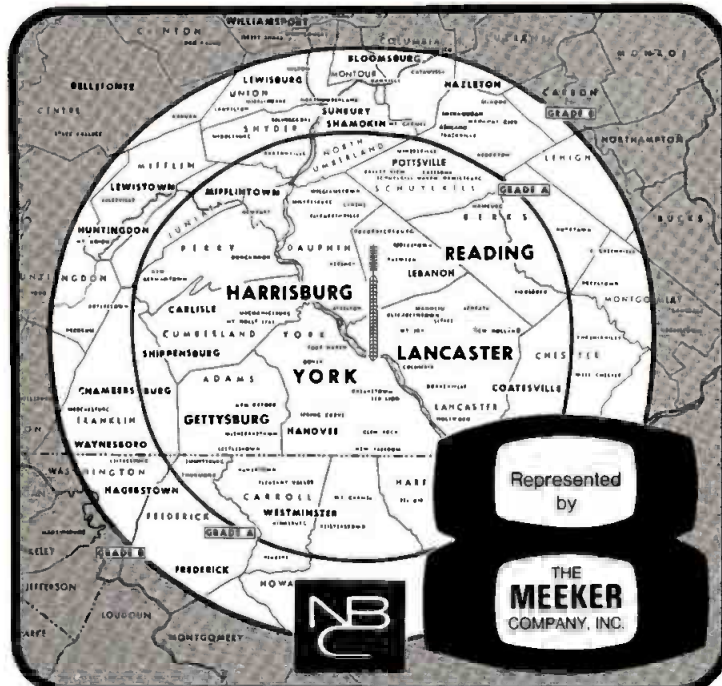
**TURNAROUND MAN** □ Bill Miller of Time-Life Television thrives on challenges. That's why he went to Time-Life management to ask for more demanding assignments. The rest is a television success story. **PAGE 81.**

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**JOHN HARRIS MANSION**  
 Built by John Harris Jr., founder of Harrisburg, in 1764-66. It was Simon Cameron's home, 1863-89, and many famous people visited there. It is now home of The Dauphin County Historical Society.

**JOHN HARRIS MANSION** Built in 1766 by John Harris, Jr., founder of Harrisburg and son of the area's original settler, this historic mansion was the home of General Simon Cameron from 1863 to 1889, a period when he was host to many famous guests. His heirs presented the Cameron homestead to the Dauphin County Historical Society.



# PENNSYLVANIA

## Pioneer and still the Leader

WGAL-TV was the first television station in this historic area. Today, after more than twenty-five years, it is still the dominant station. For example, Channel 8 has more viewers of its newscasts at 6 PM and 11 PM than other programs telecast at the same time by all other stations in the area combined.\* The result of this impact is increased sales results for advertisers.

# WGAL-TV

LANCASTER-HARRISBURG-YORK-LEBANON, PA.

\*Nielsen Station Index, February - March, 1976, Sunday through Saturday, 7:00 AM to 1:00 AM. Audience estimates subject to limitations published by Nielsen.

WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa.  
 WTEV Providence, R. I./New Bedford-Fall River, Mass.

**STEINMAN TELEVISION STATIONS**



## Hang-up?

Don't look for expeditious action by Senate in considering nominations President Ford may make to fill two FCC vacancies upcoming July 1. Democratic leadership in Senate, sniffing victory in November, would prefer to let new President pick his own. And if Democrat wins he obviously would name Democrats to both vacancies, giving his party 4-3 balance now in Republican hands. He would also name his own chairman.

Announcement last week by Commissioner Charlotte Reid, Illinois Republican, that she would end five-year tenure, leaving unexpired two years of her seven-year term (see page 24), complicated already confused situation. Weeks ago it had been all but announced that Joseph Fogarty, 45, aide to retiring Senator John O. Pastore (D-R.I.), would be nominated to succeed Democratic Commissioner Glen O. Robinson for regular seven-year term. But Democrats had already sent up flare against long-term GOP appointments, blocking confirmation of John Byington for seven-year term as member of Consumer Product Safety Commission, forcing his appointment for two-and-a-half-year unexpired term. Whether Mr. Fogarty might be named for two years left of Reid term, with seven-year tenure to await elections, couldn't be nailed down.

## One down

It's unlikely Senator Philip Hart's (D-Mich.) Antitrust Subcommittee will move legislation removing FCC's restrictions on pay cable access to motion pictures. After lengthy hearings last year, subcommittee staffer Gerald Hellerman and another outside economist drafted report recommending such legislation. But no bill has been written. In fact, report is still in draft form, Mr. Hellerman has left and successor hasn't even read it.

Senate may yet attack pay cable rules from another angle, however. Those rules were held up as poor example of agency rulemaking during hearings last year on so-called Competition Improvement Act (S.2028). Bill, which has passed Antitrust Subcommittee, doesn't address pay cable rules specifically, but in general encourages agencies to be more antitrust-conscious. One aide who helped write bill said last week networks have overreacted in their opposition to it. But he admitted bill might "tip scales" against pay cable rules.

## Taking root

Community Antenna Television Association, formed three summers ago just to fight off copyright legislation, may

be around long after that issue is settled. Its first convention-like activity, billed as "hands-on seminar" complete with exhibitors, technical sessions but no "political figures or FCC overseers," is scheduled for Aug. 9-11 near Wagoner, Okla., and if successful will be repeated annually. CATA began as ad hoc group of hard-liners among cable operators. It hired Washington counsel in May 1975; filed first noncopyright rulemaking at FCC that June and last April hired part-time lobbyist.

## Legislative legacy

House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) sees little chance of obtaining passage of any major broadcast-related legislation in this Congress, so he won't try to push any—except one. He wants bill to open all FCC meetings to public. Mr. Van Deerlin personally has strong feelings about forcing commission to make its decisions out in open where all can watch. But he has another motive as well. Torbert Macdonald (D-Mass.), previous subcommittee chairman who died May 21 (see page 48), introduced bill year ago that would in part require FCC to open meetings. Sunshine bill "will be our memorial to Torby," Mr. Van Deerlin said.

## Striking out

Aside from uncertainty over ABC-TV's plans for longer news (see page 23) only subject arousing discord at last week's convention of affiliates was network's Monday-night baseball coverage. At closed meeting last Wednesday afternoon number of affiliates criticized ABC-TV's broadcast team of Bob Prince, Warner Wolf and Bob Uecker for "editorializing" about games, said they preferred back-up team of Bob Gibson, Al Michaels and Norm Cash. One affiliate called baseball "disasterville."

Affiliates board of governors took complaints to closed meeting with network executives last Thursday morning. Best assurance they could get from Jim Spence, VP for sports planning, was plea to give show chance.

## Last may be first

Apparent change in targeted start dates for TV networks' new fall season is creating some commotion among agencies and advertisers. It had been widely expected all three networks would kick off Sept. 27, but CBS-TV says it never made formal commitment and intends to start Sept. 20, as does ABC-TV; NBC-TV almost certainly will too. Some agency-advertiser

sources protest that they had bought Sept. 20 week at rerun prices, say they'll resist—to point of going to court if necessary—if networks try to impose higher new-season rates for that week.

While some buyers have their backs up, however, others say they've encountered no such problem and envision none. Some say they avoided buying into Sept. 20 week altogether; others say they bought it with expectation of paying new-season prices. At least one network, ABC, was said to have sold Sept. 20 week at rerun rates but with explicit understanding new ones would apply if premiere week should be moved up.

## What's in a name?

It's no laughing matter, but those who know NBC best are having small chuckle at expense of Spiro T. Agnew, disenfranchised Vice President who is promoting his first book. In interview with *Washington Star* published May 23, Mr. Agnew alluded to Julian Goodman (chairman of NBC) along with William S. Paley (chairman of CBS) and Leonard Goldenson (chairman of ABC) as being Jewish, but denied he meant this in "defamatory way."

Mr. Goodman, born in Glasgow, Ky., is lifelong Presbyterian (Southern Baptist) and is lay leader in his church at Larchmont, N.Y. What Mr. Agnew didn't mention, in his appraisal of what he called preponderance of Jews in "national impact media," is that NBC's erudite former chairman (now vice chairman) David C. Adams, is Jewish.

## Policing preferred

FCC's new laissez faire policy toward reimbursement of citizen groups that have opposed renewal or sale applications (BROADCASTING, May 3) has raised alarm from unlikely quarter: Albert H. Kramer, former director of Citizens Communications Center, who broke first ground as public interest lawyer in broadcasting. He thinks FCC should continue to review reimbursements, fears abuse if commission maintains hands-off posture. Among dangers: encouraging private lawyers interested primarily in financial settlement to solicit clients among groups, tempting broadcasters to play off opposing groups with promise of hefty payment.

Citizens itself, presumed beneficiary of new policy in WNCN(FM) New York case that started it, still awaits Internal Revenue Service ruling on whether it can accept \$35,000 settlement without losing tax-exempt status.

**Bache Halsey Stuart Inc.** □ One of nation's leading investment banking firms is making its initial plunge into TV. Company plans investment of \$500,000 for its first wave in 11 major markets and is budgeting \$2 million for annual outlay in medium. Initial flight, to last 13 weeks, began last week; second flight of similar duration will start in early September in New York, Chicago, Los Angeles, San Francisco, Boston, Philadelphia, Baltimore, Houston, Dallas-Fort Worth, New Orleans and Miami. Bache's move into TV was reportedly influenced by industry change last year from fixed commission system to negotiable one, making field more competitive. Through Friedlich, Fearon & Strohmeier Inc., New York, Bache is aiming to reach upscale men and women, 30-59, to promote Bache Halsey Stuart name and theme: "We want you to be a successful investor."

**Universal Product Dollars Inc.**

□ System of consumer rebates will be tested on spot TV this summer for first time in four California markets. Various products will carry special label with cash value; consumers send labels in and receive refund. Campaign begins July 5 in California markets of Los Angeles, San Diego, Santa Barbara and Bakersfield; initial flight is scheduled for 22 weeks, but could last up to 52. Year's investment would be about \$2.5 million. Other markets are blueprinted for next year. Henderson Advertising, Greenville, S.C., hopes to reach women, 25-64, with commercials on daytime, fringe and prime periods on both general and Spanish-language stations.

**RCA** □ As sequel to its heavy spring network-TV campaign on behalf of Sportables black-and-white TV sets (nine- and 12-inch models), RCA has produced TV and radio spots for effort during June and July. Spots will be furnished to RCA distributors and dealers for local use to advance theme, "Why I Need It," featuring people in situations at beach, in backyard and on vacation. NW Ayer ABH International, New York, is agency.

**Miller-Morton** □ Large-scale spot-TV campaign is on tap, with total of 120 markets to be used for Lip Quencher, Chap Stick and Sergeant's Sentry IV flea collar. Some markets promote all three products and others either one or two. Spot TV is set to start on June 7 and continue until Sept. 5. Planning and placement is by Mil-Mor Advertising, Richmond, Va., in-house buying unit;

creative is handled by Dancer-Fitzgerald-Sample and Compton Advertising, both New York.

**Carling National Breweries**

□ Company is organizing eight-market \$500,000 radio-TV campaign for Black Label beer. Radio campaign kicks off in most markets on June 21 and will run for two separate five-week flights. TV campaign will also go in two separate flights, first one of which began Memorial Day weekend for three weeks, second one to start over Fourth of July weekend for two weeks. Markets are Detroit, Boston, Washington, Baltimore, Providence, R.I., Hartford-New Haven, Conn. and Flint-Saginaw, Mich. Campaign is aimed at men, 18-49. Agency is W.B. Doner, Baltimore.

**Nabisco** □ Rival dog food extends earlier campaign, running in 40 TV markets. Campaign will air in alternate weeks beginning June 7 and running through July 11, in day and fringe 30's. Women, 25-49, are target audience. Dancer Fitzgerald Sample, New York, is agency.

**Alberto Culver** □ Green Earth shampoo plans 13-week flight commencing June 28 in substantial number of markets. Daytime TV 30's targeted to women, 18-49, are handled by Lee King & Partners, Los Angeles.

**International Business Machines**

□ IBM, through Conahay & Lyon, New York, has purchased sole sponsorship of ABC-TV's rebroadcast comedy-drama, *Love Among the Ruins*, (Sunday, June 13, 9-11 p.m., NYT), starring Katharine Hepburn and Laurence Olivier. IBM will run corporate image spots and will

interrupt program only once for commercials.

**Spedel** □ Spot-TV drive for ID bracelets, watchbands, watches and British Sterling after-shave lotion will last from four to six weeks in from 40 to 80 markets, depending on product and market. Pre-Christmas push begins Nov. 8 and is blueprinted by Creamer, Colarossi, Basford, New York, to reach men and women, 25-54; teen-agers and children.

**Amtrak** □ Continuation of flight after five-week hiatus promotes Amfleet service in major TV markets on Boston to Washington route for two weeks beginning June 7 and between Los Angeles and San Diego for four weeks beginning June 1. Fringe 30's and 60's advertise new trains, less expensive than Amtrak's Metroliner service. Needham, Harper & Steers, New York, is agency.

**Mennen** □ Protein 21 shampoo will be accented in summer and fall on spot TV via three four-week flights starting June 21, Aug. 16 and Oct. 11. Chapman Communications, New York, is buying long list of markets for campaign created by Warren, Muller, Dolobowsky, New York, and is designing commercials for women, 12-24.

**Miles Labs.** □ Company, using spots created by both J. Walter Thompson and Wells, Rich & Greene, will continue as sole national sponsor of wildlife series, *World of Survival*, and adventure-documentary series, *David Niven's World*. Both syndicated series are distributed by Survival Anglia Ltd., New York. Miles Labs gets two minutes on each series, plus billboard, to advertise its various Alka Seltzer products, its One-A-Day and Flintstone Chewable vitamins. Stations get series free and are accorded three minutes to sell to local advertisers. *World of Survival*, now in its fifth season (with actor John Forsyth as host), appears in 76 markets, among them WCBS-TV New York, WMAQ-TV Chicago, WAGA-TV Atlanta and KSD-TV St. Louis. *David Niven's World*, still in its first year, is bartered in 62 markets, including WBBM-TV Chicago, KNXT(TV) Los Angeles and WWJ-TV Detroit. Demographic target of these series, Survival Anglia says, is adults, 18-plus.

**Monroe Auto Equipment** □ Monroe, Mich., firm will promote oil filters for two months beginning August 2. Fringe and spots TV 30's are targeted to men 18 and older. Campaign is handled by J. Walter Thompson, Dearborn, Mich.

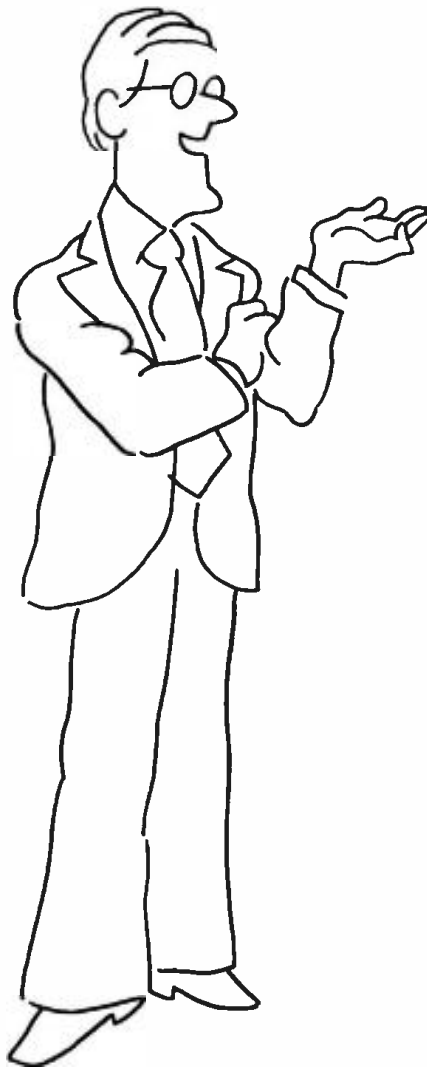
**Foremost Foods** □ Low fat dry milk by

**Rep appointments**

- WIBW-TV Topeka, Kan.: Katz TV Continental, New York.
- WEVU-TV Naples, Fla.: Devney Organization, New York.
- KIMN-AM-FM Denver: Blair Radio, New York.
- KWFD(FM) Fort Worth: CBS/FM Sales, New York.
- KZUL(AM) Parker, and KFWJ(AM)-KBAS(FM) Lake Havasu City, all Arizona: Bill Dahlsten & Associates, Los Angeles.
- WPOR-AM-FM Portland and WRDO(AM) Augusta, both Maine, and WFEA(AM) Manchester, N.H. (all owned by Ocean Coast Properties): McGavren-Guild, New York.

NOT ONLY HAS ABC  
HAD AN INCREDIBLE SEASON,  
THEY'VE JUST WON MORE EMMYS  
THAN ANY OTHER NETWORK.  
WHAT MORE CAN YOU SAY?

THEY'RE THE ONE  
I TURN TO.





Not only have viewers responded to the ABC Television Network's overall excellence in programming, but the National Academy of Television Arts and Sciences has honored ABC with 36 Emmys, the greatest total number of awards for 1976. This includes 11 for "Eleanor and Franklin,"

**OUTSTANDING SPECIAL—DRAMA OR COMEDY**  
**ELEANOR AND FRANKLIN**

ABC Theatre  
 David Susskind, Executive Producer  
 Harry Sherman and Audrey Maas, Producers

**OUTSTANDING WRITING IN A SPECIAL PROGRAM—DRAMA OR COMEDY—ORIGINAL TELEPLAY**

**JAMES COSTIGAN**  
 Eleanor and Franklin  
 ABC Theatre

**OUTSTANDING LEAD ACTOR FOR A SINGLE APPEARANCE IN A DRAMA OR COMEDY SERIES**

**EDWARD ASNER**  
 Rich Man, Poor Man

**OUTSTANDING CHILDREN'S SPECIAL**

For specials which were broadcast during the evening  
**HUCKLEBERRY FINN**  
 Steven North, Producer

**OUTSTANDING CONTINUING PERFORMANCE BY A SUPPORTING ACTOR IN A DRAMA SERIES**

For a regular or limited series  
**ANTHONY ZERBE**  
 Harry O

**OUTSTANDING LIVE SPORTS SERIES**

**NFL MONDAY NIGHT FOOTBALL**  
 Roone Arledge, Executive Producer  
 Don Ohlmeyer, Producer

**OUTSTANDING SINGLE PERFORMANCE BY A SUPPORTING ACTOR IN A COMEDY OR DRAMA SPECIAL**

**ED FLANDERS**  
 A Moon for the Misbegotten  
 ABC Theatre

**OUTSTANDING EDITED SPORTS SPECIAL**

**XII WINTER OLYMPIC GAMES**  
 Roone Arledge, Executive Producer  
 Chuck Howard, Don Ohlmeyer, Geoff Mason, Chet Forte, Bob Goodrich, Elle Riger, Brice Weisman, Doug Wilson, and John Wilcox, Producers

**OUTSTANDING SINGLE PERFORMANCE BY A SUPPORTING ACTRESS IN A COMEDY OR DRAMA SPECIAL**

**ROSEMARY MURPHY**  
 Eleanor and Franklin ABC Theatre

**TRIUMPH AND TRAGEDY...THE OLYMPIC EXPERIENCE**

Roone Arledge, Executive Producer  
 Don Ohlmeyer, Producer

**OUTSTANDING SINGLE PERFORMANCE BY A SUPPORTING ACTRESS IN A COMEDY OR DRAMA SERIES**

For a one-time appearance in a regular or limited series  
**FIONNUALA FLANAGAN**  
 Rich Man, Poor Man

**OUTSTANDING EDITED SPORTS SERIES**

**ABC'S WIDE WORLD OF SPORTS**  
 Roone Arledge, Executive Producer  
 Doug Wilson, Chet Forte, Ned Steckel, Brice Weisman, Terry Jastrow, Bob Goodrich, John Martin, Dennis Lewin, Chuck Howard and Don Ohlmeyer, Producers

**OUTSTANDING DIRECTING IN A DRAMA SERIES**

A single episode of a regular or limited series with continuing characters and/or theme  
**DAVID GREENE**  
 Rich Man, Poor Man  
 Episode 8

**OUTSTANDING SPORTS PERSONALITY**

**JIM MCKAY**  
 ABC's Wide World of Sports and XII Winter Olympic Games

**OUTSTANDING DIRECTING IN A SPECIAL PROGRAM—DRAMA OR COMEDY**

**DANIEL PETRIE**  
 Eleanor and Franklin  
 ABC Theatre

**OUTSTANDING INDIVIDUAL ACHIEVEMENT IN SPORTS PROGRAMMING**

For a single episode of a series; or for a special program  
**ANDY SIDARIS, DON OHLMEYER, ROGER GOODMAN, LARRY KAMM, RONNIE HAWKINS and RALPH MELLANBY, Directors**  
 XII Winter Olympic Games

**OUTSTANDING WRITING IN A COMEDY-VARIETY OR MUSIC SPECIAL**

**JANE WAGNER, LORNE MICHAELS, ANN ELDER, CHRISTOPHER GUEST, EARL POMERANTZ, JIM RUSK, LILY TOMLIN, ROD WARREN and GEORGE YANOK**  
 Lily Tomlin

**OUTSTANDING ACHIEVEMENT IN MUSIC COMPOSITION FOR A SERIES**

**Dramatic Underscore**  
 For a single episode of a regular or limited series  
**ALEX NORTH**  
 Rich Man, Poor Man

**OUTSTANDING WRITING IN A COMEDY-VARIETY OR MUSIC SPECIAL**

**JANE WAGNER, LORNE MICHAELS, ANN ELDER, CHRISTOPHER GUEST, EARL POMERANTZ, JIM RUSK, LILY TOMLIN, ROD WARREN and GEORGE YANOK**  
 Lily Tomlin

**OUTSTANDING ACHIEVEMENT IN ART DIRECTION OR SCENIC DESIGN**

For a dramatic special or a feature length film made for television  
**JAN SCOTT, Art Director ANTHONY MONDELLO, Set Decorator**  
 Eleanor and Franklin ABC Theatre



making it the biggest single winner in Emmy history, a fantastic 8 for ABC Sports, multiple awards for the ABC Novel for Television, "Rich Man, Poor Man," and 6 in the Daytime category.

To all the members of the Academy, our sincere thanks, and to all of our winners, congratulations.

**OUTSTANDING ACHIEVEMENT IN COSTUME DESIGN FOR A DRAMA SPECIAL**  
**JOE I. TOMPKINS**

Eleanor and Franklin  
 ABC Theatre

**OUTSTANDING ACHIEVEMENT IN MAKEUP**  
 For a single episode of a series or for a special program  
**DEL ARMSTRONG and MIKE WESTMORE**

Eleanor and Franklin  
 ABC Theatre

**OUTSTANDING ACHIEVEMENT IN CINEMATOGRAPHY FOR ENTERTAINMENT PROGRAMMING FOR A SERIES**  
 For a single episode of a regular or limited series  
**HARRY L. WOLF, A. S. C.**

Keep Your Eye on the Sparrow  
 Baretta

**OUTSTANDING ACHIEVEMENT IN CINEMATOGRAPHY FOR ENTERTAINMENT PROGRAMMING FOR A SPECIAL**  
 For a special or feature length program made for television  
**PAUL LOHMANN and EDWARD R. BROWN, SR.**

Eleanor and Franklin  
 ABC Theatre

**OUTSTANDING FILM EDITING FOR ENTERTAINMENT PROGRAMMING FOR A SPECIAL**  
 For a special or film made for television  
**MICHAEL KAHN**

Eleanor and Franklin  
 ABC Theatre

**OUTSTANDING ACHIEVEMENT IN FILM SOUND EDITING**  
 For a special program  
**CHARLES L. CAMPBELL, LARRY NEIMAN, COLIN MOUAT, LARRY CAROW, DON WARNER, JOHN SINGLETON, TOM McMULLEN, JOSEPH DIVITALE, CARL KRESS, JOHN KLINE and JOHN HANLEY**

The Night That Panicked America  
 The ABC Friday Night Movie

**OUTSTANDING ACHIEVEMENT IN FILM SOUND MIXING**  
 For a single episode of a regular or limited series; or for a special program  
**DON BASSMAN and DON JOHNSON**

Eleanor and Franklin  
 (Parts 1 & 2)  
 ABC Theatre

**OUTSTANDING ACHIEVEMENT IN VIDEO TAPE EDITING FOR A SPECIAL**  
**NICK V. GIORDANO**

Alice Cooper—The Nightmare  
 Wide World: In Concert

**OUTSTANDING ACHIEVEMENT IN ANY AREA OF CREATIVE TECHNICAL CRAFTS**

An Award for individual technical craft achievement which does not fall into a specific category, and is not otherwise recognized  
**JEAN BURT REILLY and BILLIE LAUGHRIDGE**

Hairstylists  
 Eleanor and Franklin  
 ABC Theatre

**OUTSTANDING INDIVIDUAL ACHIEVEMENT IN SPORTS PROGRAMMING**

For a single episode of a series; or for a special program  
**JEFF COHAN, JOE ACETI, JOHN DELISA, LOU FREDERICK, JACK GALLIVAN, JIM JENNETT, CAROL LEHTI, HOWARD SHAPIRO, KATSUMI ASEADA, JUAN FERNANDEZ, PETER FRITZ, ED JOSEPH, KEN KLINGBEIL, LEO STEPHAN, TED SUMMERS, MICHAEL WENIG, RON ACKERMAN, MICHAEL BONIFAZIO, BARBARA BOWMAN, CHARLIE BURNHAM, JOHN CROAK, CHARLES GARDNER, MARVIN GENCH, VICTOR GONZALES, JACK HIERL, NICK MAZUR, ED MCCARTHY, ALEX MOSKOVIC, ARTHUR NACE, LOU RENDE, ERSKIN ROBERTS, MERRITT ROESSER, ARTHUR VOLK, ROGER HAENELT, CURT BRAND, PHIL MOLLIKA, GEORGE BOETTCHER and HERB OHLANDT, Video Tape Editors**  
 XII Winter Olympic Games

**DICK ROES, JACK KELLY, BILL SANDREUTER, FRANK BAILEY and JACK KESTENBAUM, Tape Sound Mixers**  
 XII Winter Olympic Games

**OUTSTANDING GAME OR AUDIENCE PARTICIPATION SHOW**

Daytime Programming  
**THE \$20,000 PYRAMID**  
 Bob Stewart, Executive Producer  
 Anne Marie Schmitt, Producer

**OUTSTANDING ACTRESS IN A DAYTIME DRAMA SERIES**

**HELEN GALLAGHER**  
 Ryan's Hope

**OUTSTANDING HOST OR HOSTESS IN A GAME OR AUDIENCE PARTICIPATION SHOW**

**ALLEN LUDDEN**  
 Password

**OUTSTANDING INDIVIDUAL DIRECTOR FOR A DRAMA SERIES**

**DAVID PRESSMAN**  
 One Life to Live

**OUTSTANDING INDIVIDUAL DIRECTOR FOR A GAME OR AUDIENCE PARTICIPATION SHOW**

For a single episode  
**MIKE GARGIULO**  
 The \$20,000 Pyramid

**OUTSTANDING INSTRUCTIONAL CHILDREN'S PROGRAMMING—SERIES AND SPECIALS**

**GRAMMAR ROCK**  
 Thomas G. Yohe, Executive Producer  
 Radford Stone, Producer

**ABC Television Network** 

San Francisco company will be spotlighted in two- and three-week flights beginning June 7, July 5 and Aug. 9. Day and fringe TV 10's and 30's are targeted to women, 35-49. McCann-Erickson, San Francisco, handles campaign.

**Ferrero Co.** □ Italian-based manufacturer named Wells, Rich, Greene Inc., New York, as advertising agency for Tic Tac mints in U.S., Canada, Australia and Europe. Domestically, account billed \$2.8 million in 1975, overwhelmingly in TV, and is expected to increase spending this year. Account has been at Chalek & Dreyer, New York, since 1972 when Tic Tac was introduced in U.S. SFM Media Service Corp., New York, has been buying and will continue in that capacity.

**United Vintners** □ Ten-week campaign in number of markets begins June 21 for wine division of Heublein Inc., San Francisco. Fringe TV 30's are geared to heads of households. McCann-Erickson, San Francisco, is agency.

**Hudson** □ Vitamin manufacturer is readying eight-market radio campaign to begin June 21 for four weeks. Markets include Chicago, Philadelphia and Boston. Demographic target is adult women. Agency, Rosenfeld, Sirowitz & Lawson, New York, will buy radio stations, with disk jockey personalities to read live on-air copy.

**Nabisco** □ Fruit Pizazz, multi-flavored drink in test marketing, is scheduled for spot TV campaign now through August. Parkson Advertising, New York, is seeking to reach women, 18-34, and children.

**Chesebrough-Ponds** □ Campaign for Prince Matchabelli product, Aziza eye makeup, running three five-week flights each year, continues today (May 31).

Fringe and prime-time 30's geared to women, 18-34, are handled by Waring & LaRosa, New York.

**Wine Imports of America** □ Three-week campaign in approximately 15 markets begins June 7 for Giacobazzi wine. Daytime and fringe TV 30's targeted to men and women, 18-49, use theme, "Giacobazzi spoken here." Flight is prior to heavier campaign in fall. Keller Haver, New York, is agency.

**American Can Co.** □ Tissue and towel division will continue spot-TV advertising for seven paper products in 75 markets, in quarter beginning June 28. Markets are nationwide except for Northeast; spots are day and fringe 30's. William Esty, New York, is targeting women, 18-49.

**Kawasaki Motors Corp., U.S.A.** □ J. Walter Thompson Co., Los Angeles, has been named to handle account of motorcycle and motorcycle accessories division. Billing is estimated at \$4 million, of which more than \$1 million is in broadcast. Account leaves Cunningham & Walsh, Los Angeles, agency for past five years.

**Philips Petroleum** □ Oil company plans busy summer in spot TV, preparing flights for its products and institutional-corporate effort in large number of markets in Midwest, Southeast and Southwest. Tracy-Locke Advertising, Dallas, created campaign and is seeking time periods to reach total adults and men, 21-54.

**Continental Airlines** □ Spot TV flight will take off June 28 for five weeks of exposure in selected markets. Benton & Bowles, New York, is moving to reach men, 25-54, through commercials on news and sports programs and in fringe and prime periods.

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# Broadcasting TELEVISION®

The newsweekly of broadcasting and allied arts

Executive and publication headquarters  
Broadcasting-Teletesting building  
1735 DeSales Street, N.W., Washington, D.C. 20036.  
Phone: 202-638-1022.

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\* Reg. U.S. Patent Office.  
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Microfilms of Broadcasting are available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103.

## BAR reports television-network sales as of May 9

ABC \$318,081,900 (31.3%) □ CBS \$357,353,100 (35.2%) □ NBC \$340,215,100 (33.5%)

Day parts	Total minutes week ended May 9	Total dollars week ended May 9	1976 total minutes	1976 total dollars year to date	1975 total dollars year to date	% change from 1975
Monday-Friday Sign-on 10 a.m.	147	\$ 710,300	2,434	\$ 13,180,700	\$ 11,819,700	+11.5
Monday-Friday 10 a.m.-6 p.m.	1,012	12,234,200	18,545	223,539,500	193,676,000	+15.4
Saturday-Sunday Sign-on-6 p.m.	326	5,788,400	5,949	121,940,500	94,821,400	+28.6
Monday-Saturday 6 p.m.-7:30 p.m.	100	2,772,000	1,883	54,804,700	47,010,900	+16.6
Sunday 6 p.m.-7:30 p.m.	24	990,500	412	17,733,000	7,896,400	+124.6
Monday-Sunday 7:30 p.m.-11 p.m.	424	28,609,500	7,670	515,770,300	465,185,200	+10.9
Monday-Sunday 11 p.m.-Sign-off	204	3,574,300	3,688	68,681,400	56,763,100	+21.0
<b>Total</b>	<b>2,237</b>	<b>\$54,679,200</b>	<b>40,581</b>	<b>\$1,015,650,100</b>	<b>\$877,172,700</b>	<b>+15.7</b>

Source: Broadcast Advertisers Reports

# Monday Memo<sup>®</sup>

A broadcast advertising commentary from Leonard A. Swanson, vice president and general manager, WIIC-TV Pittsburgh

## There's RPU gold in those ENG hills

A major challenge for any broadcast salesman is to provide an opportunity for existing retail advertisers to expand their television budgets and to entice new advertisers to use the medium.

As a station general manager, I was frustrated by the inability to unlock the door to the retailer. Having been in sales for 16 years prior to my present position, I was sensitive to a salesman's problems. However, my father was in retailing, operating a small department store, and I know from first-hand experience the retail advertiser's budget problems.

The key to overcoming these problems was obviously to be found in a method to produce top quality yet low cost retail store commercials. At WIIC-TV Pittsburgh our key is the retail production unit (RPU).

So many stations are consumed with the idea of electronic news gathering that perhaps they are overlooking one of the most exciting capabilities of the electronic equipment available today—its ability to produce top quality, low cost commercials.

While we at WIIC-TV were deciding on the use of the minicamera for ENG purposes, we were earmarking the equipment first for commercial production.

Our RPU produced a capability never before available to local television—the opportunity to sell new advertisers by showing them that quality commercial production need not be costly.

The foundation of our entire retail production unit is a portable Norelco PCP-90B camera which gives in-studio quality pictures never before possible in our business plus portability. We record commercials on the RCA portable color two-inch video-tape recorder, TPR-10. It provides immediate on-location playback in color. (I'm not trying to sell a particular line of equipment. Obviously, our equipment is only one set of possibilities among several products with the same capability.) In addition, we added basic audio gear and simple portable lighting fixtures. We rigged a van to carry this gear to the retailer's location and installed the basic equipment on a four-wheeled cart for simple movement throughout any store. WIIC-TV's total investment in the components for the RPU was \$177,000.

As for the personnel needed to operate the unit, the composition of our crew breaks down as follows: a technical crew of two or possibly one if the audio track is prerecorded. We use a three-person production crew plus a director-producer. Again, with a simple set-up not requiring audio, we can often get by with a produc-



Leonard A. Swanson began his broadcasting career in 1955 as a salesman for WWTW(TV) Cadillac, Mich., moving later to sales manager at KBTW(TV) Denver and then back to WWTW in a similar management capacity. He joined WIIC-TV Pittsburgh in 1963 as sales manager and in 1968 was named to his present post, vice president and general manager. Mr. Swanson was elected in February of this year to the board of the National Association of Broadcasters.

tion crew of two. Therefore, I am talking about a total production team of from four to six people.

Specifically, what makes our RPU so special?

First and most important—the quality of production surpasses anything previously possible with portable equipment. The sensitivity of a camera such as the PCP-90B is truly exciting and most perceptible to the critical eye of any advertiser. The depth perception of this camera and its low light-level requirement give the client in-studio quality production. This quality of production cannot be obtained, in my estimation, with any low-cost electronic camera designed primarily for news-gathering purposes.

Second, the portability of this equipment also has a great deal to do with its usefulness. During our first experimental session in a major Pittsburgh department store, we were able to shoot at five different in-store locations the necessary tape for five 30-second commercials, all within an eight-hour period. The retailers like the fact that our equipment is confined to a small cart and can easily be moved in and out of regular elevators and through store aisles.

The third key selling point is that the two-inch portable video-tape recorder used in our unit not only produces color,

but has on-the-spot color playback capability, allowing the advertising manager to see a spot immediately and exactly as it will appear on the air. This, for us, is the all-important retailer's "tear sheet."

Our RPU's advantage of immediacy plus speed in production and editing is the fourth selling point. Under most circumstances, we can produce four or five 30-second commercials within an eight-hour period. We have full tape editing facilities at the station and can normally edit and be ready to go on the air first thing the next morning, if necessary.

I can't stress enough the effectiveness in selling air time by showing clients that top quality commercials can be produced one day and aired the next morning.

Finally, the low cost per commercial is perhaps the most important ingredient needed to close the sale. Including the actual cost of the personnel used plus the total operating cost of the unit (based on a 10-year depreciation of equipment and on the probable use of the unit for commercial production purposes at a rate of no more than two days a week) the estimated out-of-pocket cost of operation for my station is around \$750 per shooting day. If a retailer aims at five 30-second spots, his cost can be as low as \$150 each.

He, of course, is responsible for the cost of models, talent or "unusual" artwork, but even with this, you can see that the cost per commercial is low and the procedure is implemented and accepted by retailers in the 10th largest market.

We began our first experimental production in August 1974, and by Dec. 31, 1974, we had secured approximately \$68,000 of new business attributable solely to the availability of our RPU. Now, months later, we have had several substantial individual commitments for the purchase of time—new business, I might add, as a result of the RPU.

I want to emphasize that we have not developed this unit because we want to be a production center. We want it only as a sales developer. It is not a normal sales tool, since few stations are using the idea. Most important, when you sell a convenience such as the RPU, you don't sell a single station. You don't require that 100% of the budget be placed with your station alone. WIIC-TV includes as part of our sales presentation the willingness to provide dubs of all commercials for other stations in the Pittsburgh market.

If we were selfish about our final goals, we would simply end up losing advertising dollars because they were unrealistically spent, instead of building television as a viable advertising medium for retailers throughout the marketplace.

■ indicates new or revised listing

## This week

**June 1**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Scranton Downtown, Scranton, Pa.

**June 1**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn North, Youngstown, Ohio.

**June 1-4**—*Canadian Cable Television Association* 19th annual convention and trade show. Four Seasons Sheraton hotel, Toronto.

**June 2**—FCC's new deadline for comments on proposed relaxation of TV tuning accuracy standard for channels 70-83 (Docket 20719). Replies are now due June 16. FCC, Washington.

**June 2-3**—*The Washington Journalism Center's* conference on the First Amendment. Leaders from journalism, government and the private sector will be invited to attend. Speakers and discussion leaders will include Eric Sevareid, CBS News; Bill Monroe, NBC's *Meet the Press*; columnist-commentator James J. Kilpatrick; Thomas Winship, editor, *Boston Globe*; John Hughes, editor, *Christian Science Monitor*; Paul A. Freund, Harvard Law School, and Thomas I. Emerson, Yale Law School. Grand Ballroom, Mayflower hotel, Washington. Registration (no fees or charges): WJC, 2401 Virginia Avenue, N.W., Washington 20037; (202) 331-7977

**June 2-4**—*Communications Division of the Electronic Industries Association* seminar. "Electronic Communications: Industry Trends and Economic

Directions." Dunley's Hyannis Resort Center, Hyannis, Mass.

**June 3**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Airport-South, Philadelphia.

**June 3**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Riverfront, Cincinnati.

**June 3-4**—Fifth annual national *Publi-Cable Conference*. Campus, Kutztown State College, Kutztown, Pa. Contact: Dr. Robert P. Fina, executive director of Publi-Cable, Kutztown State College.

**June 3-5**—*Associated Press Broadcasters* sixth annual convention. William Sheehan, ABC News president, will be keynote speaker. FCC Chairman Richard Wiley; Jack Thayer, NBC Radio president; Vincent Wasilewski, National Association of Broadcasters president; attorney F. Lee Bailey and Senator Hubert Humphrey (D-Minn.) 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 conference. Sunriver Lodge, Bend.

**June 4**—*Northern California Broadcasters Association* luncheon with James W. Ingraham, vice president, Radio Advertising Bureau, to speak on "Radio—Three Billion Dollar Gold Rush." Holiday Inn, Powell at Sutter, San Francisco.

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

**June 5-9**—*American Advertising Federation*, 71st annual convention. Scheduled speakers and panelists include FCC Chairman Richard E. Wiley; Donald Kendall, PepsiCo Inc. chairman (keynote); Carl Nichols, Cunningham & Walsh chairman and AAF chairman; Herb Klein, Metromedia Inc. vice president; George Gerbner, dean of Annenberg School of Communications at University of Pennsylvania; Donald Johnston, J. Walter Thompson Co. president; Charles Moss, Wells, Rich, Greene president; Shirley Polykoff, Shirley Polykoff Advertising Inc. Staller Hilton, Washington.

## Also in June

**June 6-9**—*Mutual Advertising Agency Network* annual meeting. Drake hotel, Chicago.

**June 6-10**—*North Carolina Association of Broadcasters* spring meeting. Southampton Princess, Bermuda.

**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; (505) 866-5471.

**June 7**—FCC's deadline for comments on its inquiry to gather information on cable TV subscriber rate regulation process (Docket 20767). Replies are due July 7. FCC, Washington.

**June 8**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn, Jackson, Tenn.

**June 8**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Downtown-Plaza, Wichita, Kan.

**June 8-10**—*Armed Forces Communications and Electronics Association* 30th annual convention. Sheraton Park hotel, Washington.

**June 8-11**—Annual convention of *National Broadcast Editorial Association*. Scheduled speakers include Vice President Nelson Rockefeller, Secretary of Defense Donald Rumsfeld, FCC Complaints and Compliance Division Chief William Ray and members of Congress. Mayflower hotel, Washington.

**June 9**—*Corporation for Public Broadcasting*, regional meeting open to public participation. Drake hotel, Chicago.

**June 9-10**—*Vermont Association of Broadcasters* convention. Hotel Jay, Jay Peak Ski Area in Northern Vermont, near Newport.

**June 9-10**—*National Association of Broadcasters* second digital electronics seminar for broadcast engineers. Cleveland Engineering and Scientific Center, Cleveland.

**June 10**—Seminar on various management-oriented computerized information programs sponsored by *BIAS (Broadcast Industry Automated Systems) division of Data Communications Corp.* Airport Hilton, Memphis.

**June 10**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn, Coliseum, New York.

**June 10**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Hyatt-Regency hotel, Knoxville, Tenn.

**June 10**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Hilton Inn West, Oklahoma City.

**June 10-11**—*Arizona Broadcasters Association* spring convention. Speakers will include James H. Hulbert, National Association of Broadcasters, Washington; Michael Bader, Haley, Bader & Potts, Washington, and Ed Godfrey, KGW-AM-TV Portland, Ore., and Radio Television News Director Association committee member, Little America hotel, Flagstaff.

**June 10-12**—*Florida Cable Television Association*

Doubleday  
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Offers: **DAY TIME  
RELIGION**

- Major Market
- Gospel Format
- Profitable

Price: \$600,000

- Terms Available

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Doubleday Media

Brokers of Radio, TV, CATV and Newspaper Properties  
13601 Preston Rd., Suite 417 W, Dallas 75240



### Major meetings

**June 3-5**—*Associated Press Broadcasters* annual meeting. Marquette Inn, Minneapolis. 1977 meeting will be held in St. Louis; site and date to be announced.

**June 5-9**—*American Advertising Federation* 71st annual convention. Staller Hilton, Washington.

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

**June 16-18**—*Broadcasters Promotion Association* 21st annual seminar. Staller-Hilton, Washington. 1977 seminar will be June 12-16. Beverly Hilton, Los Angeles.

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

**Sept. 12-16**—*Institute of Broadcasting Financial Management* annual conference. Sheraton-Boston hotel, Boston. 1977 conference in mid-September in Regency-Chicago hotel, Chicago.

**Sept. 19-22**—*National Radio Broadcasters Association* 1976 Conference & Exposition. Hyatt Regency Embarcadero, San Francisco. Chicago will be 1977 site.

**Oct. 13-16**—Annual meeting. *Association of National Advertisers*. Broadmoor hotel, Colorado Springs.

**Oct. 24-27**—*National Association of Educational Broadcasters* 52d annual convention. Conrad Hilton hotel, Chicago.

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

**Nov. 10-13**—*Society of Professional Journalists, Sigma Delta Chi*, national convention. Marriott hotel, Los Angeles.

**Dec. 11-16**—*Radio Television News Directors Association* international conference. Americana hotel, Miami Beach, Fla. 1977 conference will be Sept. 14-18 at Hyatt Regency hotel, San Francisco; 1978 conference at Atlanta Hilton hotel, Atlanta; 1979 conference at site to be designated in Chicago.

**Jan. 23-26, 1977**—*National Religious Broadcasters* 34th annual convention. Washington Hilton hotel, Washington.

**Feb. 12-16, 1977**—*National Association of Television Program Executives* 14th annual conference. Fontainebleu hotel, Miami. 1978 conference is scheduled for Los Angeles; site and date to be announced.

**March 27-30, 1977**—*National Association of Broadcasters* annual convention. Washington. Future conventions: in 1978, Las Vegas, April 9-12; in 1979, Dallas, March 25-28; in 1980, New Orleans, March 30-April 2.

**April 17-20, 1977**—*National Cable Television Association* annual convention. Conrad Hilton, Chicago.

**April 26-May 1, 1977**—*American Women in Radio and Television* 26th annual convention. Radisson Downtown hotel, Minneapolis.

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. FCC Commissioner Benjamin Hooks will address the June 11 luncheon. 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 11**—*FCC's* deadline for comments on its proposed rule amendment to permit the use of automatic transmission systems at AM, FM and TV stations (Docket 20403). Replies are due July 12. FCC, Washington.

**June 11**—*Federal Trade Commission* deadline for comments on proposed rulemaking to determine what warnings, if any, should be required in advertising of antacids. FTC, Washington.

**June 11**—Twenty-eighth anniversary ball of *Bedside Network of the Veterans Hospital Radio and Television Guild*. Waldorf-Astoria hotel, New York. Further information: (212) PL7-8659.

**June 12-15**—*Television Programming Conference (TVPC)*, Marco Island, Fla. Contact: Tay Voye, secretary for TVPC, WTVJ(TV) Miami.

**June 13-16**—1976 Summer Consumer Electronics Show, sponsored by *Consumer Electronics Group, Electronic Industries Association* McCormick Place, Chicago.

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

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

**June 14-18**—Cable television seminar for students, sponsored by *Texscan Corp.* and with *Jerrold Electronics Corp.* as co-host. Sheraton Motor Inn, Indianapolis. Information: Raleigh Stelle, Texscan Corp., Indianapolis 46219. (312) 357-8781; or Toni Barnett, Jerrold Electronics Corp., Horsham, Pa. 19044. (215) 674-4800, ext. 335.

**June 15**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn, Paducah, Ky.

**June 15**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn-Charleston House No. 2, Charleston, W. Va.

**June 15**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn N.E., Lincoln, Neb.

**June 15**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Airport, Sioux Falls, S.D.

**June 15**—Deadline for entries *Women in Communications Inc.'s* 1976 Claron Awards competition for outstanding communication in areas of human rights, resources and the community. Radio and television are two of the seven categories to be judged. Information and entry forms: Claron Awards, WCI, 8305-A Shoal Creek Boulevard, Austin, Tex. 78758.

■ **June 16-18**—*Broadcasters Promotion Association* 21st annual seminar. Keynoters are Senator Hubert H. Humphrey (D-Minn.); FCC Chairman Richard E. Wiley and Joel Chaseman, president, Post-Newsweek Stations, Staller Hilton, Washington.

**June 16-19**—*Virginia Association of Broadcasters* spring convention. Mariner's hotel, Virginia Beach. Convention chairman: Larry Saunders, WTAR(AM)-WKEZ(FM) Norfolk, Va.

**June 17**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Sheraton Motor Inn, Indianapolis

**June 17**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn West End, Richmond, Va.

**June 17**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Sheraton Royal Inn, Kansas City, Mo.

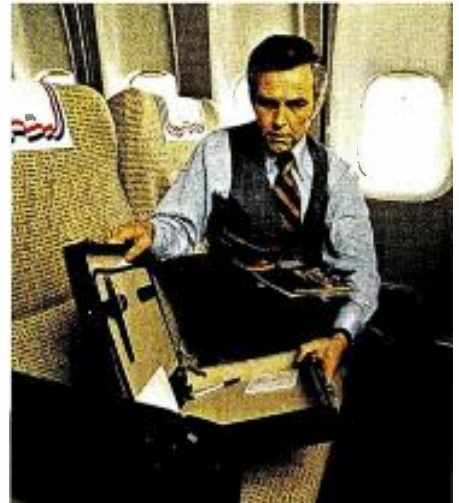
**June 17**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Sheraton Inn, Des Moines, Iowa.

■ **June 18**—*National Public Radio* board of directors meeting. Open to public participation. Crown Center hotel, Kansas City, Mo.

**June 18-19**—*Alabama AP Broadcasters Association* annual meeting and awards presentation. Rode-way Inn, Birmingham.

**June 19**—Annual election meeting of *Missouri Public Radio Association*. KSOZ(FM) Branson, Mo.

## If they left out the material for tomorrow's big meeting...



**you can have it tonight. Tell them to get it on American's Priority Parcel Service.**



If it weighs up to 50 pounds and measures up to 90 inches in length, width and height, American can get it from here to there in hours. Just get it to an American airport ticket counter and it's on its way. Yes...American can arrange to pick up and deliver.

### American Airlines Freight System

633 Third Avenue, New York, N.Y. 10017 U.S.A.

**Get it on  
American  
AMERICAN'S  
PRIORITY PARCEL  
SERVICE**

## Brooks on King and the NAB

EDITOR: The firing of National Association of Broadcasters Station Relations Director Al King (BROADCASTING, May 24) is spit in the eye to those of us who believe in a strong and effective NAB.

The firing is part and parcel of a package of managerial and leadership errors that have caused NAB to lose effort after effort. Short-sighted nonleadership and defensive status-quo management have been very costly to the day-to-day operating freedoms of America's broadcasters, who are now fully indentured second-class citizens.

When one examines the defeats broadcasters have received in the last dozen years it is difficult to see what we'll have left to lose—if the next 12 years follow the pattern of the past. Radio and TV stations need a whole new scenario for the future.

While broadcasters will have to decide for themselves the morality of tying the can to Al King after 21 years of direct attention to NAB's members, no interpretation of his role in the last year or two can be fairly done until one understands that NAB station-relations field men (and Mr. King) and NAB board members share a common role: We are part of an "early warning system" that receives messages from the grass-roots members of NAB.

The board and the NAB field men are the "gatekeepers," and sometimes the messages we carry to Washington from member stations are bad news. Al King often complained that since the untimely death of Grover Cobb, no one, aside from himself, read the reports from the field men. He told me and others how NAB's president, Vince Wasilewski, a career-long Washington lawyer-lobbyist, seldom visited radio stations and really didn't understand the day-to-day lives of radio and TV managers and owners. He worried about why it was that Mr. Wasilewski showed no interest in membership fluctuations and in the statements made in reports by field personnel.

I have maintained that Mr. Wasilewski is out of touch with member stations. Other board members have complained that he has "drifted" out of committee meetings of small market broadcasters, effectively absenting himself from intimate knowledge of what it is that member stations need and want.

It has been a common practice at NAB to put into "Siberia" those members of the board who have the temerity to discuss haphazard policies, evidence of sloth and goofing-off, and the mysterious and persistent failure of the NAB to develop effective appeals to the intellectual, business, media and advertising constituencies.

Our NAB president's vaunted low-

profile has not led to any legislative victories, and it has certainly not elevated his name to that of household-word status in Washington.

Millions of Sunday papers recently carried major stories on how people can object to broadcast commercials. Large illustrations totally failed to mention the role of NAB and its codes—par for the course.

So when Al King talks to me and others and encourages us in our efforts to secure needful changes, he is ignored, reviled and, finally, fired.

If one seeks a place to lay the blame for NAB's dismal record of nonsuccess in securing license renewal legislation, in failing to curb the onslaughts of fees and fines, inability to affect the paperwork over-load of ascertainment and similar monkey-business, and over-the-air broadcasting's continual series of losses on cablecasting, I think we can blame the fairways of Burning Tree.

It is a truism that you can't run an effective lobbying organization with a five iron.

NAB board members like myself and Ben Laird know that membership is the lifeblood of NAB. Al King was a most effective contact with the average NAB member.

NAB members deserve full news of what goes on in committee meetings and at board sessions. The news release that came out of our meeting on May 11 bore little resemblance to what actually took place. All of these efforts to play petty politics and to smother legitimate points of view of board members and others will surely come to naught at the June board meeting.

NAB is "our" association. We are the paying customers. The stations that fork over the dough are entitled to know what's going on. Everything.—*George L. Brooks, KCUE-AM-FM Red Wing, Minn., and director, radio board, NAB.*

## Ford's radio ideas

EDITOR: Your March 29 issue includes a letter from Dale Brooks, owner, WLAB(AM) Lumberton-St. Pauls, N.C., which complains about the difficulty of servicing and removing radios in cars. Mr. Brooks asks, "Isn't there some way we can influence Detroit to correct this piece of very bad engineering?"

The facts are:

■ The time allotted in Ford and Lincoln-Mercury dealerships for removing/replacing radios averages 0.43 of an hour—just under 26 minutes. This average is based on the planned production volume for all our 1976 passenger cars; the service time average would not vary significantly going back several model years.

■ About half (47%) of our radios are

serviced from the front (passenger side) of the instrument panel. All others are serviced or removed from under the panel.

■ Most of our competitors' models average about the same as the service times cited for Ford Motor passenger cars.

■ While it would be technically feasible to design instrument panels which provide for very quick radio service—less than 12 minutes—this could result in a major theft problem.

■ Car radios are normally serviced by an automobile dealer or by a car-radio repair shop, not by radio-TV repair shops.—*John P. Breeden Jr., production services manager, film and electronic communications department, Ford Motor Co., Dearborn, Mich.*

## Used?

EDITOR: I am dismayed at the reports and pictures of radio "reporters" lining up like dumb sheep being herded into the corral for "exclusive" one-on-one interviews with presidential primary candidates. Don't they realize that they are being flimflammed? Surely, the ego trip of interviewing and having a picture taken with the candidate cannot justify this total disregard of journalistic sense.

I hope that my fellow New Jersey broadcasters will not be taken in as the primary circus warms up for June 8.—*Peter M. Bardash, president, WSUS(FM) Franklin, N.J.*

## Saying no to super power

EDITOR: I agree completely with Robert Greenlee ("Open Mike," April 5) that 50 kw should be the maximum power level for standard broadcast stations. The letter appearing in the May 3 issue by Joseph Kjar proposes a few super power giants to siphon off most of the agency business and provide no real meaningful radio service to the substandard skywave service areas they serve. I agree with Mr. Kjar that the 11 class II-A stations did not solve the "white" area problem and a few super powers would not be the answer either. The best solution is more local service provided by lower power stations on the duplicated clear channels, in addition to FM expansion. Radio is local. Listeners are no longer satisfied with a substandard and fading signal 800 miles away from a station that has very little in common with their area. It is impossible to serve every square mile of the United States with radio service and the myth that the substandard skywave service of a super power giant provides meaningful service is as outmoded as a 1926 Pierce-Arrow.—*Glenn F. Bircher, president and general manager, WINU(AM), Highland, Ill.*

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# ASCAP

ADVERTISEMENT

## Licensing organization of the 70's

### Growth in Top 100 chart spots dazzles industry, doubling in last five years

With the music explosion still resounding happily through the nation's radio and television sets, insiders note that the biggest and most dramatic success story in the business today is the extraordinary performance of the American Society of Composers, Authors and Publishers.

**Item:** Founded in 1914, America's oldest and most prestigious music licensing organization is showing impressive growth in every department, expanding with the youthful vitality that keeps it No. 1 in America.

**Item:** A non-profit membership organization, ASCAP distributes 80 cents out of every dollar collected to its writer and publisher members.

**Item:** Continuing to show the strength built on its powerhouse catalog of awesome standards that survive the fads and trends that have buffeted so many, ASCAP has enjoyed an exhilarating expansion in Top 100 chart activity. The growth in ASCAP spots on the charts has dazzled the industry, doubling in the last five years. The music trades' year-end issues during the past two years have served as a box score of this growth. In one *Billboard* year-end issue, tabulations revealed that the top five male singles artists were all ASCAP licensed writers. Record World's tabulations showed that 8 of the 9 top solo albums last year were by ASCAP licensed writer-performers.

**Item:** Cash Box reports that 6 albums by ASCAP licensed writer-performers have occupied the No. 1 chart spot for 21 of the first 22 weeks this year: *Chicago's Greatest Hits*, Dylan's *Desire*, Frampton's *Come Alive*, Eagles' *Greatest Hits*, Led Zeppelin's *Presence*, Rolling Stone's *Black and Blue*.

**Item:** Hard-nosed show business lawyers and managers have brought their clients to ASCAP producing an extraordinary migration of very heavy talents:

Motown's Jobete was part of a pilgrimage to ASCAP that brought the music organization—long famous as the home of established giants Irving Berlin, Richard Rodgers, Harold Arlen, Jerome Kern, Cole Porter and the Gershwins—a company of such soulful superstars as Stevie Wonder, Smokey Robinson and 94 others. Since then the Rolling Stones (PRS), Isley Brothers, Elton John and Bernie Taupin (PRS), Steve Stills, Average White Band, Peter Frampton (PRS), Bruce Springsteen, Eagles, America, Dan Fogelberg, Phoebe Snow, Patti Smith, Morris Albert, just to mention a few who made the move to ASCAP.

**Item:** Building creatively on its traditional dominance in stage and screen action that has brought ASCAP writers the overwhelming majority of coveted Academy Award Oscars (108 of the 121 given for music) and Tony awards (24 of the 28 given for Best Musical), ASCAP's dynamic membership team in Hollywood, New York and Nashville has won the allegiance of many of the top writers writing for today's television.

ASCAP's importance to television was underlined by the

industry itself when this year's Emmys for musical achievement went to three distinguished writer members: Leonard Bernstein for "Bernstein and the New York Philharmonic"; Cy Coleman, among others, for Shirley MacLaine's musical spectacular "Gypsy in My Soul"; and Alex North for the season's biggest hit "Rich Man, Poor Man."

**Item:** During the past decade, the potent "pickers" of Nashville's Music Row and adjacent studios have been all over the charts, influencing the pop market as well as traditional Country enthusiasts. ASCAP's roots in Country go back to the 20's and 30's with Fred Rose and Bob Wills, but it's in the 70's with Foster & Rice, Billy Ed Wheeler, Ronnie Milsap, Jim Stafford, Bobby Russell, Ray Griff and Dave Loggins that the performing rights organization has made a strong and sustained drive in this area. Working from the Society's building near the Country Music Hall of Fame, a team of savvy Southern Gentlemen has more than tripled ASCAP's Country chart positions during the past eight years.

Swinging out from Music City USA, the ASCAP emissaries have won important writers and publishers in cities all the way from Austin to Atlanta—and that includes Memphis and Muscle Shoals too.

As a direct result, hundreds of stations that feature Country music are enjoying an ever-increasing catalog of ASCAP works. ASCAP songs are also playing an important role in the world of Gospel, where ASCAP writers led by Gospel-greats Bill Gaither and Andrae Crouch carry off many of the top Gospel Music Association awards each year. Once thought of as an organization resting on its outstanding "evergreens" ASCAP now enjoys the warm glow that comes from dominating the CBS-TV Rock Music Awards (11 of 15 Rockies last year) and the American Song Festival and scoring impressively in the Grammys presented by the National Academy of Recording Arts and Sciences.

By far the least expensive source of programming material, ASCAP music costs its licensees in the neighborhood of 1¼% of net advertising revenues—even less in TV: music generates more revenue in relation to its cost than any other programming material.

Broadcasters often ask how ASCAP members are paid. ASCAP members are paid, for the most part, in relation to the amount of air play their songs receive. This is determined by a scientifically designed sample-survey of air play prepared by independent experts.

"We've always had the greats," ASCAP President Stanley Adams said recently, "and we're working hard to make sure that we always will. We are also committed to delivering to our customers the very best of every type of 20th century music. That's why so many top foreign writers license through ASCAP in this country, and that's why we offer a repertory unmatched in America."



Carpenters



Marvin Hamlisch



Henry Mancini



Cole Porter



Phoebe Snow

## Top of the Week

### Record royalty dead in House

**Danielson amendment is killed, though whole matter is left open in provision offered by Kastenmeier**

Legislation to create a performer's royalty, fiercely opposed by broadcasters because it would take money from their pockets, was sidetracked in the House for the next two years.

While marking up the copyright bill last week, Representative Robert Kastenmeier's (D-Wis.) Judiciary subcommittee rejected an amendment by one of its members, George Danielson (D-Calif.), to add the new class of royalties to the copyright law. The Danielson amendment would have required broadcasters and others to pay royalties to performers and manufacturers of recorded music.

The subcommittee voted instead to accept an amendment by Mr. Kastenmeier directing the register of copyrights to advise Congress in early 1978 whether the performer's royalty should be created.

The Danielson amendment is considered dead in this Congress. The copyright bill, once reported by the Kastenmeier subcommittee, must still pass through the full Judiciary subcommittee. But one of Mr. Danielson's aides said last week the California congressman will probably not push his amendment there. Mr. Danielson was not present at the markup last week.

The performer's royalty is not likely to pass the Senate this year, either. For over 30 years the pet project of Senator Hugh Scott (R-Pa.), the measure failed a vote in the Senate in the previous Congress. It is pending now under the number S. 111 before the copyright subcommittee, where it may yet receive some action as a courtesy to Senator Scott, who is retiring the end of this year. But it would not go farther than that.

The National Association of Broadcasters hailed the Kastenmeier subcommittee vote last week as a major victory for itself. Though the vote was not recorded, NAB did its own tally which showed it would have been close—4 to 3 to reject the Danielson amendment. Long fearful that it might go the other way, NAB lobbyists indicated that winning Chairman Kastenmeier to their side was what turned the tide for them.

“Advertising, however tasteless and excessive it sometimes may seem, is nonetheless dissemination of information as to who is producing and selling what product, for what reason, and at what price. So long as we preserve a predominantly free enterprise economy, the allocation of our resources in large measure will be made through numerous private economic decisions. It is a matter of public interest that those decisions, in the aggregate, be intelligent and well informed. To this end, the free flow of economic information is indispensable.” —Justice Blackmun.

### Free-speech boost given to advertising by high court

**In ruling against Virginia ban against publicizing prices of prescription drugs by pharmacists, justices say commercials are 'dissemination of information' necessary to the public interest**

The conventional wisdom that “purely commercial advertising” does not enjoy First Amendment protection is not as conventional as it once was. The Supreme Court made that clear last week in an opinion dealing with advertising prescription drug prices. Although the opinion is hedged with qualifications, it is another, and significant, step in the series that the court has taken away from a 1942 decision in which it held that advertising is not protected speech.

At issue in the case was a Virginia law declaring it unprofessional conduct for a pharmacist to advertise the prices of prescription drugs. The law was attacked by a consumer group, the Virginia Citizens Consumer Council, on the ground that it denies consumers the information they need.

The high court, which found that those hit hardest by the ban on drug price advertising are the poor and the sick, for whom the free flow of such information might be of greater moment than news of the day's “most urgent political debate,” said the statute does indeed impose an unconstitutional restraint on freedom of speech. It was the first time it had held that “purely commercial speech” is entitled to at least some First Amendment protection.

Justice Harry A. Blackmun, writing for

the court, said: “Advertising, however tasteless and excessive it sometimes may seem, is nonetheless dissemination of information as to who is producing and selling what product, for what reason, and at what price. So long as we preserve a predominantly free enterprise economy, the allocation of our resources in large measure will be made through numerous private economic decisions. It is a matter of public interest that those decisions, in the aggregate, be intelligent and well informed. To this end, the free flow of economic information is indispensable.”

The Virginia State Board of Pharmacy had defended the law as a means of guarding against high-powered advertising campaigns that consumers would, in the end, pay for and that would cause them to lose respect for the profession.

To Justice Blackmun, this smacked of paternalism. “It is precisely this kind of choice, between the dangers of suppressing information, and the dangers of its misuse if it is freely available, that the First Amendment makes for us,” he said. Virginia, he added, may set whatever professional standards it wishes for its pharmacists, and protect them from competition in other ways. But, he said, it may not do so by “keeping the public in ignorance of the entirely lawful terms that competing pharmacists are offering.”

The opinion, which will apparently have an immediate effect in 34 states that have laws banning prescription drug advertising, constitutes an extension of the theory evident in the court's decision last year involving another Virginia statute, that one

banning the circulation of any publication that encouraged abortions (BROADCASTING, June 23, 1975). The court reversed a misdemeanor conviction under the statute in an opinion in which, it said last week, "the notion of unprotected 'commercial speech' all but passed from the scene."

The court does not eliminate all restrictions on advertising. It says in fact that "some forms of commercial speech regulation are surely permissible." And while it is not precise, it states that since advertising is more susceptible to verification than news or political commentary and is more durable ("there is little likelihood of its being chilled by proper regulation"), it might not be as necessary "to tolerate inaccurate statements for fear of silencing the speaker."

The court in a footnote and Chief Justice Warren E. Burger in a concurring opinion stated one field of advertising not touched by the opinion was that involving lawyers and doctors. Consumer groups have filed suits in a number of states to overturn legal and medical association bans on advertising by their members that, the suits allege, result in higher costs to the public.

Historical and functional differences among professions "may require consideration of quite different factors," Justice Blackmun wrote. He said physicians and lawyers, for example, render an almost infinite variety of services—they do not dispense standardized products—with the result that advertising could lead to "confusion and deception." In any event, Chief Justice Burger said that matter is left to "another day."

Despite the qualifications and disclaimers, Justice William H. Rehnquist, the only dissenter, saw the opinion as opening a Pandora's box. He said the ruling cannot be limited to prescription drug advertising but will be extended to lawyers, doctors and all other professions.

One other significant aspect of the case, at least as far as consumer groups are concerned, is the court's ruling that members of the public, as customers, may bring such actions. No pharmacist affected by the state's ban participated in the suit. But the court said that "if there is a right to advertise, there is a reciprocal right to receive the advertising, and it may be asserted" by the consumer group.

The opinion was greeted enthusiastically by the advertising community, which regarded it as encouraging and significant. Jonah Gilitz, executive vice president of the American Advertising Federation, saw the opinion as part of a growing demonstration of the "understanding" on the part of federal and state courts of the role of advertising. Mr. Gilitz also said the ruling "could affect any restriction dealing with products or commodities."

Joining Justice Blackmun in the opinion were Chief Justice Burger, and Justices William H. Brennan Jr., Potter Stewart (who also filed a concurring opinion), Byron R. White, Thurgood Marshall and Lewis F. Powell Jr. Justice John Paul Stevens did not participate.

## ABC affiliates look down from the high ground

**Annual convention is pep rally for new season that network says will keep it on top; longer news gets a lot of talk but no action**

Frederick S. Pierce, president of ABC Television, summed it up last week in his remarks to the annual convention of ABC Television Network affiliates. ABC, he said, is "hungry, aggressive, winning." Affiliates agreed with his choice of all three adjectives.

A network coming off a spectacular second season in which it rose from third to first in prime-time ratings, with attendant gains for most of its affiliates in their own markets, could be called a winner by any standard. Its announced determination to stay on top at night in 1976-77 and to become number-one in news was a mark of its aggressiveness. As to the hunger, there was no dispute. The network chose the moment of success to announce an extension of its daytime programming by half an hour into what is now station time and an intention to expand its evening news by at least 15 minutes, also into station time. As one affiliate said in a private meeting later: "How hungry can you get?"

The figures displayed on a huge screen by Marvin Mord, the network's vice president of research services, told the 1975-76 story: For the 35 weeks ending May 9, ABC was 15% ahead of its record last year in average prime-time ratings, CBS was down 7% and NBC down 11%. In those total-season-to-date ratings ABC had pulled from a weak third at 16.4 in 1974-75 to a strong second at 18.9 this year. CBS was still first, but by a slimmer margin, 20.6 last year, 19.2 this year. NBC had fallen from second at 19.7 last year to third at 17.5 this year.

In the second season starting Jan. 11, ABC has won 15 of 17 weeks, Mr. Mord said. In average ratings Jan. 11-May 1, it led with a 20.3. CBS was second with 18.7, and NBC trailed with 16.7. "With that kind of performance," said Mr. Mord, "we've gathered all the momentum we'll need going into next season."

The report given at a closed meeting of affiliates and network executives by James T. Shaw, vice president in charge of sales, ABC-TV, translated Mr. Mord's ratings into figures the network has banked. ABC-TV has been raising prices as its Nielsens rise so that for 52-week advertisers the cost-per-thousand homes in prime time is now running just under \$6, Mr. Shaw said. A year ago the C-P-M was \$5. Shorter-term advertisers pay higher C-P-M's. Long-term advertising volume in prime time has quadrupled, Mr. Shaw reported.

The ABC-TV sales chief also took a swipe at a statement by Frank Smith Jr., CBS-TV sales vice president, who told that network's affiliates earlier this month that

buyers were "disappointed" in ABC-TV's new schedule (BROADCASTING, May 10). Mr. Shaw told his affiliates that ABC had passed CBS in the number of multinet network advertisers on its books. Among those advertisers placing business on more than one network a year ago, 23 were on CBS and only nine on ABC. The figures now, said Mr. Shaw, are 19 on ABC and 11 on CBS.

If the buyers that Mr. Smith knows are disappointed with ABC-TV's new schedule, they haven't talked with Fred Silverman, president of ABC Entertainment, the man who is given much of the credit for ABC-TV's second-season showing and will bear the chief responsibility for 1976-77 results. Mr. Silverman exuded confidence in his prime-time presentation last week in a theater in the ABC Entertainment Center, across the street from Los Angeles's Century Plaza hotel which was the convention headquarters. "We hold the high ground," said Mr. Silverman and, shifting metaphors, added: "We have the momentum going for us."

The 16 hours of programming that ABC-TV is retaining in its 1976-77 schedule averaged a 37 share of audience in the second season, Mr. Silverman said, "and there isn't a marginal show in the group—which is more than can be said for our competitors."

The returning line-up represents "in virtually every instance fresh programming that is still growing." He pointed out that *The Bionic Woman*, *Donny and Marie*, *Laverne and Shirley*, *Family and Rich Man*, *Poor Man* began last January and that *Starsky and Hutch*, *Barney Miller*, *Baretta*, *Six Million Dollar Man* and *Welcome Back, Kotter* are "very young veterans."

Night by night, Mr. Silverman and Michael D. Eisner, senior vice president, prime-time production and development, ABC Entertainment, explained the rationale behind the placement of new programs.

On Sunday ABC-TV has led the ratings despite a weak lead-in, which the network hopes to remedy next fall with the new Bill Cosby variety-comedy hour at 7 p.m.

Monday had promised to be CBS's strongest night, said Mr. Silverman, "and we wound up taking the night in January." *NFL Monday Night Football*, which averaged a 34 share in its sixth season, is counted on to "anchor the evening," in Mr. Silverman's words. Preceding football at 8-9 will be *The Captain and Tennille*, who were described as "a fresh, exciting husband and wife team that is causing the kind of excitement that Sonny and Cher did four or five years ago."

On Tuesday the new Nancy Walker and Tony Randall shows at 9-9:30 p.m. and 9:30-10 are, according to Mr. Silverman, a "natural extension of our Tuesday, 8-9 comedy powerhouse," *Happy Days* and *Laverne and Shirley*.

*Charlie's Angels*, an action show featuring three beautiful women as private investigators, is "a natural to follow *Bionic Woman* and *Baretta*" on Wednesday, Mr. Silverman said. On Thursday,



**All smiles.** ABC-TV affiliates elected new officers and two new members to the board of governors at last week's convention. L-r, seated: Robert M. Bennett, WCVB-TV Boston; William F. Turner, KCAU-TV Sioux City, Iowa (new vice chairman of the board); John G. Conomikes, WTAE-TV Pittsburgh (new chairman); Jeff Davidson, WXIA-TV Atlanta (new to board); George Wallace, KQUN-TV Tucson, Ariz. (new to board), and William A. Sawyers, KJEO Fresno, Calif. L-r, standing: Eugene Bohi, WGHM-TV High Point, N.C.; Tom Goodgame, KTUL-TV Tulsa (outgoing chairman); Lawrence Pollock, WPVI-TV Philadelphia, and Walter Windsor, WFTV Orlando, Fla. Not pictured and retired from the board are George Lyons, WZZM-TV Grand Rapids, Mich., and Jay Gardner, KRDO-TV Colorado Springs.

*Most Wanted* at 10-11 p.m. is, like *Streets of San Francisco* preceding it, a Quinn Martin production. *Streets* will give the new show both "lead-in strength and compatibility" in Mr. Silverman's view. Friday is undisturbed. (For schedules of all networks, see BROADCASTING, April 26.)

Saturday was a "glaring exception" to ABC's ratings success on other nights, said Mr. Silverman. "We decided to rebuild it completely." *Starsky and Hutch*, which had held a 44 share since January, is being thrown against Mary Tyler Moore and Bob Newhart on CBS and movies on NBC at 9-10 p.m. *Rich Man, Poor Man, Book II*, "sequel to an epic drama that literally took the country by storm and one of the most eagerly anticipated events of the new season," in Mr. Silverman's words, will be opposite CBS's Carol Burnett and NBC's movie at 10-11 p.m. The evening starts for ABC-TV with two new situation comedies, *Holmes and Yo Yo* and *Mr. T. and Tina*.

To the regular programming in which Mr. Silverman placed such hopes will be added a wide range of specials and event programs. As announced last week by Mr. Eisner and Edwin T. Vane, vice president and national program director, ABC Entertainment, the list includes:

- A three-hour sequel to the Emmy-winning *Eleanor and Franklin*.

- Six hours re-creating the life and times of William Shakespeare.

- Five hours of a multipart dramatization of the origins of the Mafia in Sicily.

- As many as 12 hours of television adaptation of a forthcoming book, "Roots," by Alex Haley, tracing his ancestry to an African village.

- Musical specials starring the Carpenters, John Denver, Barry Manilow, Olivia Newton-John and Diana Ross.

ABC ratings in other day parts have not been as strong as those in prime time, but researcher Mord reported progress.

The early-morning *Good Morning, America* has begun to gain ground against NBC's *Today*. The program is now second with 1,670,000 average homes (a 62% gain over a year ago) to NBC's *Today* with 2,990,000 homes (a 23% decline), according to Mr. Mord's analysis of Nielsens. CBS's morning news is third at 1,530,000 homes but has gained 12%.

In late-night programming ABC's share of audience is now tied with the CBS movies at 30 each. NBC's Johnny Carson has a 40. A year ago it was ABC 23, CBS 30 and NBC 47, according to Mr. Mord.

In Monday-Friday daytime, programming changes and expansion were announced last week (see page 54).

■ ABC-TV affiliates left Los Angeles and their annual convention almost as uninformed on their network's plans for longer evening news as they had been when they arrived. Talk of longer news was topic A at a convention otherwise marked by celebrations of high ratings and higher revenues in the entertainment portions of the schedule. But network officials were being as vague about news on Thursday as affiliates left as they had been on Monday.

The one assurance was that the evening news would still be in half-hour format when it becomes the *ABC Evening News with Harry Reasoner and Barbara Walters* on Sept. 20 (see story, page 58). (The new news team makes its debut the day after the start of ABC's new season, Sept. 19.)

The closest thing to a definitive word came in a joint statement issued by the network and its affiliate board of governors last Thursday afternoon after a closed meeting that had lasted through the morning and lunch hour (without lunch). The statement said merely that an expansion of news had been discussed and would continue to be.

The statement was in extremely low key by comparison with the fervor with which the subject had been discussed in two closed meetings of the whole affiliate body, one on Monday before the formal events began ("Closed Circuit," May 24) and another on Wednesday afternoon. At both meetings votes were taken by a show of hands. Perhaps four or five were said to have voted for longer news at the first meeting, no more than three at the second.

At an earlier meeting with network officials present on Wednesday afternoon, affiliates attempted in vain to get a concrete advisory. Donald H. McGannon, president and chairman of Westinghouse Broadcasting, was reported to have repeatedly asked Frederick S. Pierce, president of ABC Television, to state whether the network had firm plans to expand the news, if so, by how much and when. Mr. Pierce was said to have given the same kind of answer he gave later at a news conference following the meeting with the board of governors. The time, length, placement and other details were still undecided, Mr. Pierce asserted. Repeating what others had said earlier in the week, he said the first objective was to make the Reasoner-Walters half-hour "exciting and viable."

Mr. Pierce also said to the press, as he reportedly had to the affiliates, that it was customary for the network to notify affiliates six months in advance of significant schedule changes and that he assumed that policy would be followed in this case. James Duffy, president of the ABC Television Network, was asked whether he thought the longer news might come within two years—as Miss Walters, speaking to the affiliates two days earlier, had predicted—and he said: "Yes."

At the Wednesday meeting of affiliates alone, some major broadcast groups, including Capital Cities Communications, were said to have indicated that if ABC expanded its evening news into the 7:30-8 p.m. period now occupied by station programming and advertising, they would refuse to clear it. In extended discussions, affiliates were said to have expressed most of the arguments against longer evening news that had been individually reported earlier (BROADCASTING, May 24).

Affiliate fears that the network was planning to move soon were aroused on Tuesday morning when Miss Walters, as part of a long talk, said of longer news: "It is not a question of if but of when." As she warmed to her subject, she said she thought it in the public interest to go to 45 minutes or an hour of news. "There's so much Harry and I could do in an expanded news," she said. If the longer news opportunity were missed, she told the affiliates, "you will regret it into the future."

Before Miss Walters's appearance, William Sheehan, president of ABC News, had raised the subject of longer evening news scheduling. "We believe that the longer network news is on the way," he told the affiliates. "Frankly we would like to see ABC News lead the parade and not merely fall in line."

# Reid marries and resigns

**She'll leave FCC July 1, day after Robinson is due to go also, which could reduce commission to five members; her new husband is former in-law from her hometown**

FCC Commissioner Charlotte Reid provided a double-barreled surprise last week. She got married, and she announced her resignation from the commission effective July 1, two years before the end of her seven-year term.

Commissioner Reid, 62 and a widow since 1962, married H. Ashley Barber, 65, of her hometown of Aurora, Ill., and a widower for two and a half years, on Wednesday evening, in Prince Frederick, Md. They will make their home in Aurora.

On Thursday morning, Commissioner Reid—she is retaining that name through her final weeks on the commission—wrote President Ford a letter of resignation that, she said, reflected her "mixed emotions." She will "miss the excitement and challenge" of Washington, where she was a Republican member of the House of Representatives for almost nine years before joining the commission in October 1971. "But I'm leaving for a happy reason," she told a reporter.

Commissioner Reid has known her new husband, who will retire on May 30 as chairman of the board of Barber-Greene Co., of Aurora, a manufacturer of heavy road-building equipment, for 40 years. In fact, they were in-laws; he had been married to the sister of her late husband.

The families have been "very close," Commissioner Reid said, and "the children are delighted" with the marriage. She has four grown children, he has three.

It was a determination to avoid the complications so many children would pose for a formal wedding that prompted the couple to decide several weeks ago to get married as quietly as possible. Three close friends attended the wedding at Christ Church. And no one at the commission was aware of her plans until she told Chairman Richard E. Wiley on Tuesday. He informed the other commissioners the following evening at a dinner party at the home of Commissioner Benjamin L. Hooks.

Mrs. Reid's connection with broadcasting antedates her association with the commission by several decades. In the 1930's she sang for a living, on WGES(AM) Chicago and then with *Don McNeill's Breakfast Club*.

And her new marriage brings her full cycle. In 1962, she was content to be the wife of the Republican party's nominee for Congress from the 15th district, Frank Reid, an attorney. When he died of a heart attack, Mrs. Reid was chosen to fill the gap. She was elected that year and in four succeeding Novembers. (Her years in Congress and at the FCC will mean an annual pension for her of some \$9,600.)

## In Brief

- President Ford continues to benefit from **free time provided by radio and TV stations** and news conference coverage. Friday was Rhode Island's turn: representatives of two TV and two radio stations and six newspapers from state interviewed Mr. Ford in White House. Two days earlier he held news conference in Columbus, Ohio, that was televised live. Latest spurt began May 20 when news people from 17 Kentucky stations participated in White House news conference. Next day, more than 20 radio and TV reporters from Tennessee appeared at White House conference. On road, President gave interviews to California TV stations in Anaheim, San Diego and Los Angeles, to TV stations in Portland, Ore., and to 42 Oregon radio stations in single Portland session. He also found time in Las Vegas for interview with three TV stations.
- Dispute between **National Academy of Television Arts and Sciences** and its Hollywood chapter heated further last week as NATAS threatened to revoke chapter's charter unless its trustees attend June 13 meeting in Beverly Hills. Hollywood trustees did not attend May meeting after filing suit seeking dissolution of NATAS and asking for return of "Emmy" rights (BROADCASTING, May 24). "Irreconcilable differences" cited in suit are understood to be retention of Robert Lewine as NATAS president (his term expires in September), greater representation, more restrictive membership in academy and streamlining of Emmy awards and changes in their presentation. Unless case can be settled out of court, says Nick Aronson, national trustee from Chicago, "the academy as we know it is gone." Hollywood chapter has approximately 4,800 of organization's 11,000 members.
- FCC has modified **program logging rules** for AM, FM and TV to **simplify and clarify logging process**. Requirement for initialing corrections to program logs is eliminated; instead, when signing off duty, person keeping log certifies that log, as corrected, is accurate representation of what was broadcast. In case of automatically maintained logs on data, responsible person certifies equipment is working properly. Requirements for entries identifying sponsor of commercial matter and showing sponsorship identification have been combined into one.
- Some 60 public interest groups and five members of Congress plan to petition FCC this week to adopt **rules designed to open up radio and TV time to groups' public service announcements**. Proposals would require stations to carry three public service announcements for every two hours of broadcasting, including prime-time hours, and limit number of PSA's from single source—provision aimed at what is said to be Advertising Council's monopoly. MC's who have signed petition: Representatives Shirley Chisholm (D-N.Y.), Fortney Stark (D-Calif.), Thomas Rees (D-Calif.), Les Aspin (D-Wis.) and Benjamin Rosenthal (D-N.Y.).
- Bill to permit **broadcast translators** to originate limited amount of programming and to permit **FM translators** to run unattended passed Senate and was reported out by House Commerce Committee last week. Hold by Senator William Roth (R-Del.) on **bill to permit FCC to fine cable systems** for rule violations was lifted Friday, clearing it for Senate passage. Senator wants FCC's signal carriage rules changed to permit southeastern communities in his state to import Philadelphia signals. He's been promised Communications Subcommittee hearing.
- **KBUZ-AM-FM** Phoenix has been sold by Number One Radio (Edwin G. Richter, H. Lee Druckman, Frank Kalil and Howard D. Duncan) to Southwestern Media (Lowell Homburger, Bay City, Mich., broadcast consultant) for **\$1.2 million**, subject to FCC approval. Broker: R.C. Crisler & Co.
- **Late Fates**. *Gerald M. Levin*, president of Home Box Office Inc., Time Inc.'s pay cable arm, named chairman and chief executive officer. He's succeeded by *N.J. Nicholas Jr.*, who's been president of co-owned Manhattan Cable TV. *E. Thayer Bigelow*, Manhattan executive VP, becomes president, and is succeeded by *Charlotte Schiff Jones*, VP. ■ *Sir Lew Grade*, board chairman and chief executive officer of Associated Television Corp., London, and of U.S. subsidiary, Independent TV Corp., named a lord of the realm. Citation notes his "contributions to television." ■ *Barbara Gallagher*, associate producer and writer for NBC's *Saturday Night* series, named assistant to Fred Silverman, president of ABC Entertainment. ■ *H. Stephen Halloway*, of Justice Department's civil rights division, joins Senate Commerce Committee as minority counsel handling communications and consumer matters. ■ *Francis Graham Wilson*, 74, president of Accuracy in Media, press watchdog organization, died in Washington last Monday (May 24).





Paley, William S.—b. Chicago, Sept. 28, 1901; son of Samuel and Gold (Drell) Paley; Western Military Academy, Alton, Ill., 1918; student U. of Chicago, 1918-19; BS, U. of Pennsylvania, 1922; m. Dorothy Hart Hearst, May 11, 1932; children—Jeffrey, Hilary; m. Barbara Cushing Mortimer, July 28, 1947; children—William Cushing, Kate Cushing, VP-secretary Congress Cigar Co., Philadelphia, 1922-28; president, CBS Inc., 1928-46; chairman of the board 1946- . Chairman President's Materials Policy Commission, which produced report "Resources for Freedom," 1951-52; chairman, Urban Design Council City of New York, 1968-71; trustee Museum of Modern Art (president 1968-72, chairman 1972- ); Columbia U. (emeritus); board of directors, Bedford-Stuyvesant Development and Service Corp., 1967-72. Colonel, U.S. Army, World War II, Decorated Legion of Merit, Medal for Merit; officer Legion of Honor, Croix de Guerre with Palm (France); Order Crown of Italy; recipient Medallion of the City of New York, 1965. Home: Kiluna Farm Manhasset, Long Island, N.Y.

## The winning ways of William S. Paley

There's been no defter touch in broadcasting than Bill Paley's. Almost 50 years after he took over CBS, the chairman of the board is still firmly in command. He remains as enamored as ever of both the business and the show.

An exclusive account of his career, as related to the editors of BROADCASTING.

■ William S. Paley has been one of broadcasting's prime movers and shapers for nearly half a century. The virtual founder of CBS and without question its chief architect, planner and builder, he is unchallenged as the dominant force in television and radio today. He has shaped many of broadcasting's basic business practices, and through a lifetime's absorption in programing has unquestionably exerted a greater influence on what Americans see and hear over the air than any other individual past or present.

At age 74, approaching 75, he is at the peak of power, as he has been since the late 1920's, and he gives no sign of giving it up—except, perhaps, that he is working on his memoirs, often the prelude to an

author's easing up. The book may be published in conjunction with CBS's 50th anniversary next year, but he is working on it as an obligation—as one of the few still around who were in on broadcasting at the beginning—to tell the story as he saw it and helped it unfold. "I just think I owe it," he says, "because broadcasting is one of the most influential factors of life in America."

There is recurrent speculation within the CBS ranks that "The Chairman," as they universally refer to him, may take the occasion of his 75th birthday, on Sept. 28, or at least the occasion of CBS's 50th anniversary, to make some disclosure of his own plans. But he's done nothing to encourage the speculation. Asked directly by

a reporter a few weeks ago, he replied that "my plans keep bobbing in my own mind, and when I've made up my mind about my future plans, I'll certainly—" The sentence went unfinished. And a year ago when a stockholder at the CBS annual meeting asked whether he planned to remain on the job another 20 years, he answered that "I can't give you any indication about my plans [but] if you think I'll stay till I'm 93, you give me encouragement about my future."

He has gradually become less involved in day-to-day operating details—has had to. "We've gotten to be a company now doing over \$2 billion worth of business a year, with 30,000 people employed," he explains. "Naturally the responsibility and

“By and large, considering the fact that we live in a democracy, where the will of the people should prevail, [the American broadcasting system] is without question the best system that’s ever been developed. It meets the demands and needs of the public better than any other system. It’s a fairer system. It’s completely unintimidated by so-called political forces, of which we are accused very often. I don’t know of any medium in the world that resists public pressure to the extent that we do, and this goes way, way back. It isn’t just in recent years, during the Nixon administration, where it became a little more open and we learned a lot more about it.”

the authority have had to be divided up among a lot of people.” How then does he manage to keep his hands on all the controls? He says he confers with President Arthur R. Taylor on a daily basis, participates in weekly meetings of corporate officers, sees corporate group presidents regularly, presides of course over the monthly board meetings, at which key reports are made—and reads “an awful lot” of reports.

“I know pretty well what’s happening up and down the line,” he says. “It isn’t too difficult to keep up if you’re well organized and have a good information system going. And that I think we do have . . . if I want to know about anything at any time, I can get the facts very quickly.”

He regards himself as “a pretty good selector of people,” blessed with “a fairly good organizational sense,” capable of delegating responsibility and “sort of a fanatic at having organizations that are efficient and well-oiled and congenial and all the other things that make for productive and profitable results.”

He’s strong on the importance of people—hard-working people with know-how: “An organization that has great promise can go down the drain if it isn’t run by people who do a good job. And on the other hand, a marginal kind of thing can be raised up from the depths and made very successful if it gets in the hands of people with a lot of know-how and a lot of work. Work is one of the ingredients that have to go along with everything else. I don’t care how bright you are or what kind of genius you happen to be, if you’re not prepared to apply yourself diligently to the job at hand, I don’t think the successes come about.”

He also makes clear that the ultimate responsibility in all CBS matters is his as chief executive officer. Asked, for instance, about his role in the recent elevation of Robert Wussler to the presidency of CBS-TV, he replied:

“Of course, I was in on all the discussions until the decision was finally made. My final responsibility when it

comes to a job of that kind is to say yes or no. So my tendency is to put more and more authority, more and more confidence and reliance on others, who are closer to the day-by-day operations than I am. But at the same time I cannot remove myself from the final responsibility. If Mr. Wussler turns out to be a flop, I’ll be more responsible for it than anybody else.”

He offered these views in a recent rare interview with BROADCASTING editors—actually two long, unstructured sessions in which he submitted to questions dealing with the present and future as well as highlights of the past. In the course of these tape-recorded discussions:

■ He undertook to define the programming and program-selection philosophies and procedures that have kept CBS-TV at the top of the ratings charts—and undoubtedly the sales charts as well—for more than 20 years.

■ He talked in detail about the role and responsibilities of broadcasters in news, the pressures that have to be resisted and why he believes that “with all of our faults—and God knows we have some—[American broadcasting] is still a system that delivers the best service to its public of any broadcasting system in the world.”

■ He said he sees television as “a selling medium,” not merely an advertising medium, considers it under-priced and thinks rate adjustments will be taking place over the next five or 10 years, carrying broadcast revenues to new peaks.

■ He identified many of the decisions and events that he considers pivotal in the growth of CBS over the years, and gave capsule assessments of some of the key figures in CBS history.

■ He gave his views on a broad range of other subjects, including criticisms of “sex and violence” on TV; the issue of longer network newscasts, pay television and the prospects for a “wired nation,” and why CBS didn’t succeed in manufacturing.

CBS programming, Mr. Paley says, is done

“pretty much on a consensus basis.” He says he sometimes reads scripts himself, although “not too often,” but he does screen all the new series pilots “very, very carefully.”

“When a new schedule is being put together, there’s a group of people who see all of the pilots either separately or in a group, and then we come together and talk about them and we express our views, have arguments, debates. And little by little, in doing that, we weed out those that we think are less good, and we finally come down to a group that we all are in agreement on as being worthy of our schedule . . .

“It’s been going on for years, and we sort of read each other’s minds, and we’re very free in our discussions. Everybody’s asked to say exactly what he thinks. I say, in effect, don’t be afraid to be wrong. A lot of people are afraid to express themselves for fear that they might prove to be wrong.

“Well, everybody’s wrong from time to time, but if you want to get a free flow of expression about programs, anything of a creative nature, the person that is being asked the question or who’s evaluating any particular thing should not be inhibited. He should let it come out. You may have arguments to advance against him, and the give-and-take of that often brings out things that neither side has thought of before. That’s the way the important elements of any particular program are illuminated, as far as we’re concerned.”

He likes to look for new ideas, create new approaches. “The trouble,” he says, “is to find a new idea. What is a new approach?” If CBS finds one it thinks can “capture the fancy of the American public,” he says, “we’ll go with it, as long as we ourselves have conviction about it.” Witness *All in the Family*, everybody’s classic example.

But it may take time—as *All in the Family* demonstrated: “It’s very hard, we find, for people to react to something that’s new. If it’s a new idea, they’re not quite sure. They usually don’t like it. Usually it takes time for a new idea to catch on. So we have to anticipate that.” *Family* started slowly but CBS stayed with it, and “then it started to creep up the ladder and before we knew it, we decided we had something on our hands that was going big and became the number one program on the air.”

Out of that, of course, came a whole string of other programs that would have been unthinkable five or 10 years ago because in these days “we were timid about living with reality.” Mr. Paley thinks the new trend is on the right track: He sees “nothing sacred about certain topics that are discussed openly and freely among people, no reason why those topics can’t be discussed on the air as long as you don’t take advantage by trying to push one idea against another. There always has to be a balance, if it has anything to do with an issue or an idea that’s controversial.”

Mr. Paley says that in evaluating program prospects “we use a lot of techniques,” including a “judicious” use of

# Who reached more of Chicago's women 18-49?

You did when  
you bought "Dick Van  
Dyke" on WGN-TV.  
More than with  
"The Waltons,"  
"Emergency"  
or "Ellery  
Queen."



You did when  
you bought "Bewitched"  
on WGN-TV. More  
than with "S.W.A.T.,"  
"Doc" or  
"Hawaii  
5-0."



You did  
when you  
bought "Andy  
Griffith" on WGN-TV.  
More than with "Tony  
Orlando," "Cannon"  
or "NBC Thursday  
Night Movie."



You did  
when you  
bought "Family  
Classics" on WGN-TV.  
More than with "Mary  
Tyler Moore," "On  
The Rocks" or  
"Barnaby Jones."



# WGN TELEVISION CHICAGO

Source: NSI, March '76, station total area. (Check NSI, Feb. '76 for more of the same.)  
Data subject to qualifications listed in report.

# Emmy loves NBC's performers, directors, producers, writers and crazies.

Back row (l. to r.): Anne Beatts, Tom Davis, Alan Zweibel, Dave Wilson, Michael O'Donoghue. Front row (l. to r.): Al Franken, Rosie Shuster, Lorne Michaels, Chevy Chase, "NBC's Saturday Night"



Peter Falk, "Columbo"



Jack Albertson, "Chico and The Man"



(l. to r.) Carl Pingitore, Liam O' Brien, Stanley Kallls, David Gerber, "Police Story"



Which shows her to be a lady of remarkably good taste. Wide ranging taste, too—all the way from a distinguished Hal Holbrook portrayal of Lincoln to those wonderful crazies of "Saturday Night." Here's the full roster of night-time winners:

Outstanding Drama Series:

**Police Story**

David Gerber and Stanley Kallls, Executive Producers. Liam O' Brien and Carl Pingitore, Producers

Outstanding Comedy-Variety or Music Series:

**NBC's Saturday Night**

Lorne Michaels, Producer

Outstanding Lead Actor In A Comedy Series:

**Jack Albertson**

Chico and The Man

Outstanding Lead Actor In A Drama Series:

**Peter Falk**

Columbo, NBC Sunday Mystery Movie

Outstanding Lead Actor In A Limited Series:

**Hal Holbrook**

Sandburg's Lincoln

Outstanding Lead Actor In A Drama Or Comedy Special:

**Anthony Hopkins**

The Lindbergh Kidnapping Case  
NBC World Premiere Movie

Outstanding Continuing Or Single Performance By A Supporting Actor In Variety Or Music

(For a continuing role in a regular or limited series; or a one-time appearance in a series; or a special):

**Chevy Chase**

NBC's Saturday Night

Outstanding Directing In A Comedy-Variety Or Music Series:

(A single episode of a regular or limited series):

**Dave Wilson**

NBC's Saturday Night (with Host Paul Simon)

Outstanding Writing In A Comedy-Variety Or Music Series

(A single episode of a regular or limited series).

**Anne Beatts, Chevy Chase, Al Franken, Tom Davis, Lorne Michaels, Marilyn Suzanne Miller, Michael O' Donoghue, Herb Sargent, Tom Schiller, Rosie Shuster and Alan Zweibel**  
NBC's Saturday Night (with Host Elliott Gould)

Outstanding Live Sports Special:

**1975 World Series**

Scotty Connal, Executive Producer  
Roy Hammerman, Producer

Special Classification Of Outstanding Program And Individual Achievement (Series):

**The Tonight Show Starring Johnny Carson**

Fred De Cordova, Producer;  
Johnny Carson, Star

We congratulate them all. It's just possible that they had Emmys on their minds from the beginning, but how much better to have them on their mantelpieces!

Hal Holbrook, "Sandburg's Lincoln"



Fred De Cordova, "The Tonight Show Starring Johnny Carson"



Roy Hammerman, Scotty Connal, "1975 World Series"



testing, "to try to determine what would turn out to be a success. But you have to develop a kind of inner feeling about something, and you're not sure what brings that on. You get a sense—"

A gut reaction?

"That's the word we always use, a gut reaction. And if it's strong enough, you have enough conviction about it, you go with it. There's no rule, no guidebook that says you have to do it this way or that way. Some of the biggest successes have come through going against every rule that we used to live by. That's a thing you call showmanship.

"Some people have a kind of special instinct as to what will be well received and what won't be. But the best of us, you know, with the best instincts in the world, can go wrong. Very often they can go right. So the winning part of the game is to be right more often than you're wrong—and to be right in a big way rather than in a small way. And that we've been very successful in doing."

"This is a very evolving world, the world of television. We're always seeking new ideas, new friends, new ways of doing things, and we like to infuse new blood in our operations from time to time—the younger audience of America is becoming more and more important . . . We feel quite confident about our fall schedule, and we're doing very well. We've been doing this for a long time. We might slip a little bit here and there, but there's a tradition built into our system of creating new shows that seems to work pretty well."

The infusion of new blood also applies to CBS management. "We believe in newness," Mr. Paley continued. "We always have young people going into new jobs. I started as president of this company when I was 27 years old; Frank Stanton became president when he was 37; Art Taylor became president when he was 37; now young Wussler [Robert Wussler, installed last month as president of CBS-TV]: he's 39.

"It's been a very good kind of mixture we've developed here. We never let the old minds predominate. Some old minds can keep up with the parade and maintain a feeling of what's happening throughout the country, even among youth, and some minds can't. We like to have old minds understand what is happening today and why, and minds that have a real rapport with the audiences that now exist."

Carrying that thought a step further, he added later: "It's a people business, you know. You're strong or weak, depending on how good your people are, and you can lead them just so far. They have to have an awful lot of it in themselves."

Not surprisingly, since his people first proposed it publicly, he's in favor of lengthening the network evening news. Like them, he's not saying whether CBS is shooting for a 45-minute or one-hour evening newscast, or whether CBS may ask the FCC to grant waivers of its prime-time access rule to accommodate the longer broadcasts.

But he has an answer to affiliates who argue that networks should expand their

newscasts in their own time—between 8 and 11 p.m. NYT. "In the first place," he said, "a habit's grown up in this country for news to be on earlier in the evening." And from an economic standpoint "it isn't too much for us to have 8 to 11, with an extra hour on Sunday, for entertainment programs which are hopefully sponsored in a way that would help us pay for the big load we have to carry in order to maintain network news service.

"And of course that's a very expensive load. It's very expensive machinery that networks have to have . . . Our news operation, after taking advantage of all the income we get, is a loss operation." He wouldn't say how much it costs or loses, except that the loss is "a rather substantial amount of money."

Mr. Paley has made few speeches in recent years, but he delivered a major one—on broadcaster responsibilities, in which he declared "with all the strength at my

“I think creative efforts will be on a 12-month basis . . . networks aren't afraid to take something off and just not use what's been ordered, if something better comes along . . . that we think would improve our service to the people or increase our circulation.”

command, that the time has now come to eliminate entirely the fairness doctrine from government rulebooks and statutes"—at Syracuse University in May 1974.

By coincidence or not, the Syracuse speech came almost precisely 20 years after another major address, "The Road to Responsibility," in which he stressed similar themes of broadcaster obligations at the National Association of Broadcasters' convention in Chicago in May 1954.

As in his public appearances the subject of responsibility was a recurring one in BROADCASTING's interviews.

"I don't think any organization has ever fought more for the freedom [of broadcasters] to do what we thought was right than we did at CBS," he said at one point. "We claimed to have all the advantages and privileges of the First Amendment. As a matter of fact, we haven't, because we're a licensed agency, and there is the so-called fairness doctrine that we have to live by, whereas the press doesn't have to. So we talk about the First Amendment, but as a matter of fact, we don't get the full benefits of the First Amendment."

Further on the fairness doctrine: "Not that we don't believe in it, but we've al-

ways practiced fairness on our own, even before the fairness doctrine was introduced. It's part and parcel of our philosophy, and our guidelines all call for it. But when it comes to something that you have to do because of government imposition, why then it becomes a different thing entirely. I hope that in time the so-called fairness doctrine will be eliminated so we will have the rights and privileges of the press, as we should have.

"As they say, we are the primary source of most of the information that people get. I think the tradition of news will always guarantee a fair break. I don't think prejudices and special interests will ever be able to express themselves over TV or radio, and I think the best protection against that is [the] fantastic competition not only from the press and magazines, but in radio and television itself.

"There are more television stations today than there are newspapers in the major cities. And the final protector is the public itself. I think if you try to misuse this medium, the public itself will really catch onto it and raise Cain. Anybody having any power or any authority in this field would think more than twice before he would misuse it. I think the idea of being honest and truthful and fair and balanced is such an integral part of broadcasting that I just can't see anybody stepping away from those guidelines. Certainly I'm sure it'll never happen at CBS."

■ On the entertainment side, Mr. Paley thinks television is moving away from the concept of two program "seasons" and becoming more and more a constantly evolving medium:

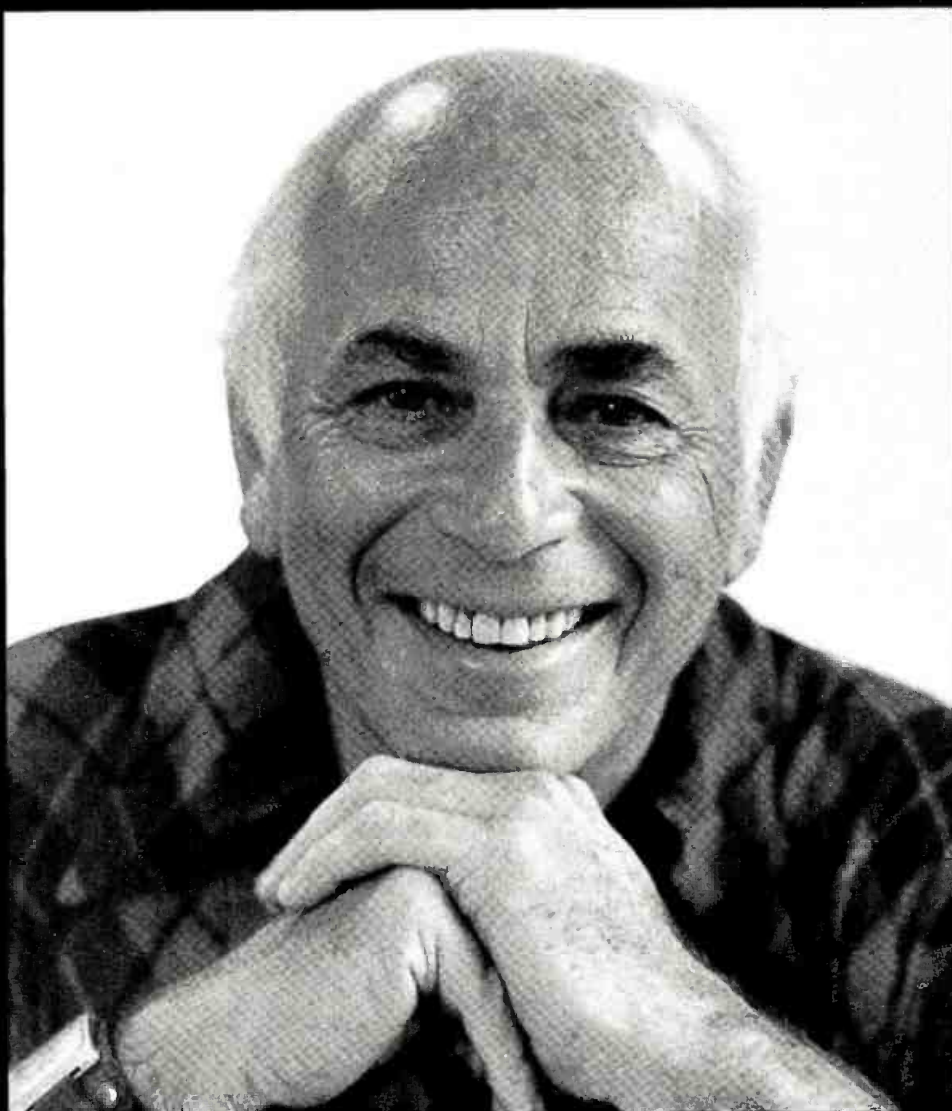
"I think creative efforts will be on a 12-month basis—they're starting out that way here, at least. I don't know to what extent there'll be a cut-off in the middle of the year, the so-called second season. That largely comes about because contracts go up to that time. But nowadays, networks aren't afraid to take something off and just not use what's been ordered, if something better comes along—[something] that we think would improve our service to the people or increase our circulation. So there's less rigidity to our schedule than there used to be, and I think that's going to continue, but even more so."

What does that portend for reruns? He is quick to defend them:

"Reruns still have their proper place. No program is ever seen by everybody, if it's on only once. And this gives people who didn't see it the first time a chance to see it the second time. Also, it's become an economic necessity. The cost of programming is so high today that unless you can divide the cost of it up a little bit, it would be impossible to have the kind of quality programs we have now.

"You know, people talk about reruns as though it's a dirty word, and yet, you look at public television, which people all think is very good, and I think is very good, and when they have something good, they will repeat it four or five times. The most we do—except under unusual circum-

# Ladies Man.



**Allen Funt's  
CANDID CAMERA  
beats the toughest  
competition for  
young women  
viewers.**

**All across the nation.**



**CANDID CAMERA** beats  
"Screen Test" and "Deal"  
in New York.

		WOMEN (000)	
7:30 PM FRI.		18-49	18-34
<b>WCBS</b>	<b>CANDID CAMERA</b>	<b>296</b>	<b>180</b>
A	Screen Test	224	147
B	Make A Deal	251	138

**CANDID CAMERA** beats  
"Price" and "Deal"  
in Boston.

		WOMEN (000)	
7:30 PM TUE.		18-49	18-34
<b>WNAC</b>	<b>CANDID CAMERA</b>	<b>134</b>	<b>74</b>
A	Price Is Right	83	45
B	Make A Deal	49	27

**CANDID CAMERA** beats  
"Vinton" and "Kingdom"  
in Detroit.

		WOMEN (000)	
7:30 PM WED.		18-49	18-34
<b>WWJ</b>	<b>CANDID CAMERA</b>	<b>141</b>	<b>72</b>
A	Bobby Vinton	84	47
B	Wild Kingdom	85	40

**CANDID CAMERA** beats  
"Squares" and ties "Pyramid"  
for 18-34's in Cleveland.

		WOMEN (000)	
7:30 PM FRI.		18-49	18-34
<b>WJW</b>	<b>CANDID CAMERA</b>	<b>79</b>	<b>50</b>
A	Hlywd Squares	75	37
B	25000 Pyramid	88	50

**CANDID CAMERA** beats  
"Price" and "Douglas"  
in Denver.

		WOMEN (000)	
6:30 PM MON.		18-49	18-34
<b>KOA</b>	<b>CANDID CAMERA</b>	<b>45</b>	<b>33</b>
A	Price is Right	38	23
B	Mike Douglas	38	22

**CANDID CAMERA** beats  
"Squares" and "Treasure"  
in Indianapolis.

		WOMEN (000)	
7:30 PM FRI.		18-49	18-34
<b>WTHR</b>	<b>CANDID CAMERA</b>	<b>50</b>	<b>32</b>
A	Hlywd Squares	36	23
B	Treasure Hunt	23	14

**CANDID CAMERA** beats  
"Squares"  
in Baltimore.

		WOMEN (000)	
7:30 PM SAT.		18-49	18-34
<b>WMAR</b>	<b>CANDID CAMERA</b>	<b>70</b>	<b>36</b>
A	Hlywd Squares	66	30
B	Wht Nxt. Balt.	12	10

**CANDID CAMERA** beats  
"Welk"  
in Jacksonville.

		WOMEN (000)	
7:30 PM SAT.		18-49	18-34
<b>WTLV</b>	<b>CANDID CAMERA</b>	<b>35</b>	<b>22</b>
A	Lawrence Welk	14	4
B	Magazine 4	10	5

**CANDID CAMERA** beats  
"Pop Country" and "Deal"  
in Louisville.

		WOMEN (000)	
7:30 PM TUE.		18-49	18-34
<b>WAVE</b>	<b>CANDID CAMERA</b>	<b>43</b>	<b>24</b>
A	Pop Go Cntry	43	23
B	Make A Deal	30	20

**CANDID CAMERA** beats  
"1999" and "Deal" in Greensboro/  
Winston-Salem/High Point.

		WOMEN (000)	
7:30 PM THUR.		18-49	18-34
<b>WXII</b>	<b>CANDID CAMERA</b>	<b>32</b>	<b>19</b>
A	Space 1999	25	15
B	Make A Deal	31	17

**CANDID CAMERA** beats  
"Nashville Music" and  
"Concentration" in Birmingham.

		WOMEN (000)	
6:30 PM TUE.		18-49	18-34
<b>WBPC</b>	<b>CANDID CAMERA</b>	<b>75</b>	<b>48</b>
A	Nashvl Music	22	11
B	Concentration	19	13

**CANDID CAMERA** beats  
"Pyramid" and "Treasure"  
in Richmond.

		WOMEN (000)	
7:30 PM FRI.		18-49	18-34
<b>WXEX</b>	<b>CANDID CAMERA</b>	<b>35</b>	<b>21</b>
A	25000 Pyramid	19	9
B	Treasure Hunt	16	9

**CANDID CAMERA** beats  
sports  
in Toledo.

		WOMEN (000)	
5:30 PM SAT.		18-49	18-34
<b>WTOL</b>	<b>CANDID CAMERA</b>	<b>23</b>	<b>12</b>
A	Golf/Bkbl	3	2
B	Wde Wid Spt	16	8

**CANDID CAMERA** beats  
"1999" and "60 Minutes"  
in Salt Lake City.

		WOMEN (000)	
5:30 PM SUN.		18-49	18-34
<b>KUTV</b>	<b>CANDID CAMERA</b>	<b>34</b>	<b>21</b>
A	Space 1999	24	18
B	60 Minutes	22	12

**CANDID CAMERA** beats  
"Squares" and "Douglas"  
in Fresno.

		WOMEN (000)	
7:30 PM WED.		18-49	18-34
<b>KMJ</b>	<b>CANDID CAMERA</b>	<b>27</b>	<b>16</b>
A	Hlywd Squares	27	15
B	Mike Douglas	8	4

SOURCE: Feb. 1976 ARB audience estimates All stations included are network affiliates. All data subject to qualifications of reports quoted.

The third big-win season, featuring JoAnn Pflug as co-host, is in production now. Filled with new laughs. New excitement. New blockbuster stunts.

Put this proven audience-builder to work for your station this Fall.

Call now for availability in your market.

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Opening CBS's 485 Madison headquarters on Sept. 18, 1929.

stances—is to repeat a show once.”

Mr. Paley said he doesn't like pay television but doesn't object to it—if.

“I object to a service that uses what NBC, ABC and CBS do, and what all the other stations do, and tries to improve signals, and gets a large circulation using material that they have no responsibility for, for which they pay nothing. If they put a pay-TV service on top of that, they then start to compete against us, not only for audience but for certain special features which we put on television, and these people might be in a better position to pay more some time in the future than we can.

“Which means, you know, that people who are getting things for free now will end up by having to pay for them, and there'll be those people in the audience that can afford to pay for them. The poor guy who can't afford to pay for them will just be cheated.”

He is reserving judgment on whether there will or won't be a wired nation in the foreseeable future. A lot, he feels, will depend on what kind of rules and copyright laws are finally adopted.

“I don't know. There might be a wired America. But nobody can tell yet what effect it's going to have on what we consider today to be free television. We don't know what the rules are going to be. If CATV can bring in signals from any place on a noncopyright basis, I feel sorry for the small stations. They're the ones that are going to suffer. They can't compete, you know, against a CATV operation with 15 different programs.”

■ In response to questions, Mr. Paley identified some of the actions and decisions that he considered turning points in CBS's growth.

The most important, in his estimation, occurred when he returned from Europe after World War II (in which he served as an Army colonel and deputy chief of the Psychological Warfare Division attached to General Eisenhower's staff in London).

“I'd been doing a lot of thinking about the medium. As you might remember, in those days the entertainment shows, to a very large extent, were controlled by the advertising agencies and by producers on the outside, and we just sold the time and took the shows and put them on.

“We had, of course, the right to see

what the show was, and we didn't accept anything except shows that we thought were suitable to those particular time periods. But it kept us at the mercy of the advertisers, so to speak. If Jack Benny hit it very big, you know, he'd attract a lot of circulation, and that helped the show before Jack Benny and the show after Jack Benny. But the advertiser at the end of that year could have easily come over and said, 'I'm terribly sorry, I'm going to NBC,' or vice versa. So we didn't have control of our circulation.

“I decided we had to go into entertainment programing on our own. And so, when I got back, we started an Entertainment Programing Department. We took about three half-hours during the week and produced our own shows for those half-hours, and said, in effect, those particular periods were only available to people who wanted to buy the programs.

“There was a great resistance to this, because the advertiser wanted to have this extra control. He used it in many ways. It gave him a big trading advantage, and so nobody really wanted to buy our shows. But I was very stubborn about it. I just knew that eventually we had to have control of our own medium, have more to say about it than we had before.

“Then somebody came along and bought one of the shows. And all the things I said about it worked out. I used to



In 1930: (at top) Signing the contract for controlling interest in Columbia Concerts Corp.; (at bottom) planning for experimental TV station W2XAB New York (l to r): E.K. Cohan, Mr. Paley, H.V. Akerberg and G. Stanley McAllister.

say to the advertisers and advertising agencies, 'My goodness, you're bound to get a better deal from us. We have an awful lot at stake here. If the show isn't doing well, we don't care how much it costs us, we'll do everything we can to put it right. Our circulation's at stake. So you've got us working for you, not just on a small profit basis, but on the basis of what it does to our entire circulation.'

“So dealing with us, they were dealing with somebody they could rely on absolutely. And advertising agencies started to see merit in it. Some of them had built a great big production department, very expensive; and the advertising agencies weren't making much money on what was going into radio and television. Here all they had to do was come and decide what program we had constructed or created that they thought was good for their advertising; and they would buy it, with the price clearly marked, and they got the commission and it was a much easier world for all of us ...

“This broke the ice, so to speak. That was the first breakthrough, and it put us in a very enviable position, because we had a production organization, and as things started to go that way, of course, the other networks soon followed—we were ahead of them.”

Closely allied with regaining control of production was a much more widely



With Leopold Stokowski.



As a colonel in SHAEF.



With Paul White (l) and Edmund Chester.



With Jack Benny (l) and Milton Berle.



With Frank Stanton and the new CBS building.

publicized turning point for CBS—its 1948 talent raids in which, using offers of capital-gains deals and other attractions, CBS succeeded in luring away from NBC—and some from ABC, but from NBC primarily—the likes of Jack Benny, Bing Crosby, Edgar Bergen & Charlie McCarthy and Red Skelton. But the raid had started a little earlier, as Mr. Paley recalled, with the purchase of *Amos 'n' Andy*, which began as a local radio show in Chicago:

"They had been *Sam and Henry*. Then they went to WMAQ(AM) as *Amos 'n' Andy*. I remember going to Chicago after they started on NBC. I recognized how big they were. And I walked into their office. They always tell the story themselves. Charles Correll [Amos] is now dead but Freeman Gosden [Andy] is still alive. And they tell the story of this young fellow walking in their office and sitting down and introducing himself, and then saying, 'I don't know what you're getting there, I'll just give you twice as much.'

But they had just signed a contract. I think it had a couple of years to go, so nothing could be done about it. Later on, we did succeed in getting them. When TV came along, we put *Amos 'n' Andy* on the air in television form. Of course we couldn't use Correll and Gosden—they were white. We had to use blacks. We had a marvelous cast, and one of the funniest shows on the air. But some blacks in the

country started to take exception to it: they thought they were portrayed in an undignified manner. You remember the reaction people had toward any black who was depicted in a servile role. We really had to take it off, due to the pressures, in spite of the fact that it was more popular in black neighborhoods than it was any place else.

"But that's how we came by *Amos 'n' Andy*, and that's why the agents representing Jack Benny came to see me, to see whether we'd be interested in buying his company, which had control of his services ... I bought the company and got Benny, and we put him on CBS where, of course, he was a big success.

"At that time I was not only thinking of radio, where I wanted to bolster our standing and please our audience; I knew that television was right around the corner, I wanted people who I thought would be able to transfer from radio to television successfully. And by the time television did appear, we had many stars and were able to transfer from radio to television. That gave us a very good start in television, and a big advantage indeed. Those were very exciting days."

■ CBS's history has not been one of uninterrupted success, of course. Mr. Paley said that one of its mistakes was in

going into the manufacturing business. The company acquired Hytron Radio and Electronics Corp., a tube manufacturer, and its set-making subsidiary, Air King Products Co., in an approximately \$20-million stock deal in 1951. Contrary to popular belief, Mr. Paley said, the fact that CBS had developed its own color TV system—which at that time had been approved by the FCC for industry use rather than the RCA system that ultimately prevailed—was only incidental to the deal.

"We didn't know very much about the manufacturing business," Mr. Paley explained, "and much more importantly, we didn't care about it. You know—it wasn't our cup of tea." Yet CBS stayed with it for 10 years: "I sometimes think," he said, "that it takes more courage to stop something than it does to start something. We got to the point where we knew it wasn't going to make the grade or, more importantly, it wasn't right for us. It just wasn't right. Every organization needs to have a kind of personality, and ours was not manufacturing of that kind."

If buying Hytron was a mistake, other CBS acquisitions have been, in Mr. Paley's term, "very successful."

"We're very strong in publishing now," he adds. "Holt, Rinehart & Winston is one of the largest textbook publishing houses in the country, with a very good trade book department which is now just

coming into its own . . . Then we have W.B. Saunders Co., the largest publisher of medical books in the world, and certainly the best. We have a company in Mexico that does medical books in Spanish and Portuguese.

"What else have we bought? Steinway is a fantastic business. It takes a year to make a piano. We haven't allowed the quality of Steinway to diminish by one iota. And it's not a cheap instrument. It's very, very expensive. Steinway's been established as the number one piano in the world. And it's only a question now of how many we can produce . . .

"We have Gulbransen organs, which is coming up very fast. Our diversification has been larger, I think, than people realize—in spite of the fact that broadcasting is still our principal business."

Broadcasting contributes about 70% of CBS's profits—a percentage that CBS has been unable to reduce to what it considers a more desirable proportion:

"The only trouble is we tried to develop a formula where we would have profits from nonbroadcasting amount to 50% of total profits. But this wasn't taking into account the accelerated rate of the increase in broadcasting. Broadcasting's gone up so fast it's made it very difficult for us to meet our target.

"Not that the other acquisitions haven't been successful. You know, 30% of our profits is an awful lot of money. But that had to compete against a growing rate in radio and television."

■ Nor does he think for a moment that television and radio growth are about to peak out:

"I have a theory that television, in particular, has never been evaluated properly. Television, I would say, isn't an advertising medium, it's a selling medium. You don't just try to advertise your product by reminding people what it is, but you actually show it, you demonstrate it in full color, you talk about it. And a lot of sales are made, not in the showroom or in the store, but right then and there.

"As you're looking at television, you make up your mind: I want to buy this particular car, I want to buy this particular toothpaste, this particular detergent. And as the cost of distribution goes up and up, the fact that you can sell something in the home, and at quite a low rate per thousand, is being appreciated more and more by the industrial world.

"So as I said, I don't think that television has ever been priced properly in accordance with the job it actually delivers. And this is going to be understood more and more over the next five or 10 years."

Any suggestion that television's profits are too high gets a prompt rebuttal:

"As far as network broadcasting is concerned, that just isn't true. As far as CBS as a whole is concerned, our profit on sales is less than 7% . . .

"The largest profit margin in broadcasting is made by stations. The network operation is a different ball game entirely. Our profits on sales are much less. It's a highly competitive business. The cost of

operating a network is just fantastic.

"In the news field alone, in 1959, when we first [set up a separate news division], we had around 400, 450 people in the news department. Today we have well over a thousand. Our budget for news has gone up six-fold since then. Just on that one thing alone.

"You know—the cost of wires connecting the stations, research organizations, sales organizations, the studios. It's really an expensive way of running a business, particularly when you realize how much it contributes to the broadcasting world, because the best of the affiliated stations service their public very largely through what they get from networks.

"We're doing a good job. It is not an uncommon profit, I can promise you that. I think we're more successful than anybody else because we do more business than anybody else, and we are more efficient, I think, than anybody else. We don't have

“We tried to develop a formula where we would have profits from non-broadcasting amount to 50% of total profits. But this wasn't taking into account the accelerated rate of the increase in broadcasting. Broadcasting's gone up so fast it's made it very difficult for us to meet our target.”

to apologize one bit for what our return is on network television.

"When it comes to the locally owned stations, it is true that the profit margin on sales is quite high. I dare say that the independent stations are making more money on this than we are. We maintain very high standards at our owned-and-operated stations and perform terrific services that are very costly. We do it because we believe in it, and also because people have become a little suspicious of absentee ownership. I don't know of any station we have that isn't operated better in [its] community than any other station in that community . . . There are businesses that make two or three times as much as we do."

He recognizes that government has a sort of built-in suspicion of broadcasters and broadcasting profits, but said this has been the case for a long, long time:

"I can remember in the early 30's, I used to go down to Washington and appear before Senate committees—I don't know how many times I appeared before a committee. But we were always just sort of on the defensive. There was always a suspicion that we had too much power."

Reminded that broadcasting's chips

were smaller then, he agreed, and added:

"You know, one thing you can say: There's no system in the world that's perfect, and improvements can be made and I think will be made. By and large, considering the fact that we live in a democracy, where the will of the people should prevail, [the American broadcasting system] is without question the best system that's ever been developed.

"It meets the demands and needs of the public better than any other system. It's a fairer system. It's completely un intimidated by so-called political forces, of which we are accused very often. I don't know of any medium in the world that resists public pressure to the extent that we do, and this goes way, way back. It isn't just in recent years, during the Nixon administration, where it became a little more open and we learned a lot more about it. We always lived under the shadow of pressure. Very few administrations have ever liked what broadcasting has done. Nobody automatically likes criticism of any kind. They don't like the facts that are critical of them."

Only one administration in his memory, Mr. Paley said, failed to try to apply pressure. That was the late President Eisenhower's.

"I don't think he cared," Mr. Paley said. "He took everything in his stride. He was a wonderful guy, very close friend of mine. I loved him. He never complained about the treatment we gave him, but every other administration I know of has been very sensitive. And of course television has such a tremendous influence that they care much more about what is said on television than in the press.

"One of our big problems is that it is so important, and it does have so much influence. We're much more concerned with the fairness doctrine than we ever were in radio, and it's just absolutely positive that we're not going to give any special consideration to any side of a public issue. Our sense of responsibility is that if you want to play this game, and play it honestly, and play it for the best interests of the American people, you have to be very much on your toes, very courageous and very stubborn about certain things."

A celebrated case that called for courage and stubbornness in good measure involved a call the CBS chairman received from Charles Colson, then a White House aide, protesting the first of two wrap-ups that the *CBS Evening News With Walter Cronkite* did on the Watergate affair shortly before the 1972 elections. Several differing accounts of that call and what followed it have circulated since then. Mr. Paley was asked for his first-hand report. He replied:

"I'll tell you exactly how it went. I got a call from Frank Stanton [then CBS vice chairman and chief operating officer] late Friday afternoon saying be sure to listen in tonight, that was the first of the two wrap-up broadcasts. I tuned in to it, and Frank and I discussed it very soon after that—either the same night or the first thing Saturday morning.

"We were both bothered by it. In the

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"... 'A' market coverage up 68%."

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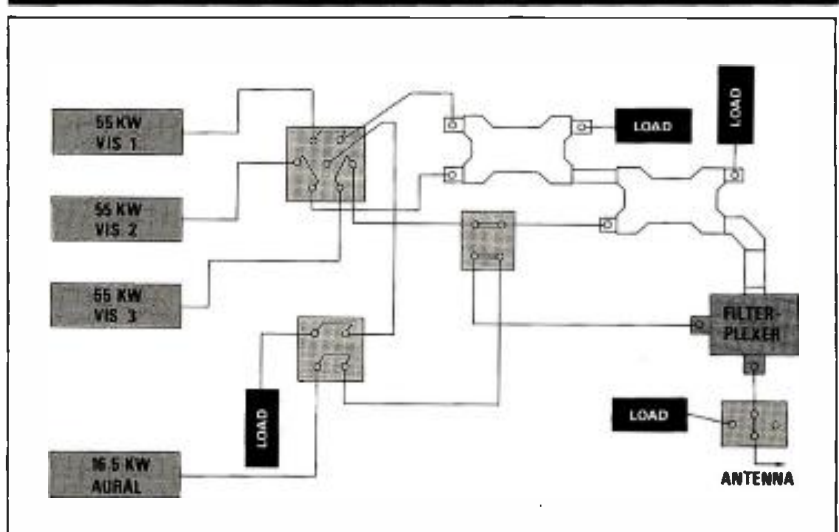
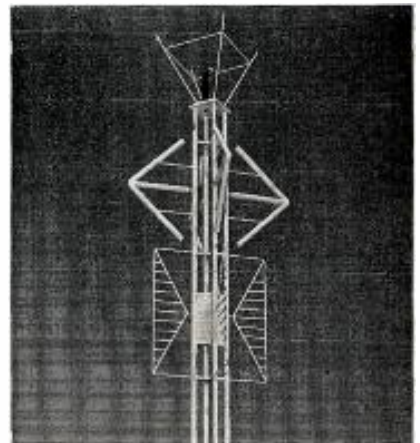
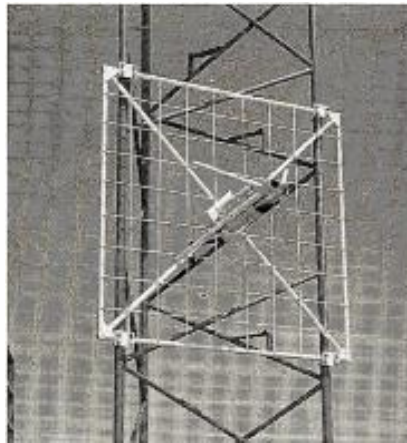
One is a top-mounted Fan-Vee for Channels 2 through 6. It uses individual radiators for horizontal and vertical polarization. They are phased to produce the circularly polarized pattern.

Another circularly polarized antenna, the End Fire Helix, is for Channels 7-13. It uses three small reflecting dishes mounted per layer around the top-mounting pole to

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A panel antenna for face mounting on the tower (Channels 7-13) may be installed as a horizontally polarized antenna, with the ability to be converted to circular polarization.

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Four 55 kW vapor-cooled klystrons are used in the TTU-165c. A unique triplexing system developed for the WTAF-TV transmitting plant combines the outputs of three of the klystrons. As shown in the diagram, visual amplifiers 1

and 2 are combined through a 3 dB combiner to produce 110 kW peak power. The signal is fed through a 4.77 dB combiner where it is added to the output of visual amplifier 3 for combined visual peak power of 165 kW.

first place, it sort of mixed up facts and allegations. It wasn't up to the standards usually representing CBS News, and it took a very large percentage of the half-hour period that was supposed to be given for the coverage of all the important news events of the world. We thought there was something not quite right about it.

"So Frank and I, as I say, talked about it, and I said to him, you call up Dick Salant [president of CBS News] and tell him that we are concerned by it, which he did. Later on Saturday Colson called and complained about a lot of things, and then added some accusations such as that, one, he'd heard from reliable authorities that Cronkite was out to zing the President, two, that we'd offered this wrap-up of Watergate to advertisers for special sale; and three, that Cronkite had asked to have a private interview with the President and the President turned him down.

"Well, the things having to do with Cronkite were just too silly to even think

about. Anyone who knows Cronkite knows he is objective and true to the facts.

"Anyway, Colson called me and told me this, and I gave him the usual spiel of how we maintained things in balance as a way of life, and too bad what he thought—that's the way it was.

"I've always been very much on the side of defending CBS. If I think it does anything wrong, I talk it out and try to have corrections made that have to be made. But then I didn't even see Salant until the next Monday morning—in spite of the fact it was claimed I had all kinds of meetings with him—when Stanton and I and Salant and Jack Schneider [president of the CBS/Broadcast Group] and Art Taylor [president of CBS Inc.] had a meeting right around this table, and we expressed our concern. But no reference to the Tuesday broadcast [the scheduled second Watergate wrap-up] at all. None. And Salant understood, when he left here, he had full control, to use his own best news

judgment as he saw fit—which he has done, I think, in a most responsible manner over the years.

"Then there came that second [Watergate] broadcast, which some people said I had ordered off. That is absolutely untrue. I'd given no orders about it whatsoever. The only thing I did was tell Salant later specifically what I thought was wrong with those particular broadcasts; and that had to do with mixing up allegations with the facts; it had to do with taking too large a proportion of those news broadcasts for one particular story.

"My contention was that if it was important enough for that, it should have been a full half-hour special and should not have taken almost the entire regular broadcast, or three-quarters of it. But Colson, as such, had no influence whatsoever. His call is completely incidental—one of many I've had through the years from many people in the White House, always

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## Paley on programing: 'Pleasing most of the people most of the time'

*Television's critics like to complain about the quality of programing, the kinds of programs that are—or are not—available and, always, about "too much sex and violence." How does CBS Chairman William S. Paley answer those complaints? Here is his reply, which also gives an insight into his own viewing tastes:*

"Well, it's a rather complicated answer. Everybody secretly is a showman. Everybody thinks he knows what makes good theater, or good movies, or good broadcasting. We have a wide spectrum of people we have to address ourselves to. We cover, I think, 98% or 99% of the population of the country, and therefore when we program we have to be mindful of our audience—a great big mass audience . . . and [it is] a very expensive [process].

"I sometimes say to people who want nothing but informational programs and cultural programs: 'You know, it's one thing if you were in the newspaper business and had a printing press and were able to print, say, 400,000 copies a day, and you had to pay for it. It would be another thing if you had printing presses that had to print two million copies a day. Your audience would be wider. In order to maintain those printing presses, you would have to be quite certain in your own mind what those two million people want. In other words, you can't be quite as selective as the man with the press that does 400,000.

"So we have to give most of the people what they want most of the time. That doesn't mean anything cheap or tawdry. Popular programing to me is programing of high quality. Popular programing brings a lot of joy and happiness and fun to millions and millions of people throughout this country, and I think, on the whole, our standards have been very high; we've done nothing cheap or tawdry. The fact

that for 20 years now we've been servicing more people in television than any other network is a pretty good indication that we know something about what the mass audience wants.

"At the same time, we're mindful of the desires and the needs of what we call the minority audiences; those people who have a greater interest in news and public affairs, maybe, than the mass audience does, and in cultural affairs of one kind or another. You probably know how much emphasis we put into our news operations. I say in all modesty that I think we have by far the best news operation in all broadcasting, not only in this country, but any place in the world . . ."

Does he agree that, as people have been saying for years, there's too much sex and violence on the air?

"It's hard to say. Sex and violence are commonplace throughout the literature of the ages, and some of the classics of all times. I think as long as they are necessary to the development of the story, and will make the story real and more interesting, that's a good reason.

"But it has to be natural. To put violence in, or sex in, just in order to make it more popular, I think is dishonest. We have always been quite restrained—never using sex or violence except for the purpose of advancing the story, so to speak.

"Now, of course, they have the family viewing, where the period between 7 and 9 [p.m.] is supposed to be devoid of violence that makes it uncomfortable for parents to be looking at the same show as the children, and with little reference to sex . . . We think family time is a good idea. But after 9 o'clock, violence and sex may be necessary to the development of the plot of a good story. The greatest writers of all time had to recognize that need in order to make things real and interest-

ing. It's just in the nature of story-telling, the nature of drama, the nature of the theater and also the nature of television.

"But I think you have to be conscientious. I think you have to know when you might go too far. We just did the Manson murder story, and it was done in extremely good taste. Nobody who saw it could take exception to it at all. Nothing gory about it. It was suspenseful, and told the full story, and the American public seemed to like it. I think it's the most watched show that's been on the air so far this year.

"When we announced we were going to do it, we had all kinds of letters and complaints, saying how could you put a filthy thing like that on the air? They didn't even give us a chance to show them how we intended to treat it. But we're very proud of it. It was done very well.

"It's the same with comedy, or anything. Certain people don't like certain things. You can't get away from that. And you can't please everybody all the time. Very often, when I'd be interviewed like this, people would make some snide remark about *The Beverly Hillbillies*—[they'd] say they regard me as a sophisticated man with good taste, and ask, 'How could you put a thing like *The Beverly Hillbillies* on the air?' And I would answer, 'What's wrong with *The Beverly Hillbillies*? . . . I like it very much. I happen to like slapstick comedy. It makes me laugh. It's very amusing.'

"I thought it was beautifully done. It was very funny. I saw nothing wrong with it at all. I wasn't the least bit ashamed of it. Those were good shows, and millions of people around the country got tremendous pleasure from them. I'm one of them. I used to look at *The Beverly Hillbillies* and laugh and have a good time. The world is made up of a lot of people with different tastes and different attitudes. You have to be mindful of that. In the crosscurrent of what happens over a week, I think we have done a masterful job—as I say, pleasing most of the people most of the time."



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wondering whether we'd done the right thing by their particular boy . . .

"Some time before Watergate, a group of us went down to speak to President Nixon, I think he took each network on. He roamed around for about an hour or an hour and a half, as he usually did, about his philosophy. I'd known him for many, many years, and he finally said to me, I think the way you try to protect your freedom is absolutely right, and I hope you keep on doing it, because we need a free system in this country.

"So I said to him, 'Mr. President, this has been part of our philosophy right from the beginning. We've always fought against any kind of intrusion. But the fact that you think we should continue to do that gives me a lot of extra strength and comfort.'

"Even he realized that we were very tough when it came to anybody trying to intimidate us in any way. We just will not be intimidated. Never have been. Never will be.

"Our newsmen are as objective as is humanly possible. Nobody can be 100% objective. We all have certain built-in prejudices and biases that sometimes show, whether you think they're showing or not. But the important thing is that you attempt to be as close to 100% objective as you possibly can be, and if you work at it hard enough you usually end up being at least 90% objective.

"If anything goes too far over in one direction, part of our job of news management is to bring it back to center from the standpoint of doing a straightforward, honest, fair, balanced job. I am terribly proud of the very good people we've had throughout the years, and they understand that they get full support and never have to feel that anybody can get to us. As a matter of fact, we never even tell them when people try to get to us."

■ Young Bill Paley bought a controlling interest in CBS, then one year old, in 1928 after his father had turned it down. He'd used radio as advertising manager of the Congress Cigar Co. and as a result was "very enthusiastic about the future prospects of broadcasting." So he took a 10-day option to buy the controlling interest and solicited his father's advice.

"He was a very broad-minded man who I didn't think would be very agreeable to the idea," he recalled. "But after thinking about it overnight, he said to me the next day: I think you're right. You ought to go ahead and do it.

"Later on, I asked him why he had come to this conclusion, because it was understood I was to follow in his footsteps [in the tobacco business]. I had been trained in the tobacco business, and I thought it would be a great disappointment to him if I left.

"He said, well, if you succeed, it'll be a bigger business, and a more interesting business and a more broadening business than what you're in now. And if you don't succeed, you will have had a lot of experi-

ence which might be very useful to the company, and to me. And so, on balance, I think you ought to try it.

"And that's the way I got into it, back in 1928."

One of the first challenges Mr. Paley faced was to help CBS compete with NBC, which was not only older but bigger, operating two networks, the Red and the Blue.

"They had two networks," he recalled, "and a great big building, and a lot of money, and a lot of prestige, and we had a very small floor in the Paramount building, and no studios and no stations. So I decided that no matter how big they were, how swell they looked, that what you put on the air was going to be the important thing.

"I used to say, 'If you were going down Broadway, and saw the Capitol theater on one side, which was the most beautiful theater in America in those days, advertising a motion picture that you heard wasn't very good, and on the other side of the

“There was always a question of fighting very hard to keep the government from getting its hands on broadcasting, and to try and keep broadcasting as free as it possibly could be. I think those early fights paid off. We just never gave an inch; we just knew that once our control started to go downhill, that would be the beginning of the end.”

street was a small movie house, very moderate in appearance and so forth, with a good movie, one you heard was very good, which would you go to see? You'd go to the smaller house to see the better movie."

"And so I wasn't disturbed by the fact that we didn't have the fancy front. We took all of our resources and all of our energy and a lot of our money, and put them into the building of programs that we thought would be popular to the American public. And that was a step toward success which really started to work."

A part of the answer to the programming problem in those days lay in discovering and developing talent, and Mr. Paley and associates came up with some big ones over the years, among them Bing Crosby, Frank Sinatra, Kate Smith, the Boswell Sisters and the Mills Brothers and, among names more readily recognized by older generations, the likes of Morton Downey

and Ruth Etting. And Mr. Paley devised a showcase for them:

"I took the 7-7:15 period at night, and when we found a new vocalist I put him on five days a week, across the board, and in that way we were able to tell pretty quickly whether this particular personality was going to be popular.

"Each one of these people that we put on 7-7:15 emerged as being very popular, and then we put them on other shows later at night. And many of them, of course, went on to very big things. They became great big stars, not only in radio and television, but also the motion-picture world."

Like most broadcasters who got into news coverage in the early days, CBS did it out of necessity. It happened in 1933.

"The press associations were induced by their newspaper clients not to give us service except on a very restricted basis—so restricted that they almost refused to sell us service. So we just started our own CBS news-gathering organization. NBC didn't, but we did . . .

"We had stringers all over the world, and we had a little luck. We scooped the AP and UP a few times. . . . Pretty soon, newspapers were coming to us, wanting to buy our service, too. By this time, AP and UP got a little nervous, and so they came along to make peace, and we made peace on our terms, and we then got all the news we wanted, and most of the restrictions were removed. From that point onwards, we had no limitations placed on how we handled the news. It was obvious that one of the great virtues of radio was to get information out fast."

Necessity also played a role in CBS's launching of what is now the venerable *World News Roundup* a few years later.

Mr. Paley was sick in bed when the Germans marched into Austria in 1938 and Ed Klauber, then CBS executive vice president, called to tell him about it and to report that CBS couldn't get any word out of Vienna. Mr. Paley said he recalled that he'd been in Europe the summer before and become acquainted with the head of the Austrian Broadcasting Co.

"So I picked up the phone . . . Of course, the world was on its ear. Who ever thought you could get a call through from New York to Vienna? But everybody else must have thought it was impossible, because in a couple of minutes this guy was on the telephone. He was a good friend of mine, and I said, look here, I understand [from] our people there, you won't give us any service. Why not? He said, 'I'm in my office, but I'm not in charge any more. I'm surrounded by people that have just come in, and I have nothing more to say.' He started to cry on the telephone.

"So I called Klauber and I said, I don't think we're going to get any service out of Austria. We have to do something special, something that's never been done before; and then I thought of the idea of the *World News Roundup*, of having people from various capitals going on the air one after the other. I said, can't we do something of that kind?"

"So they called me back in about an hour and said no, the engineers say this



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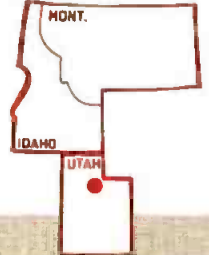
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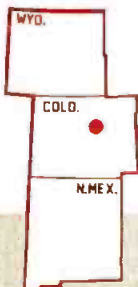
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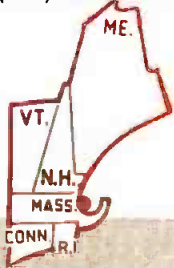
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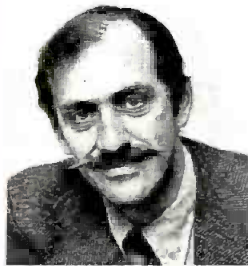
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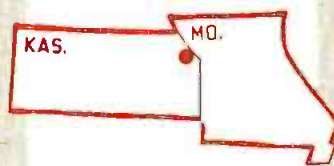
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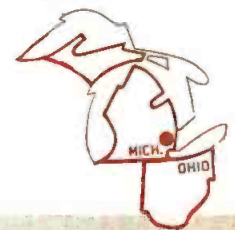
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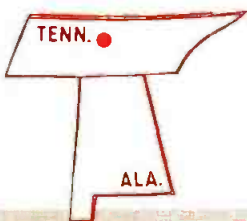
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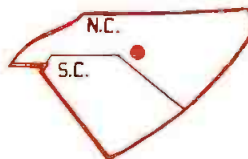
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can't be done. I said there's no reason in the world I can think of why it can't be done. It has to be done. You go back at them." So he called me back later and said, "OK, we found a way . . ."

■ Near the end of the interviews, Mr. Paley was asked to look back and describe some of the personal and professional attainments and CBS achievements that have given him the greatest personal satisfaction.

He named a few nonbroadcasting accomplishments. One of these was his close association over almost 40 years with the Museum of Modern Art, of which he is a former president and current chairman and which he regards as "almost the most important museum in the world."

Another was his work 25 years ago as chairman of the President's Materials Policy Commission, which in 1951-52 studied the long-range problem of maintaining adequate natural resources for U.S. defense and industry. The commission produced in 1952 a far-reaching report that—among other things—forecast the energy crisis that materialized in the 1970's and numbered among its more than 80 recommendations some that, in the opinion of Mr. Paley and many others, could have prevented it.

Mr. Paley recalled that "Life magazine said something to the effect that this was the most important paper that had been produced since Alexander Hamilton's paper on manufactures, which was high praise indeed."

But most of the achievements he cited had to do with programing—the program process, the development of standards and principles and policies, the defense of broadcasting's rights, the pleasure that programing gives to millions and, on the business side, reclaiming program control from advertisers and agencies.

"I think by and large the success of broadcast news has been because people believed in it and trusted it, and they do so very largely because of the principles and policies that were announced and enunciated by CBS so early in the game. We believe in fairness and balance; we don't like the fairness doctrine because it's imposed on us. But we had the principle of fairness operating here long before it became a government mandate, and we saw the need for balance in the very early days of broadcasting.

"I used to cover the Washington beat, so to speak, in the earlier years. There was always a question of fighting very hard to keep the government from getting its hands on broadcasting, and to try and keep broadcasting as free as it possibly could be. I think those early fights paid off. We just never gave an inch; we just knew that once our control started to go downhill, that would be the beginning of the end. It was a constant fight and a constant declaration as to our intentions, and we were very fortunate in convincing Congress, usually, that this medium in private hands working under fair policies was the best way of serving the American people. I think of all

my accomplishments in broadcasting, I certainly would put that very high.

"I guess the first accomplishment I was proud of was building a nationwide radio network. It was quite a thing, you know. I started with about 12 stations. I realized very early in the game that we had to go coast-to-coast and reach all the people. We had severe competition in those days. NBC with two networks, the Red and the Blue, managed to get to the coast and go south. Before long, we had a larger network than either of the two NBC networks. That happened pretty fast, and of course we were faced with what to do with the time. We had to develop entertainment.

"We did a lot of thinking for the industry during those early days. You have to go back to some of the things that happened in Washington in the early '30's in order to see that. Whenever a question came up that was an issue, CBS usually took the stand and took the position and fought it out, and the other networks seemed to be satisfied to let us do it. We didn't mind doing it, we wanted it to be done right; we thought we could do it right. And if they came in on it, it was OK by us.

"We did a very good job in introducing TV. We were off to a more even start against NBC in TV than we had been in radio. We had a very strong radio line-up, and we were able to transfer a lot of these people from radio to TV, and so we got off to a good start in TV, although it looked to be very speculative in nature. We had a rather extended loss period of huge sums of money before we were able to turn the corner [at another point he put the loss at

\$60 million]. But there was never any doubt in our mind that eventually it was going to be a popular medium, one that was going to be economically viable.

"I think CBS has set a kind of standard of taste; it's hard to describe, it's very subjective. But we've always wanted to do things on a tasteful level, if you know what I mean, not only in our programing. A lot of people think because we cater to a mass audience that what we do has to be cheap or unattractive. I don't agree with that at all. I think we can do very tasteful things and attractive things and the public is just as eager for that as it is for other forms of entertainment that might not be of the same quality.

"The big trick is to bring quality together with popularity. If you can do that, why, you've got something very special, and that's the thing you aim for all the time. There's a great difference of opinion, of course, though. Some people would call certain shows in bad taste even though they are done very well and appeal to millions of people and give them fun and satisfaction and enjoyment. A lot of people can't stand that, because they don't want that particular kind of fun and enjoyment, and they become highly critical of shows of that kind.

"But the public on the whole looks to broadcasting certainly for information, and for culture and education, but to a larger extent than any, for entertainment. That's what we were aware of right from the beginning, and I hope I have made a sizable contribution in developing those things which have been well received by the American public." ■

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## Five whose trails crossed Mr. Paley's CBS: Klauber, Kesten, Murrow, Stanton, Taylor

*Mr. Paley offered these off-the-cuff assessments of some of his key associates in the development of CBS:*

**Ed Klauber**, early assistant to the president, subsequently executive vice president—A former *New York Times* man, he was hired to be "an extra pair of hands" for President Paley, "but as we developed, we came into the news field" and "his background in news was quite invaluable. A lot of the policies that dominate news today came about very largely because of the relationship I had with Klauber, and how he was able to educate me into the world of news, although I think I had an inclination toward it: To think only in terms of the highest quality, and the most reliable and the best. [He] was a very good all-round man, a man of wonderful character. Klauber played a very important role in helping me build [CBS into a major corporation].

**Paul Kesten**, vice president and general manager and, later successor to Mr. Klauber as executive vice president—"One of the most brilliant advertising and merchandising minds I've ever come

across. He was a genius at making the public aware of radio—not just CBS, but radio. He was clever enough to know that if we advertised radio under the signature of CBS, and talked about the attributes of radio, CBS sort of took a leadership position. He was very brilliant, and so were his research projects. . . . Kesten was a very conscientious man who made a tremendous contribution . . . He knew that I wanted him one day to be president [of CBS]. He wasn't up to it physically, and Stanton was the one he picked to take his place. It was a very good choice, of course."

**Edward R. Murrow**, CBS News correspondent and for a time head of news for CBS—"We became very close. When he came back [to New York from London after World War II], I made him head of our news operation. He seemed very eager to do it [but] I didn't think he was very happy doing it, so I said to him a couple of times, Ed, wouldn't you rather go back on the air? There was a stubborn streak in him. No, he said, I've taken on this challenge, I'm going to stay with it. So

finally I said to him one day, Ed, I really think you'd be happier going back on the air. He said, I'll go back on the air if you order me to. Just like that. So I said, OK, Ed, I order you to. He said, OK, if you do, I'll go with it. He said it with a great big smile, and that's how he went back on the air—and of course he became the number one broadcaster in America.

"Then we had the McCarthy sessions [celebrated Murrow telecasts widely credited with a key role in the undoing of the late Senator Joseph R. McCarthy of Wisconsin], and there are a lot of contradictory stories about that, but Ed and I were terribly close before the McCarthy broadcast and after the broadcast. After the broadcast, he spent hours in my office every day. We had to be very careful how we handled Mr. McCarthy.

"Ed never made a decision in his life without coming to me for advice. Once he was offered the nomination for the Senate by the Democratic party in New York state. And he could have won it. He came to see me about it. I told him he ought to take it. I thought that would be the first step up the ladder. This guy could have ended up as President of the United States. But he had a silly concept: He said, 'I wasn't born in New York. I don't think I can represent the people of New York state properly.'

"I said that's a lot of nonsense [but] he decided he wasn't going to take it. But when he was offered the USIA job [as director of the United States Information Agency during the Kennedy administration], he came to me and talked about it. I told him he had a home here as long as he wanted it. It was a hard decision. I don't think he was quite as happy in television as he'd been in radio. He was wonderful on television [but] radio was much more free-wheeling. . . . Right to the very end we were very close friends. I went out to see him, when he was dying, in La Jolla, Calif. We had differences of opinion, of course, from time to time, but there was a closeness there that was very unusual, and one that meant an awful lot to me and I think meant an awful lot to him."

**Frank Stanton, president from 1946 to 1971, vice chairman, 1971 to retirement in 1973**—"An all-around man, who had good organizational abilities, a man of tremendous taste, good character and high standards. When I gave up the Washington beat—I used to spend a lot of time in Washington—I turned that over to Stanton, and nobody spoke for the industry better than he did. He became a spokesman for the industry. He did a tremendous amount to make Washington and the country understand the problems of radio, and to protect radio against some of the attacks that were being made against it. I've been very fortunate. Now I have . . .

**Arthur R. Taylor, president since 1972**—"He's dedicated. He's very bright, and he caught on very quickly. He's won the confidence and the respect of the organization. I look to him. He's got leadership qualities [and is] also a man of wonderful character."



Klauber



Murrow



Kesten



Stanton



Taylor

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**Supreme Court disappoints FCC in FPC EEO case**

**Commission had hoped for ruling that would give it claim to authority to impose equal-employment regulations on cable television; it does, however, get some backing for such policies for broadcasters**

For more than a year, FCC officials have waited for the Supreme Court to issue a decision in a case involving the Federal Power Commission in hopes it would clarify the FCC's authority to adopt equal employment opportunity rules for cable television systems. The decision is now in, but it has not provided the hoped-for clarification.

It does, however, contain a footnote that public interest attorneys are citing with considerable satisfaction. They see it as constituting Supreme Court support for the proposition that the FCC is obligated to require that broadcasters serve the needs of minorities.

The FPC case involved an effort by the National Association for the Advancement of Colored People to persuade the agency to adopt rules requiring the companies it regulates to follow EEO practices. The FPC refused, contending it did not have the necessary authority. And on a petition for review, the U.S. Court of Appeals in Washington agreed that the FPC lacked the authority to prescribe personnel practices in detail and to act on personnel complaints; the statutory criterion of "public interest" was ruled out as basis for EEO enforcement. However, the court also said the agency has the power to consider, in its regulatory function, "evidence that the regulatee is a demonstrated discriminator in its employment relations."

The decision—issued on Feb. 5, 1975—left FCC attorneys wondering what that meant as far as FCC regulation of cable was concerned; the commission did not have specific authority to impose EEO requirements on the industry. They were not concerned about the commission's EEO rules in broadcasting, since the opinion held these to be necessary to assure minority employment as a means of protecting the programming interests of minority groups.

Commission officials hoped the Supreme Court would resolve their questions when it reviewed the FPC case. But the high court, in an opinion written by Justice Potter Stewart and joined in by five of his colleagues and concurred in by Chief Justice Warren E. Burger and Justice Lewis F. Powell Jr. (Justice Thurgood Marshall did not participate) did not do much more than follow the lead of the appeals court.

It said the FPC should act to prevent

those it regulates from passing along to consumers costs incurred as a result of judgments that they had discriminated against minorities or women in their employment practices—back pay awards, for example. However, it said the appeals court was correct in rejecting the "public interest" standard as a basis for adopting EEO rules.

The high court said it has consistently held that that phrase "in a regulatory statute is not a broad license to promote the general public welfare." The words, the court added, "take meaning from the purposes of the regulatory legislation."

But it also endorsed the lower court's ruling as to the FCC and its adoption of EEO rules for broadcasting in the footnote that brought relief to the lawyers of Citizens Communications Center and the Media Access Project who had represented National Black Media Coalition, the National Council of La Raza and Chinese for Affirmative Action as friends of the court before the appeals court.

The court said the regulations [though it incorrectly cited rules dealing with common carriers and cable television systems] can be justified as necessary to enable the FCC to satisfy its obligation under the Communications Act of 1934... to ensure that its licensees' programming fairly reflects the tastes and viewpoints of minority groups."

Frank Lloyd, director of Citizens Communications Center, said the footnote marks the first Supreme Court comment on the actions the commission has taken to require broadcasters to serve minority interests, and "vindicates" those actions. Indeed, he noted last week, the court talks not of "authority" but of the commission's "obligation."

Some commission attorneys were not as impressed. They appeared to be happy to have a footnote from the Supreme Court to cite in future arguments. But one pointed out that the footnote was simply "dictum"—a teaching of the court—and did not deal with an issue specifically before it.

Commission officials seemed more concerned with whether the reference to programming could be used as support for EEO rules governing cable systems. To the extent cable systems act like broadcasters, the programming rationale might apply. However, a Cable Television Bureau official noted that some in the commission think that "nexus" is "too weak."

That leaves the question of whether the reference to FPC authority to refuse to permit regulated companies to pass on to consumers the costs incurred as the result of discrimination in employment might apply to cable television. But the commission specifically leaves the regulation of basic service rate regulation to local authorities.

"We seem to be back to square one," said one commission staff member last week. The commission is scheduled to consider guidelines implementing its broadcaster EEO rules on June 9 and, on June 30, a notice of proposed rulemaking

proposing similar guidelines for cable systems. As a result of the Supreme Court's decision, the staff member said, it is not likely that the commission will issue that rulemaking without including a question on whether it has the authority to adopt EEO rules for cable without specific statutory authority.

## Appeals court told that fee relief should not be limited to cable

**Broadcaster groups contend Supreme Court decision was not a 'divisible' one; FCC sticks to its guns, says it is collection agency trying to do a job for all**

The FCC pictured itself in the U.S. Court of Appeals in Washington last week as a kind of reluctant collection agency sent out by an unfeeling Congress to collect fees from hostile regulatees. But reluctant or not, the commission is persistent and it is doing what it can to bar the U.S. Treasury door to those it regulates who are demanding \$108 million in refunds.

The demands stem from a Supreme Court decision in March 1974 that the fee schedule the commission had adopted in 1970 was illegal. It was designed to recover 100% of the commission's costs when, the court said, the statute authorizing fees limits them to an amount reflecting "value to the recipient"; presumably, the court said, the public derives some benefit from commission regulation.

The case was taken to the Supreme Court by the National Cable Television Association, and the commission refunded some \$4.1 million to cable systems.

But it refused refunds to broadcasters or anyone else. The National Association of Broadcasters had also appealed the 1970 schedule but dropped out of the case after the U.S. Court of Appeals for the Fifth Circuit upheld the fee schedule. And neither common carriers nor anyone else regulated by the commission appealed.

All told, well over 100 broadcast licensees and more than a dozen common carriers, including AT&T and its Bell System, appealed. And their attorneys were in court in Washington last week in an effort to explain why—regardless of their role, or lack of one, in overturning the 1970 schedule—they were entitled to refunds.

But one member of the three-judge panel—George E. MacKinnon—seemed unpersuaded during the presentation of Ernest Jennes, who represented NAB and more than 100 licensees.

Mr. Jennes contended that the Supreme Court decision was not a "divisible" one, that it laid down principles of law applicable to all those charged fees by the FCC, not only cable systems, and directed the

commission to re-examine its fee schedule in light of those principles. "What the FCC did," he said, "was unreasonable and unfair."

But Judge MacKinnon saw "no similarity" between the fees charged broadcasters and those charged cable system and suggested there was no reason to assume the Supreme Court disposed of both categories. He said the services were different, and asked, "How could cable television bring before the Supreme Court a fee schedule that didn't apply to them?"

Judge MacKinnon pressed the point so often that Mr. Jennes finally challenged him; "Your logic is that the commission could have left the 1970 schedule intact

for everyone but cable. I don't believe that's what the Supreme Court did." "Not for the future but for the past," Judge MacKinnon responded.

The other attorneys had fewer interruptions.

Joel Rosenbloom, representing Capital Cities Communications Inc. and a dozen other licensees, focused on the 1970 assignment and transfer grant fees the commission collected after the Supreme Court decision, even after it adopted a new schedule of lower fees in January 1975 but before it went into effect. He said the amount paid in grant fees—and paid under protest, he noted—exceeded the commission's costs involved, and thus

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violated the Supreme Court's ruling.

And Horace P. Moulton, counsel for the nonbroadcaster interests, also held that the commission erred in reading the Supreme Court decision as it did. "The NCTA case didn't establish new principles," he said. "It doesn't lie in the realm of this administrative agency to tell this court that NCTA has only prospective meaning.

For the FCC, C. Gray Pash Jr. seemed almost defensive. He said that the commission for years had found itself between "two antagonistic forces"—Congress, which has urged the commission to collect fees (ideally in amounts large enough to cover 100% of its costs) from those it regulates and licensees, "who don't want to pay anything." And now, he noted, the commission has another problem—the limitations imposed by the Supreme Court in its March 1974 decision.

"The commission," he said, "is still trying to be responsive to the Congress, to the licensees and to the mandate of the Supreme Court." But it is simply a "collection agency," he noted. It has "no vested interest" in the funds collected—\$108 million under the 1970 schedule. But its denial of refunds is based on its reading of the Supreme Court decision.

The commission denied the refund requests on two grounds, he said. The first was that the Supreme Court decided only the NCTA case. "The 1970 schedule was not invalidated. The court did not rule on the validity of any other fees," he said. And the second was that the other parties were not in the case; "they hadn't challenged the decision." (But when he added that the licensees who paid fees did so "voluntarily," Judge Edward A. Tamm, who presided along with Judges MacKinnon and Frank Kaufman of the Third Circuit, said, "You'd have a great career in politics.") However, he said that if the court does not affirm the commission, it should help settle the amount of repayment to be made. He suggested it determine the amount that could have been collected legally. A number of those seeking refunds contend that they should be reimbursed everything they paid in excess of the amount that would have been required under the schedule adopted in 1966. That one—which was not aimed at recovering 100% of costs—produced revenues of some \$4.5 million in 1970.

The appeals court fight over refunds is not the only litigation growing out of the commission's effort to follow congressional guidance and collect fees. The 1975 fee schedule that the commission adopted in light of the Supreme Court's decision a year earlier—it is expected to generate \$16.5 million in fees, or 35% of the commission's \$47 million budget in 1975—is being challenged in a number of appeals pending in the Washington appeals court. In addition, more than 90 parties have petitioned the U.S. Court of Claims in Washington to direct the commission to refund fees paid under the 1970 schedule. However, that court is expected to defer to the appeals court in the matter.

## Torbert Macdonald, 'a tough act to follow'

**Former Harvard football star, close friend of JFK and the man in the House for broadcasting for nearly 10 years is dead at 58**

Representative Torbert Macdonald (D-Mass.) was buried last Friday in Malden, Mass., the Boston suburb that was the seat of his district. He died the previous Friday night (May 21) at Bethesda Naval hospital outside Washington. He was 58.

The former chairman of the House Communications Subcommittee had been hospitalized for nearly two weeks, having been admitted May 9 in a "coma-like condition." He regained consciousness and ordered the removal of intravenous tubes and a stomach pump that was removing blood from his stomach, and, instead of succumbing immediately as had been expected, made a dramatic improvement that drew widespread attention in the national press. For a week and a half he remained serious but stable, but then declined suddenly and died.

The immediate cause of death was listed as internal bleeding, but the reason for it was a secret closely guarded by the congressman's family. It was guarded by the congressman, too, an extremely private man whose ill health had been visibly apparent for months before his death. Known as a hard worker during most of his 11 terms in Congress, Mr. Macdonald in the last year was forced to ask his subcommittee staff to space out hearings and meetings to permit him time to muster his strength.

Torbert Macdonald in 1976 was a striking contrast to the Torbert Macdonald of college days, when he dazzled Harvard sports fans with his performance on the football field. To this day, Mr. Macdonald is remembered to many as the football hero that gave Harvard some of its best seasons. He was elected captain of the team his junior year, made all-East and eventually was voted to Harvard's football hall of fame.

But Mr. Macdonald thought himself better at track than football. He told friends that his proudest moment in sports was his selection as a sprinter to a combined Harvard and Yale track squad that competed against Oxford and Cambridge universities in England. He also excelled at baseball, and after graduating played for a New York Yankees farm club for a year before military service in World War II.

Mr. Macdonald was also known for his close friendship with the late President John Kennedy. The two were roommates at Harvard; Mr. Macdonald would chide those who recalled the relationship, saying Mr. Kennedy was his roommate, rather than the reverse. In those days, Torbert

Macdonald was the celebrity.

The two friends enlisted in the Navy together and both captained PT boats. Mr. Macdonald was wounded in the South Pacific. He was decorated with a Silver Star and Purple Heart and Presidential Citation.

After the war, Mr. Macdonald completed a law degree at Harvard Law School, served as assistant legal counsel for the Motion Picture Association of America for two years, had a private law practice in Boston for three years, and was counsel for the New England office of the National Labor Relations Board for another three before being elected to Congress for the first time in 1954.

Mr. Macdonald was drawn into politics by Mr. Kennedy, helping the latter win his first term in Congress. Mr. Kennedy returned the favor. The President's assassination in 1963 was said to have crushed Mr. Macdonald, and members close to him recall lapses in his attendance at meetings in Congress for several years after.

In 1967, however, he was elected chairman of the Communications and Power Subcommittee—the subcommittee's jurisdiction included energy matters until the beginning of the present Congress—and he remained in that chair until poor health forced him to step down in April of this year. A close friend said the post helped revive his spirits.

Mr. Macdonald's relationships with the broadcast industry were cool. "There was no love feast there," recalled NBC Washington Vice President Peter Kenney last week. He said Mr. Macdonald was a "tough regulator" who "held the broadcast industry to high standards." Said Mr. Kenney, "He was a difficult man to approach, a man not given to dispense any favors to this industry."

Mr. Macdonald was a frequent critic of commercial broadcasting, of its attention to the public interest, of its minority employment record and of sex and violence on TV. But he was an equally strong defender of broadcasting against what he once called attempts by the Nixon administration "to politicize the control of broadcasting." At a hearing in 1973, Mr. Macdonald attacked witness Clay T.



Mr. Macdonald



Whitehead, then director of the Office of Telecommunications Policy, for Mr. Whitehead's now-famous December 1972 Indianapolis speech. In it, Mr. Whitehead created the impression that network affiliates should be responsible for network news programming. That and then-Vice President Spiro Agnew's vigorous attacks on network news led Mr. Macdonald to conclude that the Whitehead speech created an atmosphere of the administration "breathing down the necks of broadcasters" (BROADCASTING, April 23, 1973).

In another First Amendment-related crisis, however, Mr. Macdonald sided against the broadcasters. He allied himself with House Commerce Committee Chairman Harley Staggers (D-W.Va.) when the latter tried unsuccessfully to obtain a contempt of Congress citation against CBS President Frank Stanton for refusal to surrender CBS's outtakes from its controversial documentary, *The Selling of the Pentagon*. On the merits of the issue, Mr. Macdonald would have voted otherwise and he told at least one colleague that he thought Mr. Staggers was wrong. But as ranking Democrat on the Commerce Committee, he thought it more important to remain loyal to his chairman.

During his nine-year tenure as Communications Subcommittee chairman, Mr. Macdonald had a hand in the passage of the original Public Broadcasting Act, and the follow-up legislation passed last year to fund the Corporation for Public Broadcasting for several years at a time. He was known as a strong advocate of keeping public broadcasting free from government intrusion.

Also, he was instrumental in gaining passage in 1971 of limits on political candidates' media expenditures. Although over-all spending limits are still in force, the media expenditure limits were removed in the 1974 amendments to the campaign law.

The bill Mr. Macdonald was associated with that impacted directly on the greatest number of Americans was the sports anti-blackout bill, the bill that allowed professional sports fans to see their home games on television if stadium tickets were sold out 72 hours in advance. The law benefited sports fan Macdonald as much as any one else; he shared paternity with his counterpart in the Senate, John O. Pastore (D-R.I.).

The antiblackout law was temporary and expired at the end of 1975, but Mr. Macdonald lived long enough to see Congress extend it permanently. A House-Senate conference committee accepted a new antiblackout bill that was largely Mr. Macdonald's two days before he died.

Most recently, Mr. Macdonald decided to undertake a study of cable television regulation, an issue so full of thorns that many thought it a bold move for a politician. The resultant study, which Mr. Macdonald ordered and his staff produced, is the most exhaustive on that subject to come from Congress. The chairman, however, was too ill to preside at cable TV hearings. That task was undertaken by his

successor in the subcommittee chair, Lionel Van Deerlin (D-Calif.).

The piece of legislation of which Mr. Macdonald was proudest was not a communications bill, however. It was the 1973 mandatory fuel allocation act that ensured that all regions of the country, particularly the Northeast, would not be starved for fuel during shortages such as the one the country was then experiencing.

Among those who publicly noted Mr. Macdonald's death was the FCC, which last week said in a resolution that Mr. Macdonald's "dedication to the public interest was exemplary."

On the floor of the Senate, Edward M.

Kennedy (D-Mass.) said Mr. Macdonald's "courage and tenacity before his death were typical of his lifetime of service . . ."

In the House, Mr. Van Deerlin said, "He was indeed a fighter, and he was always a good man to have on your side." He added, "He is a tough act to follow." And Louis Frey (R-Fla.), ranking Republican on the House Communications Subcommittee, said, "Torbert Macdonald was a fair man, and a good man. I liked him. I respected him."

Mr. Macdonald is survived by his wife, former actress Phyllis Brooks, whom he married in 1945, two sons, two daughters and three grandchildren.

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## Religious groups make plea for community service

**Catholic-Protestant joint filing seeks to rekindle action in area that FCC is according only limited attention at this time**

The question of whether broadcasters should be expected to provide a broad range of public service programming on a sustaining basis has not generated much controversy in recent years, mainly because the commission has shown little interest in making such demands on broadcasters. But now four religious groups—two Catholic and two Protestant—are reviving the issue.

The four, in what they said is the first rulemaking petition in which Roman Catholic and Protestant agencies have joined before the FCC, have urged the commission to adopt rules aimed at encouraging broadcasters to do "community service" programming. They also have asked that the commission issue a policy statement "underscoring the importance of 'community service.'"

As defined in the petition, a "community service program" is "any program [excluding sports] presented on a sustain-

ing basis and supplied by or produced in conjunction with a nonprofit organization having significant membership in the service area or a governmental agency serving the service area." Entertainment programs not available on a commercial basis, such as opera, might be included.

The religious groups filing the petition are the Communication Committee of the United States Catholic Conference, a civil entity of the American Catholic Bishops; the Communication Commission of the National Council of the Churches of Christ in the U.S.A., a cooperative agency of 30 Protestant and Orthodox communions in the U.S.; the Office of Communication of the United Church of Christ, which is composed of independent congregations totalling 1.8 million members, and the UNDA-USA, the national Catholic voluntary association of broadcasters. In addition, 79 individual church communicators signed the petition.

Their concern is that the commission is not discharging what they regard as its "primary responsibility to see that the public receives a broadcasting service which reflects the full spectrum of community life." And only through the provision of "adequate sustaining program time for use by local organizations and governmental agencies" can such diversity in programming be assured, the petition added.

The FCC, in its 1946 "Blue Book," in which it reviewed the performance of the broadcasting industry, called on stations to

devote a considerable amount of time to sustaining "public service programs." However, over the years, the commission's enthusiasm for sustaining programming waned.

The petition noted that the commission, in a 1960 programming statement, said "there is no public interest basis for distinguishing between sustaining and commercially sponsored programs in evaluating station performance." And a program reporting form that was superseded in 1974 was the last to ask whether public service programming was presented regardless of whether it was sponsored.

The petitioners said that as a result broadcasters' "service to local agencies and organizations has diminished." And it is to spur the commission to reversing that trend that the religious groups have filed their petition. It does not seek rules requiring "community service" programming—only rules letting broadcasters know what the commission expects of them in that regard.

The proposed rulemaking would add "community service" to the program definitions included in license renewal forms. It would also amend the forms to request information on "community service" programs provided in the last license period (including a description of "community service" programs listed in the composite week) and to be aired in the new one.

The policy statement would remove any doubt as to the commission's interest in "community service" programming. It would state that part of a station's public service obligation is to provide sustaining programs in cooperation with governmental agencies and with nonprofit organizations with significant membership in the service area. And such programming, the statement would say, "should be run across the broadcast spectrum, including the afternoon and evening hours."

The petition also suggested an expanded definition of public affairs programming, one that would include drama. The present definition is limited to such programs as "talks, commentaries, discussions . . ." But drama, the petition said, permits the treatment of "personal and interpersonal conflicts occasioned by controversial issues of public importance in a way which is usually impossible in traditional discussion formats."

However, the petitioners would not cover all dramatic programs dealing with controversial issues in the definition. Only those that "fall within the definition of the 'community service programs'" would be included.

### Changing Hands

#### Announced

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

■ KEZR (FM) San Jose, Calif.: Sold by PSA Broadcasting to Alta Broadcasting for \$600,000. KEZR is last station in portfolio of seller, subsidiary of PSA (airline

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5-31

and other interests). Buyer is owned by Joe and Jane Levitt who also own KXRX(AM) San Jose. KEZR is on 106.5 mhz with 50 kw and antenna 430 feet above average terrain.

■ KWEN(FM) Tulsa, Okla.: Sold by Swanco Broadcasting to Ronald E. Curtis for \$500,000. Seller, Gerock H. Swanson (82%), also owns KRMG(AM) Tulsa; WBYU(FM) New Orleans; KKYX(AM) San Antonio, Tex.; KKNG(FM) Oklahoma City; KQEO(AM) Albuquerque, N.M.; KLEO(AM) Wichita, Kan., and purchased, subject to FCC approval, KFJZ(AM)-KWXI(FM) Fort Worth and the Texas State Network (BROADCASTING, June 23, 1975). Buyer is principal in KLAZ(FM) Little Rock, Ark., has purchased KALO(AM) there (BROADCASTING, May 24) and owns Ron Curtis & Co., Chicago-based communications executive search firm. KWEN is on 95.5 mhz with 100 kw and antenna 300 feet above average terrain.

■ WBBS(AM) Jacksonville, N.C.: Sold by Brown Broadcasting to Sun Broadcasting for \$325,000 plus \$145,000 noncompetition covenant. Seller is owned by brothers, Herschel R. and Norman O. Brown, who earlier sold WVBS-AM-FM Burgaw, N.C. (BROADCASTING, April 12). Buyer is owned by David A. Manko who is FBI agent in Jacksonville. WBBS is 1 kw daytimer on 1290 khz.

■ KUDI(AM) Great Falls, Mont.: Sold by Frontier Broadcasting to Sun River Broadcasting for \$325,000. Leo and Sherlee Graybill own seller and have no other broadcast interests. Buyer is owned by Thomas E. Ingstad who has controlling interest in KKXL(AM)-KKDQ(FM) Grand Forks, N.D., and minority interest (along with family) in KWAD(AM)-KKWS(FM) Wadena and KBMW(AM)-KKWB(FM) Breckenridge, both Minnesota, and KOVC(AM) Valley City, N.D. Ingstad family has other radio properties in Minnesota and Dakotas. KUDI is on 1450 khz with 1 kw day, 250 w night.

■ KJAS(AM) Jackson, Mo.: Sold by Jackson Missouri Broadcasting to Rainbow Broadcasting for \$180,000. Seller is owned by Ann R. Raymond and Robert Neathery Jr. Mr. Neathery also owns 33% of KTGR-AM-FM Columbia, Mo., and has interests (with his father) in KUKU(AM) Willow Springs; KALM(AM) Thayer, both Missouri; KAMS(FM) Mammoth Springs, Ark., and is principal in five Missouri CATV systems. Buyer is owned by James Smith, KJAS sales manager, and three Jackson businessmen—Vernon Werner, owner of plumbing and heating firm; Bruce Dokins, undertaker, and John Ellis, owner of wholesale auto parts company. KJAS is 250 w daytimer on 1170 khz. Broker: Ralph E. Meador.

■ Other sales reported at the FCC last week include: WVFL-FM Fayette, Ala.; KDHN(AM) Dimmitt, Tex.; WSGB(AM) Sutton, W.Va. (see page 67).

#### Approved

Sales approved by the FCC last week include: WACY(AM) Kissimmee, Fla.; WMGO(AM) Canton, Miss.; WBAD(FM)

Leland, Miss.; KSIL(AM) Silver City, N.M.; WISP(AM) Kinston, N.C.; WTIG(AM) Massillon, Ohio (see page 68).

## The end for Don Burden

### Supreme Court denies request for review of appeals court decision upholding FCC action taking his five stations away

Don Burden appears to have played his last card in his effort to hold on to four of his five AM and FM licenses. The Supreme Court last week rejected his request that it review the FCC decision stripping him of the licenses. In an action unprecedented in severity, the commission denied applications for renewal of WIFE-AM-FM Indianapolis, KOIL-AM-FM Omaha and KISN(AM) Vancouver, Wash., and granted a competing application of Indianapolis Broadcasting Inc. for the WIFE(AM) frequency.

The action, in January 1975, came after the commission found Mr. Burden guilty of a long list of rule violations and concluded that he lacked "requisite character qualifications." And the U.S. Court of Appeals, last December, affirmed the commission's action in a brief order (BROADCASTING, Dec. 22, 1975).

Mr. Burden, who in his appeal to the

Supreme Court did not seek review of the WIFE(AM) aspect of the case, said the commission action would mean a loss of \$20 million.

But the commission's decision outlined a history of alleged misconduct on the part of Mr. Burden that extended back to 1964. Among other things, Mr. Burden was said to have used his stations improperly to favor political candidates of his choice.

The commission said WIFE gave free advertising time to Senator Vance Hartke (D-Ind.) in his 1964 campaign and favored him in its newscasts and that KISN's coverage of the Oregon senatorial race in 1966 was designed to aid the candidacy of then governor and now Senator Mark Hatfield (R-Ore.).

Following the Supreme Court's announcement, the commission last week gave Mr. Burden 90 days in which to wind up his affairs at the stations. It also approved Mr. Burden's sale of the assets of WIFE(AM) to the new licensee for \$992,000, and the agreement under which Indianapolis Broadcasting will lease the studio, transmitter and parking space for \$5,000 monthly.

Indications last week were that the four remaining properties will go silent, at least temporarily, unless applications for the frequencies are filed and approved promptly. Mr. Burden might request permission to remain on the air pending commission grant of new authorizations. However, the commission staff is known to be opposed to such arrangements.

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## ABC's Rule: Bring back the debates

**Affiliates hear call for return to 1960-type confrontation between major candidates now that 315 no longer is in the way; he defends short-form political ads as legitimate commercial form**

A revival of televised debates between the Democratic and Republican candidates for President was urged last week by Elton Rule, president of the American Broadcasting Companies. Mr. Rule said that Section 315, the equal-time law, could no longer serve as an excuse for candidates to avoid face-to-face confrontations on television.

Mr. Rule raised the subject of debates in a speech to ABC-TV affiliates in Los Angeles last Tuesday (May 25). He said that in this campaign broadcasting is "being scrutinized every bit as closely as the candidates."

This year has seen the development of "a whole new subspecies of political journalism, coverage of the media as the media cover the candidates," he said. Books and scholarly studies are sure to follow the contemporary accounts that are being written, he said, and the collection "at best will tell us something about ourselves" or at worst "will provide a lot of ammunition for our critics." In the circumstances, he said, "we should be very clear about what our role ought to be."

Mr. Rule sees three functions for television in the political process: "to make a reasonable amount of time available to the candidates," to provide professional news coverage of the campaigns and to present the candidates together if they can be persuaded to appear.

Mr. Rule defended short-form political spots against criticism that they are "dangerous creatures because they permit candidates to present distorted pictures of the issues or to plant subjective, emotional impressions that rational discussion cannot eradicate." He said that such criticism betrays a "very low opinion of the average television viewer." But he also expressed approval of the "growing interest" in the five-minute political message which, compared with the minute or 30-second spot, is, in Mr. Rule's phrase, "a small position paper rather than an electronic bumper sticker."

In addition to political advertising and political news coverage, debates are needed "to make the picture complete," Mr. Rule said. He pointed out that Section 315, which was suspended in 1960 for the Kennedy-Nixon debates, has since then been "made a scapegoat" by candidates unwilling to debate. With 315 in effect under original FCC interpretations, broadcasting could not present debates featuring principal candidates without exposing itself to equal-time demands by others.

But recent FCC re-interpretations of the law permit broadcasting to carry, as bona fide news events, debates arranged under



**Change of fortune.** The turnaround made by ABC-TV in prime-time ranking during 1975-76 was recognized by affiliates last week when Tom Goodgame (l), ktul-TV Tulsa, Okla., retiring chairman of the board of governors of the affiliates association, presented a plaque to Leonard H. Goldenson, chairman of American Broadcasting Companies. When affiliates met a year earlier, said Mr. Goodgame, "the 1974-75 season had been deflating, and the affiliates beset by doubts for the future... It seemed impossible." But in a talk at that affiliate convention. Mr. Goldenson "reset our aims, re-established our goals," said Mr. Goodgame. The plaque recognized Mr. Goldenson for his humanitarian services as well as leadership of ABC.

At the same session last week, Mr. Goldenson expressed satisfaction at the progress made in the year, but added: "There is never a place for cockiness, and there is never a time for complacency... Last year we said we would win with our prime-time entertainment programming, and we did. We are determined now to make our network news operation not merely competitive but number one. And this is equally true of every moment of the television day, from early morning to late night!"

Being number one has its problems. "Even where we are strongest now," said Mr. Goldenson, "we must not forget that our competitors are very determined and very proud: our achievements can only stimulate them to still greater efforts."

others' auspices. Mr. Rule pointed out that the League of Women Voters had offered to sponsor debates between the Democratic and Republican nominees, and if those events come off, ABC-TV is committed to cover them.

(Mr. Rule did not mention that the League of Women Voters has already sponsored debates featuring candidates for the presidential nomination. Those events have been covered by noncommercial television.)

The 1960 debates "may in time be regarded as the greatest single contribution the broadcast medium has made to the democratic process in this country," said Mr. Rule. "No one thinks it a coincidence that a greater percentage of voters went to the polls that year than in any other year in this century."

## Recommendation for six-month suspension called 'hypocritical' by lawyer Cottone

Benedict Cottone, the communications attorney who faces possible disbarment by the FCC because of his conduct while representing a client in a renewal hearing, responded with some heat last week to a commission staff recommendation that he be suspended from FCC practice for six months.

The recommendation of a sanction of less than total disbarment was based in part on what were said to be the mitigating factors of Mr. Cottone's age—67—and his 42 years as a member of the bar (BROADCASTING, April 26). But Mr. Cottone's brief dismisses the recommendation as "a hypocritical gesture of magnanimity" and contends no punishment is warranted. Then he goes on the attack.

The brief charges that the commission's general counsel, Ashton Hardy, is "motivated by a malicious determination to be punitive" and says his "sole interest in the matter is to 'punish'" Mr. Cottone. And it says the general counsel's "subordinate," Robert S. Foosaner (whom the brief never identifies by name), who recommended the six-month suspension, treated "as nonexistent virtually all the evidence presented by and favorable to" Mr. Cottone and "contorts the evidence on which he does rely in a desperate but futile attempt to show that [Mr. Cottone] engaged in sanctionable and contemptuous conduct."

But even if the proposed conclusions are lawfully supportable, Mr. Cottone asks, can they be imposed in light of precedents involving former Attorney General Richard Kleindienst and former FCC Chairman Dean Burch?

Mr. Cottone noted that the District of Columbia court of appeals had imposed only a one-month suspension on Mr. Kleindienst after he was given a 30-day suspended sentence by the U.S. District Court in Washington in connection with his plea of guilty to charges he was less than candid in denying to a Senate committee that President Nixon had urged him to drop an antitrust case involving International Telephone & Telegraph.

The reference to Mr. Burch involves an incident in which the former chairman ordered the bugging of a commission employee's telephone to investigate an information leak. Mr. Burch insisted the bugging was not unlawful.

However, the House Investigations Subcommittee, which looked into the incident, obtained the views of a number of legal authorities all of whom said the bugging violated the Constitution and the law. The subcommittee later filed a report sharply critical of the commission and Mr. Burch.

Mr. Cottone noted that Mr. Burch is now practicing before the commission and that the commission has not imposed any disciplinary sanctions against him for the bugging incident.

## Swept away: CBS finishes last in April-May

**Sweep by Arbitron puts ABC first, NBC second; incomplete Niensens have them tied for first; loaded schedules boost numbers**

CBS-TV, which ran almost exclusively with reruns and weak movie titles such as "How Sweet It Is" and "Queen of the Stardust Ballroom," will finish third in both an Arbitron and a Nielsen sweep period in April-May for the first time since the fall of 1964, according to various network researchers, including CBS-TV's.

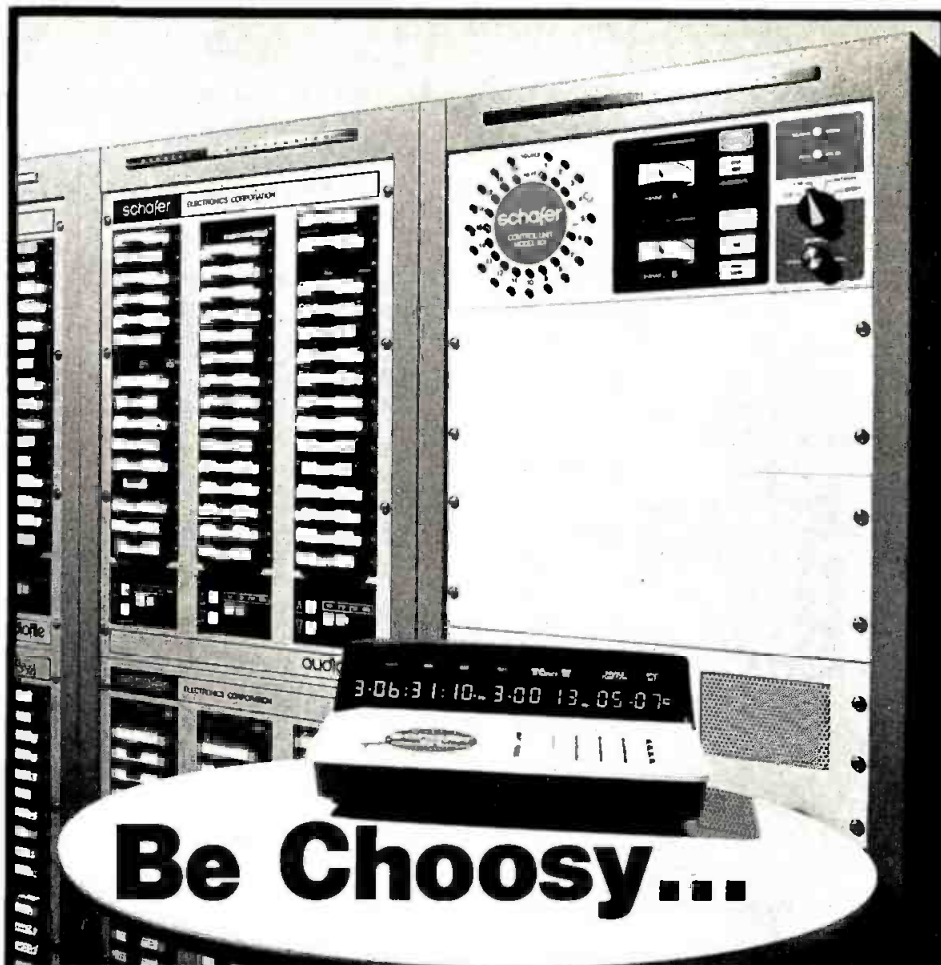
The over-all three-network averages (based on the national overnights) are already in for the Arbitron sweep period, which started April 21 and ended May 18, and they show ABC with a 17.9 rating, NBC with a 16.5 and CBS with a 15.6.

NBC, which wound up a dismal third in the February-March sweeps, will show up even better in the Nielsen sweeps that cover the period April 29 through May 26. NBC and ABC were dead even at a 16.9 rating between April 29 and May 24 (the figures for May 25 and May 26 were unavailable at press time), according to NBC's researchers, with CBS down to a 15.3 rating.

ABC and NBC consistently beat out CBS's reruns by scheduling more original material and better movie titles.

ABC made Nielsen hay throughout these overlapping periods with, among other examples, the following adroitly positioned shows: two 60-minute episodes of the proposed *Wonder Woman* series (22.9 rating and 37 share on April 21; 20.4 rating, 35 share on April 28); the theatrical movie "Jenny," with Marlo Thomas (21.3 rating, 37 share on April 23); "Thunderball," with Sean Connery as James Bond (16.9 rating, 31 share on April 24); Roger Moore in the theatrical movie "Gold" (21.4 rating, 35 share on April 25); John Wayne in "El Dorado" replacing traditionally low-rated baseball (23.8 rating, 38 share on April 26).

In addition, ABC weighed in with three original episodes of *The Bionic Woman* (which was delayed in production by an injury to star Lindsay Wagner) during these sweep periods, and they averaged out to a healthy 40 share to easily win their time periods (Wednesday, 8-9 p.m., NYT) in each instance. Other ABC winners: its telecast of the world heavyweight championship fight between Muhammad Ali and Jimmy Young (25.4 rating, 46 share on April 30); another John Wayne movie, "True Grit," again in place of baseball (21.4 rating, 35 share on May 3); a rerun of the popular theatrical movie "Summer of '42" (20.4 rating, 35 share on May 9); the Emmy Awards telecast (25.2 rating, 42



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share on May 17); and a rerun of Clint Eastwood's "Hang 'Em High" (24.8 rating, 41 share on May 23).

Meanwhile, NBC was doing its own canny scheduling, coming up with its best sustained ratings since the prime-time World Series games of mid-October. NBC's ratings hits included: the two-hour made-for-TV movie, "Judge Horton and the Scottsboro Boys" (22.2 rating, 39 share on April 22); a two-hour-plus Walt Disney theatrical movie, "That Darn Cat" (18.2 rating, 34 share on May 1); an original episode of *Columbo* (22.5 rating, 38 share on May 2); "The Gemini Man," the two-hour pilot of a 60-minute series scheduled to begin next fall (19.8 rating, 33 share on May 10); another two-hour pilot of a solid 60-minute series called *Quest* (22.9 rating, 39 share on May 13); a Burt Reynolds theatrical movie, "White Lightning" (20.0 rating, 36 share on May 15); "The Parent Trap," another Walt Disney theatrical movie (26.2 rating, 45 share on May 16); a family-oriented movie, "The Life and Times of Grizzly Adams" (26.5 rating, 43 share on May 17); a made-for-TV movie based on Jack London's famous book, "The Call of the Wild" (18.5 rating, 35 share on May 22); and the Muhammad Ali-Richard Dunn boxing match (35.0 rating, 53 share on May 24). NBC researchers said the ratings for the Ali-Dunn fight were "an all-time high for a boxing match on home television," with an estimated 65 million viewers in 24.4 million homes.

## ABC adds another daytime half hour

**Schedule will open at 11; new shows are added, some existing serials will go to 45 minutes**

ABC-TV is changing and expanding its daytime schedule in hope of rising above the ratings plateau on which it has settled for the past year. The first changes will be made in July, the expansion—which will advance the schedule from its present 11:30 a.m. start to 11 a.m., in a half-hour now programmed by the affiliated stations—next December.

The network's two veteran serials, *One Life to Live* and *General Hospital*, both now half-hours, will be converted to 45-minute formats on July 26. Two weeks earlier, two new game shows, *Hot Seat* and *Family Feud*, will be introduced. *Hot Seat*, out of Heatter-Quigley Productions with Jim Peck as host, features married couples with one partner hooked to a lie detector. *Family Feud*, produced by Goodson-Todman with Richard Dawson as host, matches two families against answers obtained from respondents in a survey.

Edwin T. Vans, vice president and national program director, ABC Entertainment, presented the schedule to ABC-TV affiliates at their annual meeting in Los Angeles last week. He said the ultimate aim was a two-block schedule running



**Reasons why.** James E. Duffy, president of the ABC Television Network, said a skillful mixture of specials with regular programming put ABC in the prime-time ratings lead from January to mid-April. "Within those 100 days," said Mr. Duffy, "our weekly series programming averaged a 21 rating, but our nonseries programming also averaged the same incredible 21 rating." In that period 91 hours of nonseries programs were presented, 30% of all prime hours. Mr. Duffy presided at most sessions of the ABC-TV affiliates annual convention in Los Angeles last week.

**Magic number.** A slightly altered version of the popular song, "Let Me Be the One," will be used as ABC-TV's theme in on-the-air promotion for the next season. The ABC version is "Let Us Be the One You Turn To." The promotional version was introduced by Symon B. Cowles, vice president, creative services, as part of last week's presentation of the 1976-77 season to affiliates. The song was composed by Paul Williams and Roger Nichols, and a Paul Williams record was a hit. The Captain and Tennille, whose variety show is scheduled on ABC-TV next fall, will record a promotional arrangement.

from 11 a.m. to 4:30 p.m. New York time, with nonserials in the first block and three and a half to four hours of serials in the other. Fred Silverman, president of ABC Entertainment, explained that serials produce the young female audience that ABC-TV is after and, once established, "can enjoy virtually unlimited life."

What the network intends to program in the 11-11:30 a.m. period when it claims it next December was not reported. Both CBS-TV and NBC-TV now open at 10 a.m., but leave the 1-1:30 p.m. half hour to the stations to program.

As Marvin Mord, ABC-TV vice president, research services, reminded the affiliates, all three networks have made many changes in daytime programming, including the introduction on CBS and NBC of hour-long serials, in the past year. In the shuffling, CBS-TV has retained its audience leadership, and NBC-TV has fallen from second place to third behind ABC-TV which is at the same level of homes it was delivering a year ago. As reported by Mr. Mord, the Nielsen Television Index for January 1975 and 1976 showed the

following comparisons in average homes (add 000):

	ABC	CBS	NBC
1975	4,800	5,690	5,270
1976	4,800	5,710	4,660

The new ABC-TV daytime schedule: 11:30 a.m., *Happy Days* (unchanged); 12 noon, *Hot Seat* (replacing *Let's Make a Deal*); 12:30 p.m., *All My Children* (unchanged); 1 p.m., *Ryan's Hope* (unchanged); 1:30 p.m., *Family Feud* (replacing *Rhyme and Reason* July 12); 2 p.m., *\$20,000 Pyramid* (unchanged); 2:30 p.m., *One Life to Live* (replacing *Break the Bank* at 2:30-3 p.m.); 3:15 p.m., *General Hospital* (formerly starting at 3 p.m. and to run through the 3:30-4 p.m. period now occupied by the half-hour *One Life to Live*); 4 p.m., *Edge of Night* (unchanged).

A plea to affiliates to clear the whole new daytime schedule live was made by James E. Duffy, president of the ABC Television Network. "Our people know how to put a schedule together so that its parts fit," he said, in urging affiliates not to pre-empt selected programs for their own purposes.

## Ratings lag doesn't deter CBS-TV from 20% higher NBA pact

**Wussler, O'Brien see more regional telecasts as spur; contract calls for extra payments if NBA expands**

CBS-TV Sports signed a new \$21-million two-year contract with the National Basketball Association last week, with an option for two more years.

The \$21-million figure represents about a 20% annual increase over the rights fees of the three-year contract that ends this season, according to Robert Wussler, the president of CBS-TV, and Lawrence O'Brien, the commissioner of the NBA, who announced the agreement in New York last Monday (May 24).

They said that CBS will have to pay an additional \$22 million if it decides to exercise the two-year option, plus as much as \$4.9 million extra if the league takes on four new franchises within that period.

The latter clause enhances the possibility of league expansion and brightens prospects of coming into the NBA for clubs of the financially wobbly American Basketball Association.

The national Nielsens for the first 16 Sunday NBA telecasts of the 1975-76 season averaged a sub-par 6.1 rating and 17 share. The Nielsen average for the first 18 Sunday games of the 1974-75 season was an 8.0 rating and 21 share.) Acknowledging the Nielsen decline, Mr. Wussler and Mr. O'Brien pointed to the plan for more regional of telecasts in the next two seasons, with as many as four different pickups each Sunday. Most Sunday games this season restricted viewers throughout the country to only one NBA game or, at most, two.

## War of words continues at cable hearings

**Van Deerlin sessions feature Taylor, Erlick, Karp and a viewing of 'Midnight Blue'**

The House Communications Subcommittee last Wednesday completed its seventh day of hearings on cable television regulation, hearings that may go another 10 or 11 days. The major witnesses during the three days last week included CBS President Arthur Taylor, ABC Senior Vice President and General Counsel Everett Erlick and Teleprompter President Russell Karp.

Also prominent was Representative John Murphy (D-N.Y.), former member of the subcommittee, who although sympathetic to the growth of cable TV, wanted to insure that pornography is not to be included in the broadened spectrum of programs envisioned on cable.

ABC's Mr. Erlick led off Tuesday's hearings last week with predictions that unhampered cable growth will eventually "erode" broadcasting's economic base. He said ABC wants three things from Congress: (1) direct regulation of cable as broadcasters, with the same kinds of public-service responsibilities broadcasters have, (2) no compulsory license for cable in the copyright bill and (3) "reasonable" antisiphoning restrictions on pay cable.

"Right now, all cable operators are concerned about is their private pocketbook," he said. ABC's biggest fear, he added, is the threat of pay-cable siphoning of movies and sports that now go out over the air. "It's time that Congress recognize the problem as the most important on the communications horizon," he said.

Mr. Van Deerlin replied to that, "I just hope we've had a calming influence on you here today." He said it is not feasible to think Congress will permit the World Series to be picked up by pay cable because the members have to face their constituents every two years in elections.

Mr. Taylor said there is no reason to think cable and pay cable are really interested in developing alternative communications systems. They "have demonstrated repeatedly that they are more interested in selling the programs already developed with the risk capital of free broadcasting than in expanding the scope of television service to the public. "With the exception of pornography, they are virtually bereft of original programming ideas."

He said rather than extend cable television, rural television services should be improved by authorizing the use of microwave transmission by translators and some increase in the power of VHF and UHF translators.

Mr. Taylor said he objected to an implication he drew in a question from sub-

committee counsel Harry M. (Chip) Shooshan that CBS's only interest in keeping clamps on cable is economic. "If we had ... cable operations, my testimony would not change one word today. My testimony is one of private and personal conviction as well."

Mr. Karp of Teleprompter said in his testimony that broadcasters' contention that cable competes unfairly with them is a myth. "The broadcast industry is, in terms of return on invested capital, the most profitable in the nation," he said. "The reason it's so profitable is that it receives—at absolutely no cost—a governmental grant of scarce and tremendously valuable spectrum space."

Pay-cable siphoning, Mr. Karp said, is a myth, too, and one that "not even its creators believe." The expressed concern over siphoning is also "ironic" he said, because "movies are becoming increasingly less important to the networks."

It is also a myth, Mr. Karp added, that pay cable's resources are limited to broadcast programs. "Cable will not siphon; it will pump-prime—it will stimulate output of programming from all creative sources."

Mr. Taylor retorted, "I just don't understand how Mr. Karp and his associates can sit here and complain that [pay cable] is unduly restrained." He added, "present day pay cable can do everything that Mr. Karp wants it to do."

Lester Lindow and Michael Horne of the Association of Maximum Service

Telecasters also appeared at Tuesday's hearing. Mr. Horne said one of AMST's chief concerns is that ineffective regulation of cable might keep new TV stations, particularly UHF stations, off the air. He said common sense says no one would invest in a new UHF station if they had to compete with imported signals as well as existing local ones.

Herman Land, president of the Association of Independent Television Stations, in testimony Wednesday, said independent stations "are most vulnerable to economic shock." Using 1974 FCC figures, he contrasted the 58 UHF independents' average loss of \$188,000 with the 15 network stations' average income of \$7.04 million. The 101 independents, including VHF's, had an average income that year of \$8,029, he said.

Adding a distant signal to a market is like adding another independent, he said. "Add a large number of such station-equivalents to the market and you create serious economic destabilization in the area ... If you proceed to substitute local commercials for those coming in from the outside, you invite competitive chaos."

Representative Murphy and the visual aide he brought with him were the center of attention at the hearing Monday. His sole concern was that programs like *Midnight Blue*, the sexually explicit variety show that was recently cut from Manhattan Cable's access channel J, should be prohibited on cable altogether.

The New York congressman screened a

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**On to the show.** FCC Chairman Richard Wiley (l) and Representative John Murphy (D-N.Y.) depart from the ad hoc cinema on Capitol Hill last week after watching a portion of *Midnight Blue*, the controversial sex variety show recently dropped from Manhattan Cable's Channel J in Mr.



Murphy's native New York. The program, which included the "live center-fold" at right, drew the congressman's ire. "It is clearly obscenity" and Mr. Murphy said. Mr. Wiley wouldn't comment.



Karp



Erick



Horne



Taylor



Jones

portion of *Midnight Blue* for the subcommittee members and audience. In it male strippers bared all at a gay night club in New York. A fully clothed man sang a song called "Dirty Is the Funniest Thing I Know," sprinkled liberally with four-letter words. And in a paid advertisement, a couple (heterosexual) offered, as subcommittee Chairman Lionel Van Deerlin (D-Calif.) later phrased it, "to extend the jurisdiction of their affections."

The program was shown in a different room from the hearing room so people who wanted to avoid watching it could. Most watched, however, including FCC Chairman Richard Wiley, who made the trip to Capitol Hill at Mr. Murphy's invitation. Afterward, he refused to comment on what he saw.

Mr. Murphy, however, was blunt in his appraisal. Despite Supreme Court rulings which leave the definition of obscenity to local communities, Mr. Murphy said "even in the most sophisticated community in the United States ... this program is unquestionably beyond the First Amendment limits. It is clearly obscenity."

He said "any reasonable person knows [obscenity] when he sees it. But apparently, reason has not been enough. Legislative direction should be the next

course of action."

Mr. Murphy claimed responsibility for Manhattan Cable's decision to remove *Midnight Blue* from Channel J, but he was contradicted on that by Charlotte Schiff Jones, executive vice president of Manhattan Cable Television, who said the company had made its decision a week before meeting with Mr. Murphy.

The point of having access channels such as channel J, she testified, is to insulate programmers from control by the cable operator. But that conflicts with the FCC's mandate prohibiting obscene and indecent programming on cables, she added. She and Mr. Murphy agreed that legal responsibility for the content of programs on access channels should be on the programmer and not on the cable operator.

Alex Bennett, producer of *Midnight Blue*, agreed with that too. He defended *Midnight Blue*, however, as being the "tamest of all adult programming." He said, "I can sympathize with Charlotte Jones to the extent they think *Midnight Blue* jeopardizes their franchise," but he added he would ultimately like to see access channels free of any censorship. There should be a difference between treatment of obscenity in broadcast and cable programming, he argued. With broadcasting, "anybody can turn it on," but with cable

"you're paying for it. You know what you're getting."

There now follows a lengthy break in the subcommittee's cable hearings. Mr. Van Deerlin said last week they will likely resume during the three weeks between the Democratic and Republican national conventions this summer.

### Cable Briefs

**Committee appointments.** National Cable Television Association Chairman Burt Harris has appointed Polly Dunn, Columbus (Miss.) TV Corp. to head elections committee; Patrick Nugent, Karnack Corp., Austin, Tex., was picked to head political action committee and Robert Clasen, Continental CableVision, Findlay, Ohio, will be chairman of cable services committee.

**EEO suit.** National Cable Television Association has been charged with violation of sex-discrimination law by Carol Seeger-Risher, who was fired from NCTA as political coordinator last year (BROADCASTING, Dec. 8, 1975). Civil suit was filed in U.S. District Court for District of Columbia and seeks "unpaid wages and back pay" along with "liquidated damages" totaling \$34,500.



## FCC moves ahead on circular polarization

**Commission asks for comments, saying WLS-TV tests show improvement in reception, no objectionable effects**

As a result of experiments at ABC's WLS-TV Chicago, the FCC is asking for comments on a proposal to allow TV stations to broadcast with circular or elliptical polarization instead of the horizontal method that has been required since 1941.

The WLS-TV tests, the commission said, showed that circular polarization (now used by most FM stations), tends to eliminate ghosts and decrease interference. In addition, the test results indicated circular polarization does not change a station's service area or the amount of co-channel interference.

Under the proposed change, a station's effective radiated power could not be greater than now allowed for the horizontal method and antenna height would be measured at the radiation center of the antenna.

Specific data sought by the commission includes: effects of circular polarization on indoor home antennas; cost, size, electrical characteristics and estimated availability of receiving antennas; ghosting and interference statistics resulting from the WLS-TV tests, and possible impact on UHF frequencies.

Comments are due at the FCC by June 24 with reply comments due July 6.

## All quiet on union front

Members of the National Association of Broadcast Employees and Technicians, on strike at NBC since April 1, returned to work Monday (May 24) after ratifying the four-year agreement that had been reached earlier by negotiators (BROADCASTING, May 24).

Under terms of the pact, most technicians and newswriters will receive a pay raise totaling 33% over the four years, with the basic scale in the final year reaching \$500 weekly. Approximately 1,700 employees at NBC are represented by NABET. NBC continued broadcast operations without interruption with nonunion personnel during the strike.

CBS is still negotiating with the International Brotherhood of Electrical Workers, bargaining agent for its technical employees. ABC's pact with NABET expires next year.

## Putting ATS-6 to work

The U.S. government, through the National Aeronautics and Space Administration and the Agency for International Development, is planning to use satellites to transmit television teaching programs to

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reach as many as 30 counties.

The project, funded by an AID grant of \$3 million, is a three-month demonstration program scheduled to begin August 1. It will use NASA's ATS-6 satellite, currently on loan to the government of India to facilitate social programs. Countries in Asia, Africa and Latin America are expected to participate in the project, which will consist of both filmed and live transmissions. Two-way discussions between U.S. officials and foreign representatives will makeup the live portions, with teaching films being distributed that cover topics such as range management, forestry and mining.

### Technical Briefs

**Appointed.** Goldmark Communications Corp., Stamford, Conn., has appointed Microtime (division of Andersen Labs of Bloomfield, Conn.) to be exclusive manufacturer and distributor of Goldmark's patented automatic-skew corrector for video-tape players.

**Enhancing images.** Corning Glass Works, Raleigh, N.C., has introduced series 6100 television image enhancer for hand-held cameras and portable video tape recorders. Unit is suited for limited luminance bandwidth and time base instability, typical of remote locations.

## Broadcast Journalism®

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**New evening-news coanchor team of Harry Reasoner and Barbara Walters are introduced to ABC affiliates**

Harry Reasoner and Barbara Walters appeared in public together for the first time last week to tell ABC-TV affiliates about the new *ABC News with Harry Reasoner and Barbara Walters* which will be introduced on Monday, Sept. 20, in—at the outset at least—half-hour form.

Miss Walters also took the occasion to make a stirring appeal to affiliates to clear a longer news program (see "Top of the Week").

The two were frank about misgivings that had been reported earlier. Miss Walters said she had been disturbed to read that Mr. Reasoner had threatened to quit when reports of her negotiations with ABC first surfaced. "I could understand exactly how he felt," she said. They met in a hotel room, she said, to discuss prospects. "He was very candid," she said.

"He said he wanted to be sure he could take it."

Miss Walters said she told him that if he could accept her as co-anchor on the program, "we could have the best team in television."

Mr. Reasoner, who had last appeared before affiliates five years ago to plead for clearances of the evening news, said that the future success of ABC News depended on four factors. "Immodestly," he said, "I'll include myself as one."

The second, he said, "is the authenticity of the commitment of ABC as a whole to a first-class news organization. I believe it's there, but," he told the affiliates, "I'm sure you know, as our corporate management knows, that this kind of thing comes under many tests."

The third, he said, was the local affiliates' commitment to news. "I hope that you have come to the same conclusion that I have," he said, "that it's the best thing to do—to strive for excellence in your news organizations locally, to cooperate with us, even if sometimes it hurts a little. Fourth a lot will depend on what Barbara Walters does and how she does it."

Miss Walters, who spoke for 24 minutes, said she wanted to answer the questions most frequently asked since her move from NBC's *Today* to ABC had been reported.

How did she feel about the publicity? "I never expected it. I never expected front-page stories in the *New York Times* or the *Manchester Guardian* . . . Do you know that I even got a letter from the president of Taiwan? I must say I was disappointed not to hear from Mao Tse-tung, after all we have done for him."

But the publicity, she said, ought to benefit the program after she joins Mr. Reasoner.

What about the money? She said "it wouldn't have mattered whether it was \$850,000 or \$999,999" because she doesn't have a head for figures. "I never demanded it, but I'm certainly not going to turn it down," she said. But she was astonished by the "hypocrisy in some of the criticism" that suggested that a million dollars a year was excessive for a journalist.

"We know that news makes money," said Miss Walters. "If we didn't care for ratings or sell to advertisers, news would be quite a different thing." On the entertainment side of television, large salaries are accepted as routine, she said. "Nobody questions it when Johnny Carson makes three million dollars a year. But there is a theory that if you're a news person you should be too pure to think about things like that."

Why did she leave NBC which, she said, matched ABC's offer in all respects? "I feel ABC has a future, and I want to be part of it."

Said Mr. Reasoner at the close of their presentation: "We won't be cute, and we won't be catty, and if we don't like each other, nobody out there will know it." To the affiliates he said: "Give it a fair shake. We will."

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**Dynamic duo.** Harry Reasoner and Barbara Walters at the ABC affiliates convention.

## The investigator gets investigated

**FBI looks into charges that computer expert was asked to crack bank's accounting system for '60 Minutes' segment**

One of the secrets of CBS's *60 Minutes* is the ability of its producers and reporters to come up with stories that are not only off-beat but significant, and to do them in depth. The pursuit of such a story in such a manner has resulted in an FBI inquiry that has *60 Minutes* as its focus.

The inquiry was touched off when a computer specialist, Jerome Schneider, who served 40 days in prison in 1972 for using a computer to steal supplies from the Pacific Telephone & Telegraph Co., volunteered testimony to the House ethics committee regarding an association with *60 Minutes*.

He said in an affidavit that CBS had asked him to crack the computerized accounting system of the Chemical Bank of New York City by transferring money from the account of *60 Minutes* reporter Dan Rather to another account without the bank's knowledge. And when he failed, Mr. Schneider is said to have related, he was asked to become friendly with a bank employe in order to obtain the information needed to make the transfer.

The House committee turned the information over to the Justice Department, and Attorney General Edward Levi authorized an FBI investigation. Department lawyers said a violation of bank larceny statutes might be involved.

As of last week, agents had questioned Mr. Schneider. But a Justice Department spokesman said no decision had yet been made as to whether anyone else would be questioned. Mr. Levi's authorization would be necessary before investigators could question anyone from CBS.

Paul L. Loewenwarter, producer of *60 Minutes*, said Mr. Schneider had been unearthed and interviewed for two days in

Los Angeles for a story on electronic fund transfers. He said Mr. Schneider was asked about weaknesses in electronic banking systems and what precautions might be taken to reduce threats to the security of such systems. But Mr. Loewenwarter also appeared to confirm at least some aspects of Mr. Schneider's statement as it has been reported.

Asked about the alleged fund transfer, Mr. Loewenwarter said that Mr. Schneider, using a "commercially available table-top model computer" in his living room, "tried and failed. He never got that far. He couldn't access the computer." But he said Mr. Schneider had not been asked to befriend a bank employe. "How he obtained the information he needed was his business," Mr. Loewenwarter said. "I wouldn't be able to tell a consultant."

The producer declined to go into detail, saying he wanted to leave something "for our own story." But he also said the story, "might never get on the air." The Schneider element, he said, "is only one small part" of the story. "I'm going to have to look at a lot of film, and we've got to put together a good report."

But in the course of filming Mr. Schneider, he said, "We stayed well within journalistic standards and violated no laws."

## Grossman push on public affairs reflected in proposed schedule

**MacNeil show would be stripped on weekdays and Friday would be turned over entirely to such programming; now stations have to approve the package**

The Public Broadcasting Service has proposed a \$5.2 million public-affairs package that will feature a "nightly presence" and devote a full evening (Friday) entirely to

public affairs. Translating the proposal to reality depends on the 150-plus public television licensees which must agree to help fund the project in this summer's "station acquisition market" in which the stations will vote on individual program funding.

The proposal represents the final plan that grew out of PBS President Larry Grossman's concept for increased emphasis on public affairs (BROADCASTING, May 10).

Should the proposal be supported by the majority of PBS member stations and put into effect, it will represent a commitment for the 1976-77 season on the order of \$7.5 million. That includes supplemental monies from PBS's special events funds and the costs of established PBS public affairs programs.

Individual stations would bear the largest burden—\$1 million. The two producing stations, WNET(TV) New York and WETA-TV Washington, are each slated for contributions of \$750,000 and \$300,000, respectively. PBS will contribute \$200,000 and the Corporation for Public Broadcasting is expected to provide \$250,000. Yet unannounced underwriters are to kick in \$500,000.

The remaining \$2,210,000 will be sought from CPB monies available for public affairs and target audience programs, from PBS funds available from post-market sales and from a Ford Foundation discretionary grant and from the National Endowment for the Arts, both of which have expressed interest in supporting independent documentaries.

A new, five-night public affairs strip is the foundation and the most expensive component of PBS's proposed public affairs package. Estimated to cost about \$3 million, the program involves the expansion of the regional public affairs show, *The Robert MacNeil Report*. Coproduced by WETA-TV and WNET, the program will not only include Mr. MacNeil in New York and Jim Lehrer in Washington exploring a single issue in depth each night, but will be expanded to bring in guests by live interconnection from other cities served by PBS stations as well as using filmed and taped reports from those stations' news correspondents.

The other component involves a Friday evening schedule given over entirely to public affairs. Building on the already established Friday line-up of *Washington Week in Review* and *Wall Street Week*, PBS's schedule is expected to counterprogram what Mr. Grossman calls "pure froth" shown by the commercial networks that evening. New on that night will be *USA: People and Politics*, which will be moved from Tuesday. A new interview program hosted by Martin Agronsky will replace *USA* after the November presidential election and a public affairs hour will be established to showcase independent and PBS station documentaries and special interest programs. *USA* will return months later, possibly with a new title, to fill in the public affairs hour on a monthly basis with a magazine-type format show.

# First-quarter good news keeps coming

**Second round of reports confirm earlier analysis that this year is headed for new financial high**

As first-quarter corporate financial reports continue to be released, broadcast and broadcast-related stocks are showing added proof that 1976 could be a record year. An initial analysis by Wall Street observers (BROADCASTING, May 17) saw earnings as well as stock prices going up across the board.

An increase in television time sales coupled with higher rates have earned Scripps-Howard a 43.1% net earnings increase over the first quarter of 1975. The company is projecting, conservatively, a 25%-30% increase for the 1976 fiscal year. Taft Broadcasting did even better in the first quarter, with a 76.1% increase over the 1975 period.

Multimedia, a company devoted primarily to broadcast and newspaper interests, is expecting that for the first time its broadcast properties this year will provide the larger share of profits. Multimedia's profits previously have been split 65%/35% between newspapers and broadcast, said Wilson C. Wearn, president of Multimedia Broadcasting, but this year the broadcast properties may contribute 60% of the profits. Over-all earnings are up 30.5% this quarter and broadcast revenues alone are up 119% for April, reported Mr. Wearn. Much of the high earnings attributed to broadcasting, said Mr. Wearn, are due to recent station acquisitions—four radio stations during 1975 and WLWT(TV) Cincinnati several months ago.

McGraw-Hill showed a 123.5% increase in net earnings for the first quarter. Although broadcast properties were up "tremendously," according to George Finnegan, vice president for public affairs, print media contributed even more spectacularly to McGraw-Hill's results. When broadcasters sell out of time, they are out of time, said Mr. Finnegan, but print can accommodate all the advertising it can sell. "Broadcasting is being hit with the prob-

	Revenues			Earnings		
	1976	1975	Change	1976	1975	Change
<b>CABLECASTING</b>						
Athena Communications	2,101,000	1,895,000	10.8%	(1,151,000)	(1,124,000)	+
Burnup & Sims*	15,597,000	21,144,700	-26.2%	(276,000)	15,800	+
Comcast	2,431,820	2,006,955	21.1%	141,583	71,897	96.9%
General Instrument*	86,898,186	67,857,143	28%	2,134,951	(-863,506)	+
Tele-Communication	10,413,000	24,109,000	-56.8%	(156,000)	(15,655,000)	+
<b>SERVICE</b>						
BBDO	18,400,000	17,000,000	8.2%	1,562,000	1,350,000	15.7%
Doyle Dane Bernbach	13,130,000	12,009,000	9.3%	706,000	283,000	149.5%
Foote Cone & Belding	14,369,000	12,439,000	15.5%	599,000	173,000	246.2%
Grey Advertising	12,354,000	11,104,000	11.2%	392,000	159,000	146.5%
Interpublic Group	38,816,000	37,137,000	11.6%	854,000	747,000	14.3%
<b>ELECTRONICS/ MANUFACTURING</b>						
Ampex***	60,802,000	59,435,000	2.2%	2,029,000	1,487,000	36.4%
Eastman Kodak	1,142,900,000	984,400,000	16%	118,100,000	95,900,000	23%
Motorola	346,996,000	303,881,000	14.1%	16,898,000	7,630,000	121.4%
North American Philips	377,334,000	308,063,000	22.4%	9,437,000	1,805,000	422%
Oak Industries	35,673,286	26,572,598	34.2%	774,477	214,608	260.8%
Scientific-Atlanta***	12,187,000	9,661,000	26%	551,000	348,000	58%
Sony*	393,230,000	353,402,000	11.3%	23,707,000	20,070,000	18.1%
Westinghouse	1,443,096,000	1,323,180,000	9.0%	47,229,000	33,043,000	42.9%
<b>BROADCASTING</b>						
Scripps-Howard	\$10,131,000	\$ 8,206,000	23.4%	\$ 2,074,000	\$ 1,449,000	43.1%
Taft***	15,941,323	15,699,788	1.5%	1,960,427	1,112,689	76.1%
<b>BROADCASTING WITH INTERESTS</b>						
Bartell Media	3,388,000	3,313,000	2.2%	(535,000)	(665,000)	+
Cowles	2,282,000	1,728,000	32%	1,220,000	439,000	177.9%
Fairchild Industries	53,752,000	59,417,000	-9.6%	769,000	691,000	11.2%
Jefferson-Pilot	59,158,000	54,358,000	8.8%	14,672,000	12,235,000	19.9%
Kaiser Industries	226,760,000	270,657,000	-16.2%	4,163,000	25,728,000	-83.8%
Lee Enterprises	15,893,000	13,258,000	19.8%	1,487,000	1,261,000	17.9%
McGraw-Hill	117,904,000	106,345,000	10.8%	3,671,000	1,642,000	123.5%
Multimedia	15,419,102	12,047,616	27%	1,602,432	1,227,270	30.5%
Outlet Co*	42,827,097	33,467,080	27.9%	2,498,577	1,991,971	25.4%
Post Corp	5,408,182	4,768,629	13.4%	163,097	(435,697)	+
Rust Crawl*	23,006,000	20,422,000	12.6%	1,572,000	1,624,000	-3.2%
Sonderling	5,934,000	5,399,000	9.9%	189,000	93,000	103.2%
Tech Operations**	19,126,000	23,587,000	-19.0%	(221,000)	40,000	+

+—Change too great to be meaningful

\*—First quarter takes in months both in calendar year 1975 and 1976

\*\*—First three months of calendar year; 1975 make up company's fiscal second quarter

\*\*\*—First three months of calendar year; 1975 make up company's fiscal third quarter

\*\*\*\*—First three months of calendar year; 1975 make up company's fiscal fourth quarter

lems of success at present," he said.

Indeed, advertising firms were showing 100%-plus increases in their net earnings for the first quarter, including Doyle Dane Bernbach, Foote Cone & Belding and Grey Advertising. As one company official put it, "the advertising market is going up as the country is coming out of the recession."

The electronics and manufacturing firms connected with broadcast products also showed high earnings increases, with over-all consumer sales jumps a key factor.

## Financial Briefs

**Moving up.** Foote, Cone & Belding Com-

munications, New York, advised shareholders at company's annual meeting that FC&B hopes to boost net income this year 10 to 15% over 1975. Figures are based on operational budgets only. Arthur W. Schultz, chairman, said net income for first quarter of 1976 was \$599,000 (26 cents per share), as against \$173,000 (eight cents per share) same period last year.

**Moving outdoors.** Metromedia's Foster & Kleiser Division will take over assets of Hansen Holding Companies' outdoor-advertising plant in Milwaukee for cash price of approximately \$3.8 million.

**Quarter for a quarter.** MCA has declared quarterly dividend of 25 cents per share payable July 9 to stockholders of record June 11.

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

Company	Period/Ended	CURRENT AND CHANGE				YEAR EARLIER			
		Revenues	Change	Net Income	Change	Per Share	Revenues	Net Income	Per Share
Eastman Kodak.....	12 wk 3/21	1,142,856,000	+15.5%	118,067,000	+23.1%	73	989,437,000	95,851,000	59
Entron.....	Year 12/31/75	4,504,863	437.7%	859,472	+111.1%	92	3,270,225	407,028	34
Motorola.....	3 mo. 3/31	346,996,000	+14.1%	16,898,000	+121.4%	60	303,881,000	7,630,000	27
Starr Broadcasting.....	9 mo 3/31	26,843,117	+18.7%	308,479	-20.4%	26	22,605,138	387,075	33
Taft.....	Year 3/31	93,215,968	+ 3.7%	11,518,153	- 1.2%	2.85	89,837,114	11,654,324	2.91
Technical Operations.....	6 mo 3/27	41,921,000	-20.7%	(174,000)	*	(13)	52,803,000	360,000	27

\*Change too great to be meaningful.

# The Broadcasting Playlist May 31

## Contemporary

Over-all-rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
2	1	1	<b>Silly Love Songs</b> (5:54) Paul McCartney & Wings—Capitol	2	1	1	1
3	2	2	<b>Love Hangover</b> (3:40) Diana Ross—Motown	1	2	2	2
1	3	3	<b>Welcome Back, Kottler</b> (2:48) John Sebastian—Reprise	3	5	3	3
5	4	4	<b>Theme from "Happy Days"</b> (2:40) Pratt & McClain—Reprise	4	3	5	4
7	5	5	<b>Shannon</b> (3:50) Henry Gross—Lifesong	5	4	7	5
13	6	6	<b>Get Up and Boogie</b> (4:05) Silver Convention—Midland Int'l.	8	6	4	6
4	7	7	<b>Boogie Fever</b> (3:25) Sylvers—Capitol	6	9	9	9
9	8	8	<b>Fooled Around and Fell in Love</b> (2:58) Elvin Bishop—Capricorn	7	7	8	7
17	9	9	<b>Misty Blue</b> (3:38) Dorothy Moore—Malaco	9	8	6	8
12	10	10	<b>Rhiannon</b> (3:45) Fleetwood Mac—Reprise	12	10	10	10
18	11	11	<b>Shop Around</b> (3:23) Captain & Tennille—A&M	10	13	11	12
16	12	12	<b>Sara Smile</b> (3:07) Hall & Oates—RCA	11	15	12	11
8	13	13	<b>Bohemian Rhapsody</b> (5:55) Queen—Elektra	13	11	13	13
6	14	14	<b>Right Back Where We Started From</b> (3:16) Maxine Nightingale—United Artists	16	12	18	14
15	15	15	<b>Trying to Get the Feeling Again</b> (3:45) Barry Manilow—Arista	17	14	16	16
11	16	16	<b>Disco Lady</b> (3:50) Johnny Taylor—Columbia	14	17	15	20
14	17	17	<b>Show Me the Way</b> (3:25) Peter Frampton—A&M	15	16	17	22
23	18	18	<b>Never Gonna Fall in Love Again</b> (3:45) Eric Carmen—Arista	20	23	14	15
24	19	19	<b>More, More, More</b> (3:02) Andrea True Connection—Buddah	18	18	20	21
—	20	20	<b>Kiss and Say Goodbye</b> (2:24) Manhattans—Columbia	19	20	21	23
10	21	21	<b>Let Your Love Flow</b> (3:16) Bellamy Bros.—Warner Bros.	22	19	23	19
22	22	22	<b>Takin' It to the Streets</b> (3:20) Doobie Bros.—Warner Bros.	25	26	19	17
32	23	23	<b>Rock 'N' Roll Love Letter</b> (2:52) Bay City Rollers—Arista	23	22	25	24
20	24	24	<b>A Fool to Cry</b> (3:59) Rolling Stones—Rolling Stone	30	32	22	18
19	25	25	<b>Love in the Shadows</b> (3:18) Neil Sedaka—MCA	29	21	24	25
40	26	26	<b>Afternoon Delight</b> (3:10) Starland Vocal Band—Windsong	21	24	26	28
36	27	27	<b>Making Our Dreams Come True</b> (2:29) Cyndi Grecco—Private Stock	24	25	27	29
29	28	28	<b>Today's the Day</b> (3:15) America—Warner Bros.	26	28	28	31
27	29	29	<b>Moonlight Feels Right</b> (3:38) Starbuck—Private Stock	27	31	29	33
28	30	30	<b>Movin'</b> (3:49) Brass Construction—United Artists	28	27	32	30
37	31	31	<b>Take the Money and Run</b> (2:48) Steve Miller Band—Capitol	31	33	30	36
31	32	32	<b>Love Is Alive</b> (3:24) Gary Wright—Warner Bros.	32	38	31	38
—	33	33	<b>The Boys Are Back in Town</b> (3:26) Thin Lizzy—Mercury	37	*	39	26
—	34	34	<b>You're My Best Friend</b> (2:49) Queen—Elektra	38	34	33	37
34	35	35	<b>I Want You</b> (3:35) Marvin Gaye—Tamla	36	35	37	35
—	36	36	<b>Theme from "Baretta"</b> (3:06) Rhythm Heritage—ABC	33	36	34	*
—	37	37	<b>Let Em In</b> (5:08) Paul McCartney & Wings—Capitol	35	40	35	39
25	38	38	<b>Love Really Hurts Without You</b> (2:58) Billy Ocean—Ariola America	34	37	36	*
26	39	39	<b>December 1963</b> (3:21) Four Seasons—Warner Bros.	*	29	*	34
—	40	40	<b>Tear the Roof Off the Sucker</b> (3:39) Parliament—Casablanca	40	39	38	40

**Threatening.** Just off the edge of this week's "Playlist," at 41, are the Beach Boys, back on the scene this summer with *Rock 'N' Roll Music* (Reprise). Reworking the original Chuck Berry hit, they have what appears a sure success; it was released just over a week ago, and "The number of stations going on it happened faster than any record since the Beatles or Elton John," according to Bob Goode of WSAI (AM) Cincinnati. Playlists from Boston (WBZ (AM)) to Houston (KILT (AM)) list it as an add this week. **As indicated.** "Playlist" predicted last week that *Afternoon Delight* (Windsong RCA), then at 40, was a comer. This week it's bolted at 26. **Over and Up.** *Kiss and Say Goodbye* (Columbia), a record by the Manhattans now on top of rhythm and blues charts, is crossing over to singles playlists, and the reaction is strong. It's the "hottest brand new record" in Philadelphia, says WRIL (AM)'s Jay Cook, and Pam Bellamy reports it's moving up steadily at WOXI (AM) Atlanta. Bob Paiva of WLEE (AM) Richmond predicts it will move to the top of the contemporary list as well. **Hanging In.** *Boogie Fever* (Capitol) by the Sylvers is still far and away the most requested record named by reporting stations last week. "It's outselling the next most popular record, *Shannon* (Lifesong) by Henry Gross, two-to-one in Topeka," says Bruce Wayne of KERN (AM) in Bakersfield, Calif., John Mitchell of KERN (AM) says "it's still the most requested and very, very strong."

## Country

Over-all-rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
1	1	1	<b>I'll Get Over You</b> (3:12) Crystal Gayle—United Artists	1	1	1	1
4	2	2	<b>One Piece at a Time</b> (3:10) Johnny Cash & Tennessee 3—Columbia	2	4	2	2
2	3	3	<b>That's What Made Me Love You</b> (2:48) Bill Anderson & Mary Lou Turner—MCA	4	3	3	3
10	4	4	<b>El Paso City</b> (4:13) Marty Robbins—Columbia	7	2	4	8
5	5	5	<b>After All the Good Is Gone</b> (2:56) Conway Twitty—MCA	3	5	8	5
9	6	6	<b>Lonely Teardrops</b> (2:56) Narvel Felts—ABC/Dot	5	7	7	4
7	7	7	<b>What I've Got in Mind</b> (2:39) Billie Jo Spears—United Artists	6	6	6	7
6	8	8	<b>Come On Over</b> (3:38) Olivia Newton-John—MCA	8	8	5	9
8	9	9	<b>Don't Pull Your Love ... Goodbye</b> (3:18) Glen Campbell—Capitol	13	9	9	6
19	10	10	<b>Hurt</b> (2:05) Elvis Presley—RCA	14	10	10	11
20	11	11	<b>You've Got Me to Hold On To</b> (3:04) Tanya Tucker—MCA	12	11	14	10
13	12	12	<b>I'd Have to Be Crazy</b> (3:24) Willie Nelson—Columbia	9	15	12	16
12	13	13	<b>She'll Throw Stones at You</b> (2:58) Freddie Hart—Capitol	11	12	16	14
14	14	14	<b>The Door Is Always Open</b> (2:42) Dave & Sugar—RCA	10	14	18	13
15	15	15	<b>Stranger</b> (3:10) Johnny Duncan—Columbia	17	13	15	12
17	16	16	<b>Forever Lovers</b> (3:42) Mac Davis—Columbia	18	16	13	15
11	17	17	<b>Walk Softly</b> (3:02) Billy "Crash" Craddock—ABC/Dot	16	17	11	17
—	18	18	<b>America the Beautiful</b> (2:27) Charlie Rich—Epic	15	22	17	18
21	19	19	<b>What Goes On When Sun Goes Down</b> Ronnie Milsap—RCA	19	20	19	21
3	20	20	<b>Together Again</b> (3:56) Emmylou Harris—Reprise	20	19	22	22
23	21	21	<b>The Winner</b> (5:11) Bobby Bare—RCA	*	18	21	23
—	22	22	<b>My Eyes Only See As Far As You</b> (2:36) Charley Pride—HCA	23	25	20	*
25	23	23	<b>Till I Can Make It On My Own</b> (3:00) Tammy Wynette—Epic	24	24	24	19
16	24	24	<b>Red, White &amp; Blue</b> (2:14) Loretta Lynn—MCA	*	21	23	24
22	25	25	<b>I Couldn't Be Me Without You</b> (2:40) Johnny Rodriguez—Mercury	22	*	*	25

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each 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 at which it appears. A (▲) indicates an upward movement of 10 or more chart positions.

## Media

**Eve S. Krzyzanowski**, executive, film department, *Eyewitness News*, WABC-TV New York, appointed manager, affiliate administration, ABC-TV network there.

**Richard Kellerman**, executive assistant and director of information services for chairman, Moreland Act Commission on Nursing Homes and Health Related Facilities in New York State, returns to NBC as media specialist (he was director of news planning, NBC News, in 1966).

**Robert Glassburn**, regional sales manager, KSL-TV Salt Lake City, joins Leisure Time Communications, group radio station owner, as VP, broadcast operations and general manager, of its XGLR(FM) Reno.

**David H. Pollinger**, who earlier this month was appointed assistant to president of WPIX Inc., New York (BROADCASTING, May 17) and

**Donald M. Carney**, director of production and sports, WPIX(TV) there, named VP's. **Yvonne Stewart**, manager of personnel, named VP, personnel and office management, WPIX Inc. **Helen M. Sullivan**, assistant to president of WPIX Inc., elected secretary of corporation. **Frank X. Tuoti**, VP, marketing and planning, WPIX, elected to corporation's board of directors.



Brissett

**Belva Brissett**, former assistant to minority counsel of Senate Intelligence Committee, joins National Association of Broadcasters as lobbyist in government relations department (BROADCASTING, May 17). She replaces **Kenneth Schanzer**, now campaign manager for Representative H. John

Heinz (R-Pa.), who is running for Senate.

**Donald M. Hess**, promotion/program manager, WDSU-TV New Orleans, joins WISN-TV Milwaukee as program/promotion director.

**Gary Sherman**, WISN-TV promotion director, continues as assistant to Mr. Hess.

**Edmond R. Nickerson**, with WLVI-TV Cambridge, Mass., joins WPRI-TV Providence, R.I., as promotion coordinator.

**Jeff Davidson**, president/general manager, WLXY-TV Louisville, Ky., named to same position at WXIA-TV Atlanta. Both are Combined Communications stations. **Jon Beacher**, promotion director, WTOL-TV Toledo, Ohio, joins WXIA-TV as promotion manager.

**Mike Howe**, general sales manager, WFAA-TV Dallas, appointed station manager, WFAA(AM) there.

**A.P. Skinner**, WOLS(AM) Florence, president, South Carolina Broadcasters Association has resigned from SCBA for health reasons. **Oby Lyles**, WHSC(AM) Hartesville, SCBA radio VP,

assumes presidency and is succeeded by **Ed Crapps**, president/general manager, WBLR(AM) Batesburg.

**Reynard Corley**, sales manager, WMAR-TV Baltimore, promoted to additional post of assistant general manager. **Charles Horich**, managing news editor, named director of broadcasting.

**Jerry Williamson**, general sales manager, KLAQ(AM) Lakewood, Colo., appointed general manager, KIOY(FM), under construction in Hanford, Calif.

**Don Kobiela**, creative services director, KQV(AM) Pittsburgh, named operations/program manager for The Bland Group, owner of WNCC(AM) Barnesboro, Pa.

**Sally Wells**, associate development director, noncommercial WETA-FM-TV Washington, promoted to development director.

## Broadcast Advertising

**Charles Fredericks Jr.**, executive VP and director of Ogilvy & Mather, New York, appointed president and chief operating officer of Wells, Rich, Greene, there, succeeding **Charles Moss**, who has been named vice chairman and creative director (BROADCASTING, May 24).



Fredericks



Glynn

**Thomas J. Glynn**, senior VP/director of U.S. media resources at J. Walter Thompson Co., New York, appointed VP/co-media director at NW Ayer ABH International, New York.

**Rael Klepper**, VP, account supervisor, Sawdon & Bess, New York, joins Ketchum, MacLeod & Grove, there in same capacity. **Russell Seliger**, senior media planner, KM&G, Pittsburgh, named media supervisor. **Henry Lewczyk**, media planner there, appointed media supervisor.

**Phil Press**, account executive, CBS-TV Stations Division national sales, New York, named general sales manager, CBS's WCAU-TV Philadelphia.

**Alan Elkin**, group sales manager, Kaiser Broadcasting Spot Sales, New York, appointed Midwest sales manager, based in Chicago. **Georgette Houghton**, sales manager, Kaiser's WFLD-TV Chicago, appointed Spot Sales eastern sales manager, New York.

**William S. Froelich**, general sales manager of

WDVR(FM) Philadelphia, appointed New York sales manager of Christal Co., New York. **Pad-dy Ramsey**, account executive in New York, named Los Angeles manager of Christal.

**Shari Wall**, media planner, J. Walter Thompson, Chicago, promoted to associate media director.

**Ron Levitt**, research account executive, J. Walter Thompson, New York, named associate research director, Kenyon & Eckhardt there.

**Gary Benz**, account supervisor, **John D. Hetherington**, business affairs manager and **Marianne Monahan**, spot broadcast manager, Needham, Harper & Steers, Chicago, elected VP's.

**Paula Heath**, from Ayer/Jorgensen/McDonald, Los Angeles, joins Foote, Cone & Belding there as account coordinator on U.S. Suzuki Motor Corp. account.

**Charles E. Quarnstrom**, media supervisor, Leo Burnett, Chicago, appointed associate media director. **Harry Wilson**, senior art director, named associate creative director.

**Pete Santy**, sales representative, WNEM-TV Bay City, Mich., named sales manager, Flint, Mich., area.

**John J. Fernandez**, VP/sales director, Eastern division, ABC-TV, New York, joins CBS Television Network Sales there as account executive, national sales.

**Scott Marcus**, in sales development, Metro TV Sales, New York, named account executive. **Sandra Rahimi**, broadcast media manager, Ketchum, MacLeod & Grove, Pittsburgh, joins Metro TV Sales in sales development capacity.

**Thomas Johansen**, account executive, WNU-TV Linden, N.J. (New York), named local sales manager.

**Phil Keller**, national sales manager, WFAA-TV Dallas, appointed general sales manager, succeeding **Mike Howe** (see Media).

**Newly inducted for AWRT.** National officers, American Women in Radio and Television, installed following the association's Philadelphia convention (BROADCASTING, May 17) are **Saidie Ad-won**, KTUL-TV Tulsa, Okla., president; **Audrey G. Hunt**, State Telecasting Co., Columbia, S.C., president-elect; **Marianne Faulkner**, WXIX-TV Cincinnati, secretary-treasurer; **Nikki Caccia**, T.L. Reimel Advertising, Philadelphia, Mideast area VP; **Norma Peterson**, Stuart Broadcasting, Lincoln, Neb., West Central area VP; **Jeannette Greer**, KDFM-TV Beaumont, Tex., Southwest area VP; **Joan Perry**, Perry-Hoyle Advertising, Birmingham, Ala., Southern area VP; **Jeri E. Warrick**, NBC, New York, director-at-large, and **Lee Horn**, 3M Co., New York, chairwoman and trustee-at-large, AWRT's Educational Foundation.

**George Betts**, national sales coordinator, WJXT(TV) Jacksonville, Fla., named marketing specialist, co-op development.

**Shayle Ray**, sales manager, KWKW(AM) Pasadena, Calif., returns to KRLA(AM) there as general sales manager. **Vic Sabatini**, advertising/marketing firm owner, joins KRLA as director of client services/merchandising.

**Ron Kight**, general manager, KAYQ(AM) Kansas City, Mo., joins WRTH(AM) Wood River, Ill., (St. Louis) as general sales manager.

**Hollis Cheverie**, creative group head, Ross Roy, New York, joins Berger, Stone & Ratner there as VP/executive art director. **David Bergstein**, art director, Grey Advertising there, named BS&R art supervisor. **Michael DeNapoli**, from Wells Rich Green, New York, named BS&R art director. **David Cohen**, copy chief, Bamberger department stores, Newark, N.J., joins agency as copy supervisor.

## Programing



Shanks

**Bob Shanks**, VP, early-morning and late-night programs, ABC Entertainment, appointed VP, specials and early-morning programs, continuing to be in charge of *Good Morning, America* and late-night specials but adding supervision of all prime-time entertainment specials.

**Richard Traum**, administrator, financial analysis, business affairs, NBC-TV New York, appointed administration manager, programing department.

**Richard Berger**, assistant VP in charge of feature production, 20th Century-Fox, Los Angeles, appointed to newly created post of VP, drama program development, CBS-TV, West Coast. **Andrew Siegel**, VP, prime-time current comedies, ABC-TV there, joins CBS-TV, West Coast, as VP, comedy program development.

**Bill Brademan**, VP, development for television, Universal Television, Universal City, Calif., joins Quinn Martin Productions, Los Angeles, in newly created position of development/sales director.

**Don Sipes**, VP, business affairs, Universal Television, Universal City, Calif., appointed senior VP, administration.

**Todd Goulocher**, director of domestic syndication, Viacom, New York, appointed VP, sales development.

**Vince Calandra**, talent consultant, Group W Productions's *The Mike Douglas Show*, Philadelphia, named to newly created position of executive director of talent for Group W.

**Harry W. McClintock**, administrative assistant to general manager, WANE-TV Fort Wayne, Ind., appointed program manager, WLTV(TV) Jacksonville, Fla.

**Tony Phillips**, air personality, WBBM-FM Chicago, appointed program manager.

**Betty Bullock**, production assistant, WJXT(TV) Jacksonville, Fla., named public affairs producer.

**Frank Getlein**, *Washington Star* critic-at-large, joins WMAL-TV there in same capacity.

**Christopher H. O'Mary**, account executive, KFIN(FM) Jonesboro, Ark., assumes additional duties as program manager.

**Kelly Lenz**, farm director, WAKC(AM) Normal, Ill., joins WJBC(AM) Bloomington, Ill., in same position.

**Al Lafler**, in engineering department, WKBW(AM) Buffalo, N.Y., promoted to production supervisor.

## Broadcast Journalism

**Roy Wetzel**, director, NBC Radio's News and Information Service, New York, named acting director of elections for NBC News (BROADCASTING, May 24). **James T. Farley Jr.**, NIS morning producer, named morning manager, news programs, NIS. He succeeds **Jo Moring** who was named director of NIS to replace Roy Wetzel (BROADCASTING, April 5 et seq).

**Thomas J. Beatty**, regional executive, UPI, Pittsburgh, appointed general executive, for New England-area, to be based in Boston.

**Eric Burns**, reporter-anchorman, KMSP-TV Minneapolis, named NBC News correspondent, based in Cleveland.

**Charles Garrett**, news anchor/talk show host,



**So long for now.** Veteran newsman and commentator Lowell Thomas (r), who broadcast his 11,860th and final newscast May 14, was honored that evening by the University of Denver at a dinner in New York's Pierre hotel (BROADCASTING, May 10). During the ceremonies he was presented with a bronze "T", one of the letters that formed "Columbia Broadcasting System" on the former CBS headquarters building at 485 Madison Avenue. It was presented by Sam Cook Digges (l), president of the CBS Radio Division, who remarked in passing that Mr. Thomas had chosen radio rather than TV because "They [the audience] want to hear the news, not see the person who's reading it. No one wants to see the same fellow on the screen every day, unless he happens to look like Michelangelo's David—which is difficult to do with your clothes on."

KTRN(AM) Houston, named news director, KOB-AM-FM Albuquerque, N.M.

**Ron Davis**, news director, WIRK-AM-FM West Palm Beach, Fla., named to same post, WINZ(AM) Miami.

**Michael Kavanagh**, assistant news director, WLEE(AM) Richmond, Va., promoted to news director, succeeding **Henry Schmitt**, resigned. **David Skinner**, reporter, WRNL(AM) there, joins WLEE in same capacity.

**Harry Chase**, of WVBF(FM) Framingham, Mass., joins WMEX(AM) Boston as anchor.

**Dennis Riggs**, assistant director, KQTV(TV) St. Joseph, Mo., joins KMOX-TV St. Louis, as reporter.

**Bob Ray**, newsroom manager, KWTV(TV) Oklahoma City, appointed news director.

**Mike Von Ende**, news director, WFSB-TV Hartford, Conn., joins WJBK-TV Detroit as executive news producer.

**Pam Maule**, news coordinator, KABC-TV Los Angeles, appointed producer of special news features, KTLA(TV) there.

**John Nicholson**, reporter/anchor, WSYR-TV Syracuse, N.Y., joins WJXT(TV) Jacksonville, Fla., as reporter.

**Cindy Ward**, reporter, WAPI-TV Birmingham, Ala., and **Lynn Rabren**, Auburn University graduate, join WKRQ-TV Mobile, Ala., as reporter and ENG cameraperson, respectively.

**Barbara Schleck**, from noncommercial WILL-AM-FM-TV Urbana, Ill., and **Margaret Pratt**, in news, sports and production, noncommercial WPGU(FM) there, join WHBF-AM-FM-TV Rock Island, Ill., as reporters.

**Gene Terry**, news director, KHQA-TV Hannibal, Mo./WTAD(AM)-WQCY(FM) Quincy, Ill., retires after 25 years with stations.

**Mike Majors**, reporter, WOMI(AM) Owensboro, Ky., joins WGBF(AM) Evansville, Ind., in same position.

**Stuart Naar**, news shift editor/news coordinator, noncommercial WRSU-FM New Brunswick, N.J., appointed news director.

## Cable

**Charles E. Smith**, general manager, Western region, Warner Cable, New York, elected VP.

**Judith C. Anderson**, circulation manager, *People* magazine, New York; **Matthew C. Blank**, assistant product manager, credit card division of American Express there, and **George Monaster**, sales consultant to New England Life Mutual Insurance Co., named marketing managers, Home Box Office there. **John J. Hagerty**, Columbia University graduate, named HBO marketing analyst.

**Angela P. Schapiro**, pay-TV executive Warner Communications, New York, appointed to newly created position of director of pay-television operations, Columbia Pictures Industries Inc., New York.

Newly elected officers, Virginia Cable Television Association: **Jim Meador**, Hampton Roads Cablevision, president; **Randolph W. Tucker**, Staunton Video Corp., VP; **Keith W. Rife**, Teleprompter Cable TV (Richlands), sec-

retary, and **John Lewis**, Winchester TV Cable, treasurer.

## Equipment & Engineering

**L. Lee Koval**, Eastern regional manager, Odetics Inc., Anaheim, Calif., joins Akai America, Los Angeles, as Eastern regional sales manager, video division.

**Gary B. Clark**, director, advertising/public relations, Broadcast Communications Devices, Anaheim, Calif., appointed communications manager, Conrac Division of Conrac Corp., Covina, Calif.

**William Tadeo**, systems designer, Magnavox CATV, Manlius, N.Y., promoted to systems design manager. **Chester Syp**, salesman, promoted to account executive for major multinational system operator accounts.

**Stuart M. Bershtein**, maintenance technician, NBC-TV operations, Washington, named chief engineer, wowk-TV Huntington, W.Va.

**Fred Hodge**, video products project manager, 3M Co.'s Mincom Division, St. Paul, promoted to special projects manager for that division. **Frank D'Ascenzo**, sales/marketing manager, 3M video products, Gaithersburg, Md., moves to St. Paul to replace Mr. Hodge. In May 24 issue, BROADCASTING placed both in Gaithersburg facility.

## Allied Fields

**David L. Meister**, consultant and producer of syndicated programming for Romper Room Enterprises, Towson, Md., named director of broadcasting for major league baseball, headquartered in office of Baseball Commissioner, New York.

**Bill Taylor**, news director, wisn-TV Milwaukee,



**Dr. Wussler, I presume.** Robert Wussler (r), president of CBS Television Network, receives an honorary doctor of laws degree at Seton Hall University, South Orange, N.J., from the university's president, Thomas G. Fahy. Mr. Wussler is a 1957 Seton Hall alumnus.

joins Frank Magid Associates, Marion, Iowa, as television news consultant.

**Robert G. Stone**, executive VP of Jobbers' Credit Association and executive secretary of Plumbing & Heating Wholesalers Association, New York, named vice president/administration of Broadcast Credit Association, which is being relocated to New York from Chicago in June. Mr. Stone replaces **Andrew J. Nunziata**, who has resigned.

**Steve Ladley**, with Media Payment Corp., New York, appointed credit manager of new West Coast office at 210 North Pass Avenue, Suite 105, Toluca Lake, Burbank, Calif. 91501.

**Val Napolitano**, account executive, Eastern advertiser/agency sales, Arbitron Radio/Televi-

sion, New York, named Southern manager of that division, based in Atlanta.

Newly elected officers, Washington (D.C.) chapter, Sigma Delta Chi, Society for Professional Journalists: **Robert Lewis**, Booth Newspapers, president; **Donald Larrabee**, Griffin-Larrabee News Bureau, VP, and **James Free**, Birmingham News, treasurer.

**Mike Scott**, national program director, GCC Communications, Atlanta, group radio station owner, resigns effective June 1 to join Kent Burkhardt & Associates consultancy there.

**Eric Esbensen**, of Pittman Lovett Ford & Hennessey, Washington, and **John D. Pellegrin**, of Fisher Wayland, Southmayd & Cooper there and former FCC Cable TV Bureau attorney, have joined law firm of Fletcher, Heald, Rowell, Kenehan & Hildreth there.

**Tony Rousseau**, news department organizer, reporter/anchor, National Black Network, New York, appointed manager of radio and television news services at Con Edison there.

**Sally Saunders**, instructor at School of Journalism, University of Georgia, and **Stuart Neil Brotman**, AID candidate at University of California at Berkeley, named Mathew H. Fox Fellows for 1976, to serve as summer interns at National News Council, New York.

## Deaths

**Art Thebado**, 47, unit manager supervisor, ABC Sports, New York, died May 17 at St. Vincent's hospital there. He was senior press representative, casting director and associate producer at CBS before joining ABC in 1967 as unit manager. His wife, Joanne, survives.

**John Reilly O'Sullivan**, 77, AP newsman and former war correspondent, died of apparent heart attack May 24 at his home in New York.

# Where Things Stand

Status report on major issues in electronic communications

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● Indicates new or revised listing.

**Antitrust/networks.** Justice Department antitrust suits charging networks with illegally monopolizing prime time 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 refile of suits were dismissed by Supreme Court. Networks made another effort to have suits thrown out by filing motions for summary judgment (BROADCASTING, May 3).

**Broadcasting in Congress.** Resolution to

permit daily live broadcasts of House chamber proceedings failed in crucial vote before House Rules Committee, panel that serves as gatekeeper for legislation ready for consideration of full House (BROADCASTING, March 29). Committee voted 9 to 6 to send H. Res. 875 back to its Ad Hoc Subcommittee on Broadcasting, headed by B.F. Sisk (D-Calif.) for further study. Mr. Sisk plans to call subcommittee meeting before June 1 to decide next action. Poll of House members showed two-thirds approval for approving broadcasts ("In Brief," May 17). There is second broadcast resolution pending in House by Representative Jack Brooks (D-Tex.), chairman of Joint Committee on Congressional Operations, committee whose recommendation of broadcast coverage sparked recent activity. Mr. Brooks, opposed to Sisk plan because it provides that networks would administer coverage, designed plan that would have Congress run cameras. Resolution providing for broadcast coverage of Senate, pending in Senate Rules Committee since last year, has received no attention.

**Cable rebuild deadline.** FCC has relaxed rebuild requirements it would have imposed on systems by 1977 (BROADCASTING, April 5, 12). National Black Media Coalition and Philadelphia Community Cable Coalition have appealed cancellation of 1977 deadline in U.S. Court of Appeals in Washington.

**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. Stations involved have met with Canadian Radio Television Commission and advanced plan involving Canadian subsidiaries, but reaction from CRTC was cool (BROADCASTING, March 22) and indications are that government will proceed with proposed law ("Closed Circuit," April 12).

**Children's TV.** FCC's policy statement on children's television programming, adopted in



1974 (BROADCASTING, Oct. 28, 1974), has been appealed to U.S. Court of Appeals in Washington by Action for Children's Television (Case 74-2006). House Communications Subcommittee has held four days of hearings on broadcast advertising and children, and one member of that subcommittee, Timothy Wirth (D-Colo.), has introduced bill (H.R. 8613) to establish national council to study effects of advertising on children and to recommend reforms (BROADCASTING, July 21, 1975).

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

■ **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. House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice has tentatively completed mark-up of cable section of its bill, H.R. 2223 ("In Brief," May 24).

■ **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.). Number of parties had petitioned commission to reconsider its order, but commission denied them. FCC denied Justice Department petition to break up newspaper-crossowned WIBW-AM-FM-TV Topeka, Kan. (BROADCASTING, May 24).

**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 as are two of system owners involved (BROADCASTING, April 26).

■ **EEO guidelines.** FCC has issued proposed rulemaking on equal employment opportunity guidelines. Comments have been filed (BROADCASTING, Oct. 27, 1975). Commission is also considering EEO policy for cable (BROADCASTING, Feb. 23); matter is scheduled for commission consideration on June 30. Commission received some support for its EEO authority over broadcasters but not, as it had hoped, over cable in Supreme Court decision last week involving Federal Power Commission (see story, this issue).

**Fairness doctrine bills.** Senate action on two bills to eliminate fairness doctrine has gone no further than hearings conducted for five days last year by Communications Subcommittee. Although Senator William Proxmire (D-Wis.) continues to promote his bill, S. 2, on Senate floor, it is not on this year's agenda of Communications Subcommittee. Nor is other bill, S. 1178 by Senator Roman Hruska (R-Neb.). Proxmire bill has twin in House, H.R. 2189 by Robert Drinan (D-Mass.) and Mr. Hruska's is duplicated in H.R. 4928 by Charles Thone (R-Neb.). There is no sign of movement on two House bills.

■ **Family viewing suit.** Writers Guild of America, West and Tandem Productions have filed suit in U.S. Court for Central District of California (Los Angeles) aimed at blocking implementation of family viewing concept adopted by networks and National Association of Broadcasters (BROADCASTING, Nov. 3, 1975). FCC is defendant along with networks and NAB in both suits, which are based on antitrust and First Amendment grounds. Tandem Productions, besides seeking injunction, wants \$10 million damages. Trial in Writers Guild case was abruptly halted when district judge called for out-of-court settlement but parties could not come to terms (BROADCASTING, May 24; also see story, this issue).

■ **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 others from commission's refusal to refund fees paid under previous schedule which was held by Supreme Court to be illegal (Cases 75-1087 et al.). Briefs have been filed in that case (BROADCASTING, Sept. 15, 1975); arguments were held last week (see story, this issue). More than 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).

**Food advertising.** Federal Trade Commission staff attorneys are analyzing comments regarding proposal to regulate claims and information contained in food advertising (BROADCASTING, May 10). Trade regulation rule would involve such areas as nutrition claims and comparisons, and energy and calorie claims. Rule was proposed Nov. 7, 1974, with disputed issues of fact and comments submitted in opposition by broadcasters and advertising agencies and generally in favor by consumers (BROADCASTING, Aug. 4, 1975 et seq.). Public hearings on certain aspects of proposal will begin next week in Washington and continue in San Francisco, Chicago and Dallas.

**Format changes.** FCC has instituted inquiry (Docket 20682) to determine if it can or should be involved in regulating program formats. Comments have been filed (BROADCASTING, April 26).

**Indecency.** FCC's declaratory ruling on indecent broadcasts (BROADCASTING, Feb. 17, 1975) is being appealed to U.S. Court of Appeals in Washington (Case 75-1391) by object of ruling, Pacifica Foundation's WBAI(FM) New York. Oral arguments have been held (BROADCASTING, April 5). Ruling involves airing of George Carlin album cut. Commission is considering pro-

posed legislation to include television and cable in federal statute banning obscenity on radio (BROADCASTING, Sept. 15, 1975). Commission also fined WXPN(FM) Philadelphia \$2,000 for obscene and indecent broadcast, has begun hearing on license on ground of licensee abdication of responsibility. FCC is scheduled to discuss proposed bill to bar obscenity on broadcast stations and cable systems this week.

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

■ **License renewal legislation.** There is no date set, but House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has said there will be hearings this year on bills to revise broadcast license renewal procedures, among which leading measure is H.R. 5578 by subcommittee ranking Republican, Lou Frey (R-Fla.). Mr. Frey has also said he thinks bill can go through this session, but with longer renewal term for radio than for TV ("In Brief," May 24). 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. So far more than 150 representatives and 20 senators have sponsored or cosponsored 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- and 55-mile zones for signal contours as basis of protecting television stations has been appealed to U.S. Court of Appeals in Washington by CBS, NBC and ABC television affiliates associations, National Association of Broadcasters and number of individual broadcasters. Commission has denied petitions for reconsideration of order.

**Pay 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. Oral arguments have been held (BROADCASTING, April 26). Justice Department has filed on side of cable (BROADCASTING, Feb. 9). Commission has to remove restrictions on the use of series-type programs by pay cable (BROADCASTING, Nov. 10, 1975). Meanwhile Senator Philip Hart (D-Mich.) and his Senate Antitrust Subcommittee are looking into charges that broadcasters are "throttling" pay cable (BROADCASTING, Dec. 15, 1975). Also, cable systems, New York Cable Television Association and National Cable Television Association are taking state of New York to court, challenging its assumption of jurisdiction over pay cable rates (BROADCASTING, April 12).

■ **Performers' royalty.** Copyright subcommittees in both houses have held hearing on measures to create performers' royalty to be paid by broadcasters and other users of recorded works (BROADCASTING, July 28, 1975). Bill on Senate side is S. 1111 by Senator Hugh Scott (R-Pa.), who has been trying for some 30

years to push measure through. S. 1111 is being considered separately from Senate-passed copyright bill. Subcommittee on House side last week killed idea of inserting duplicate of Scott Bill, H.R. 5345, by Representative George Danielson (D-Calif.), in copyright revision bill pending there (H.R. 2223) (see story, this issue).

**Prime-time reruns.** FCC's Office of Network Study is considering comments submitted in response to notice of inquiry concerning proposal to limit prime-time reruns.

■ **Public broadcasting funding.** First-ever long-range appropriation for Corporation for Public Broadcasting has been written into legislation by House Appropriations Subcommittee on Labor, Health, Education and Welfare (BROADCASTING, May 10). Bill would fund CPB for next three fiscal years at these levels: \$96,750,000 in 1977, \$107,150,000 in 1978 and \$120,200,000 in 1979. Government money is available under matching plan requiring CPB to raise \$2.50 privately for every federal dollar. CPB appropriation for this year of \$78.5 million has passed both houses. Also, bill authorizing \$30 million for improvement and construction of educational broadcasting facilities has cleared House and Senate and awaits signing by President.

■ **Ratings.** Nielsen prime-time averages

season-to-date (37 weeks); CBS 19.0, ABC 18.8, NBC 17.5. Thirty-seventh week alone: ABC 19.4, CBS 15.6, NBC 14.7.

■ **Section 315.** U.S. Court of Appeals in Washington has upheld FCC's change of its administration of equal-time law. Democratic National Committee had asked for full-court rehearing of decision but was turned down by court (BROADCASTING, May 24). Commission said political debates and press conferences by presidential and other candidates will be treated as on-spot coverage of bona fide news events exempt from equal-time requirements (BROADCASTING, Sept. 29, 1975). FCC has also ruled that if station gives candidate time within 72 hours before election day, opponents must be notified by station promptly (BROADCASTING, April 5).

■ **Sports antiblackout.** House/Senate conferees have agreed on a bill to extend permanently the experimental sports antiblackout law that expired at the end of last year. Compromise provides that professional baseball, football, basketball and hockey games sold out 72 hours in advance cannot be blacked out on home TV. It would also reduce 72-hour cutoff to 24 hours for postseason games in baseball, basketball and hockey. Conferees also agreed to one-year trial of amendment to limit blackout zone to 90 miles around town where game is played (BROADCASTING, May 24).

**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); matter is scheduled for commission consideration on July 30.

**WPXI(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.

## For the Record

As compiled by BROADCASTING for the period May 17 through May 21 and based on filings, authorizations, petitions and other actions announced by the FCC.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

### New stations

#### TV application

■ **Minneapolis-St. Paul.**—Buford Television seeks ch. 29 (560-566 mhz); ERP 1000 kw vis, 77.4 kw aur., HAAT 1193 ft.; ant. height above ground 1,475 ft. P.O. address: c/o Robert Buford, Box 957, Tyler, Tex. 75701. Estimated construction cost \$1,724,000; first-year operating cost \$314,200; revenue none. Legal counsel McKenna, Wilkinson and Kittner; consulting engineer Silliman, Moffet & Kowalski firm. Principals: Robert, Geoffrey, and Gerald Buford (32.9% each) are brothers. Gerald has CATV interests. Brothers share ownership of KLTV(TV) Tyler, Tex.; KTRE(TV) Lufkin, Tex. and KXON(TV) Mitchell, S.D. and KFSM-TV Fort Smith, Ark. They also have other cable interests. Ann. May 17.

#### AM applications

■ **Warner Robins, Ga.**—Wafa Broadcasting seeks 1470 khz, 1 kw-D, 500 w-N. P.O. address: 134 Hospital Dr., Warner Robins 31093. Estimated construction cost \$142,784; first-year operating cost \$138,307; revenue \$180,000. Format: Variety. Principal: Dan Callahan (100%) is doctor and owns, with sister, timberland management farm. Ann. May 10.

■ **Washington, La.**—Mamou Broadcasting seeks 1190 khz, 250 w-D. P.O. address: 416 N. 6th St., Mamou, La. 70554. Estimated construction cost \$69,780; first-year operating cost \$43,000; revenue \$60,000. Format: C&W, pop. Principals: Joseph L. and Gardnel Sylvester (27% each) and Frank P. Savoy Jr. (27%). Joseph Sylvester owns TV repair shop; other principals are doctors. Ann. May 10.

#### AM actions

■ **Port Gibson, Miss.**—Adams Broadcasting Co. Broadcast Bureau granted 1320 khz, 500 w-D. P.O. address: 7216 Willow Creek Dr., Nashville 37221. Estimated construction cost \$16,800; first-year operating cost \$26,100; revenue \$41,000. Format: C&W, R&B. Principal: Jerry A. Adams (100%) is manager of WMAK(AM) Nashville (BP-20,058). Action May 6.

■ **Port Gibson, Miss.**—South-West Mississippi Broadcasting Co. Broadcast Bureau granted 1520 khz, 250 w-D. P.O. address: Box 6567, Jackson, Miss. 39212. Estimated construction cost \$3,815; first-year operating cost \$27,420; revenue \$29,250. Format: Variety. Principals: Robert T. Sanders and Rodger E. Ownby (50% each). Mr. Sanders is engineer for WJTV(TV) Jackson; Mr. Ownby holds various positions at WJXN(AM) Jackson (BP-19,942). Action May 6.

Broadcast Bureau granted following CP modifications to extend completion time to date shown:

■ WVCH Chester, Pa., to Nov. 21 (BMP-14,174); WPNO Auburn, Me., to Dec. 2 (BMP-14,175); WRRR Fredericks, V.I., to Nov. 1 (BMP-14172); KSUZ Port Neches, Tex., to Nov. 12 (BMPH-14173).

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## AM starts

- **WGFT** Youngstown, Ohio.—Authorized program operation on 1500 khz, 500 w-D. Action May 3.
- **WRNR** Martinsburg, W.Va.—Authorized program operation on 740 khz, 250 w-D. Action April 16.

## FM applications

- **Hiawatha, Kansas**—Kanza Broadcasters seeks 103.9 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 104, Hiawatha 66434. Estimated construction cost \$53,332; first-year operating cost \$39,879; revenue \$40,000. Format: MOR. Principals: William J. and Ila L. Bilyeu (25% each) and Michael L. and Carol S. Carter (25% each). Carters are farmers. Mr. Bilyeu is engineer for KMBZ(AM)-KMBR(FM) Kansas City, Mo. Ms. Bilyeu is part-time clerk/typist. Ann. May 18.
- **Deming, N.M.**—Luna County Broadcasting Co. seeks 94.3 mhz, 3 kw, HAAT 195 ft. P.O. address: Box 470, 1700 S. Gold, Deming 88030. Estimated construction cost \$77,095; first-year operating cost \$25,270; revenue \$36,000. Format: Variety. Principals: Applicants, Edwin E. Merriman and Robert W. Tobey, own KOTS(AM) Deming. Ann. May 20.
- **\*Utica, N.Y.**—Syracuse University, Utica College branch seeks 90.7 mhz, 10 w, P.O. address: 200 University Place, Syracuse, N.Y. 13210. Estimated construction cost \$3,650; first-year operating cost \$2,200. Format: Variety. Principal: Applicant is higher education institution, also licensee of \*WAER-FM on Syracuse campus. Ann. May 19.

## FM actions

- **Montrose, Colo.**—Woodland Broadcasting Co. Broadcast Bureau granted 94.1 mhz, 32 kw, HAAT 1,754 ft. P.O. address: Box 970, Montrose 81401. Estimated construction cost \$71,014; first-year operating cost \$40,400; revenue \$55,080. Format: C&W. Principals: Jack and Lois McAuliffe (50%) and Lowell and Margaret Hale (50%) own KUBC(AM) Montrose (BPH-9577). Action May 14.
- **Batesville, Ind.**—Batesville Broadcasting Co. Broadcast Bureau granted 103.9 mhz, 3 kw, HAAT 300 ft. P.O. address: 1314 S. Dexter Ave., Evansville, Ind. 47714. Estimated construction cost \$58,239; first-year operating cost \$43,050; revenue \$80,000. Format: MOR, contemporary. Principal: Donald G. Davis (100%) is co-manager of WBIC(FM) Henderson, Ky. (BPH-9551). Action May 13.
- **\*Albuquerque, N.M.**—Christian Broadcasting Academy. Broadcast Bureau granted 88.3 mhz, 3.36 kw, HAAT —397 ft. P.O. address: 8901 Candelaria, N.E., Albuquerque 87111. Estimated construction cost \$1,400; first-year operating cost \$9,500. Principal: Raymond L. Franks Jr. is president of nonprofit corporation (BPED-2101). Action May 11.
- **\*Cortland, N.Y.**—State University of New York. Broadcast Bureau granted 90.7 mhz, 10 w, P.O. address: 99 Washington Ave., Albany, N.Y. 12210. Estimated construction cost \$28,838; first-year operating cost \$12,000 (BPED-2144). Action May 14.
- **\*Salisbury, N.C.**—Catawba College. Broadcast Bureau granted 91.1 mhz, 10 w, HAAT 50 ft. P.O. address: E. Innes St. Extension, Salisbury 28144. Estimated construction cost \$9,990; first-year operating cost \$500. Station will have no paid employees, but will be laboratory for radio curriculum in Speech and Drama Department (BPED-2153). Action May 18.
- **Lake City, S.C.**—Coastline Broadcasting. Broadcast Bureau granted 100.1 mhz, 3 kw, HAAT 196 ft. P.O. address: Box 1177, Lake City 29560. Estimated construction cost \$37,420; first-year operating cost \$10,000; revenue \$40,000. Format: Standard pop. soul, C&W. Principals: F. Arnold Graham, S. Charles Green and James W. Floyd (each 33 1/3%) also own WJOT(AM) Lake City (BPH-9663). Action May 6.
- **Charlotte Amalie, V.I.**—Radio Virgin. Broadcast Bureau granted 101.1 mhz, 50 kw, HAAT 1500 ft. P.O. address: 43 Prindsens Gade, St. Thomas 00801. Estimated construction cost \$68,720; revenue not given. Format: MOR. Principals: Walter B. Dunn (34.8%), Priscilla E. Clarenbach Trust (14.8%), Resort Network (18.5%), et al. Mr. Dunn is sales advisor to WLOD(AM) Pompano Beach, Fla. Resort Network is owned by John Keljikan and Harcourt Brace Jovanovich publishers, (each 50%) (BPH-9669). Action May 13.
- **Riverton, Wyo.**—Riverton Broadcasting Co. Broadcast Bureau granted 93.5 mhz, 3 kw, HAAT 278 ft. P.O. address: Box 393, Riverton 82501. Estimated construction cost \$37,000; first-year operating cost \$24,000; revenue \$36,000. Format: standard MOR, country, rock. Principal: Tony A. Kehl (100%) owns interest in KWOR(AM) Worland, Wyo., KCSR(AM) Chadron and KVSH(AM) Valentine, both Nebraska (BPH-9618). Action May 12.

000; revenue \$36,000. Format: standard MOR, country, rock. Principal: Tony A. Kehl (100%) owns interest in KWOR(AM) Worland, Wyo., KCSR(AM) Chadron and KVSH(AM) Valentine, both Nebraska (BPH-9618). Action May 12.

Broadcast Bureau granted following CP modifications to extend completion time to date shown:

- **KLUK** Atlanta, Tex., to Aug. 24 (BMPH-14801); **KSDL** El Paso, Tex., to Dec. 19 (BMPH-14803); **WGTH** Richlands, Va., to Oct. 23 (BMPH-14,805); **KLOY** Hanford, Calif., to Oct. 15 (BMPH-14800); **\*WEPS** Elgin, Ill., to Nov. 8 (BMPED-1390); **KJNA** Jena, La., to Aug. 23 (BMPH-14,798); **WARK-FM** Hagerstown, Md., to Oct. 22 (BMPH-14,797); **KQRS-FM** Golden Valley, Minn., to Nov. 15 (BMPH-14802); **WCUE-FM** Akron, Ohio, to Aug. 27 (BMPH-14804); **\*WOSU-FM** Columbus, Ohio, to Oct. 24 (BMPED-1391); **WKBN-FM** Youngstown, Ohio, to Aug. 16 (BMPH-14,806); **WDIX-FM** Orangeburg, S.C., to Aug. 21 (BMPH-14799); **WKJ** Green Cove Springs, Fla., to Nov. 28 (BMPH-14807).

## FM starts

- **WOWD** Tallahassee, Fla.—Authorized program operation on 103.1 mhz, ERP 3 kw, HAAT 300 ft. Action May 4.
- **KOSN-FM** Thief River Falls, Minn.—Authorized program operation on 99.3 mhz, ERP 3 kw, HAAT 175 ft. Action May 4.
- **\*KFJM-FM** Grand Forks, N.D.—Authorized program operation on 89.3 mhz, ERP 37.5 kw, HAAT 215 ft. Action May 7.
- **KLTD** Lampasas, Tex.—Authorized program operation on 99.3 mhz, ERP 3 kw, HAAT 180 ft. Action May 11.
- **KICN** Spokane, Wash.—Authorized program operation on 98.9 mhz, ERP 28 kw(H), 9 kw (V), HAAT 285 ft. Action May 10.

## Ownership changes

### Applications

- **WVEL-FM** Fayette, Ala. (98.1 mhz, 50 kw)—Seeks assignment of license from Jesse Willard Shirley to Harlon Kenneth Watts for \$140,000. Sellers: Jesse and Dorothy Shirley have been ordered by courts to go through on sale which had been agreed on. Shirleys had changed minds. Buyer, Mr. Watts, is Alabama furniture dealer. Ann. May 19.
- **KJOI(FM)** Los Angeles (98.7 mhz, 75 kw)—Seeks assignment of license from Able Communications of California to CCLA Communications for \$3.9 million. Sellers: Louis Marx and Dan W. Lufkin, have also sold, subject to FCC approval, KOAX(FM) Dallas for \$1.7 million (BROADCASTING, Dec. 8, 1975). Buyer is publicly held soft drink and water bottler with no other broadcast interests. Ann. May 19.
- **KEZR (FM)** San Jose, Calif. (106.5 mhz, 50 kw)—Seeks assignment of license from PSA Broadcasting to Alta Broadcasting Co. for \$600,000. Seller: Assignor wishes to devote more time to other interests; no other broadcast holdings. Joe and Jane Levitt, buyers, own KXRX(AM) San Jose. Ann. May 17.

■ **WIKY-AM-FM** Evansville, Ind. (AM: 820 khz, 250 w-U; FM: 104.1 mhz, 50 kw) and **WEZK (FM)** Knoxville, Tenn. (97.5 mhz, 100 kw) and **WTVK (TV)** Knoxville (ch. 26)—Seeks transfer of control of South Central Broadcasting from John D. Engelbrecht, individually and as representative, (74.8% before; none after) to John D. Engelbrecht (none before; 74.8% after). Consideration: none. Principals: John D. Engelbrecht is receiving stock from estate of father, John A. Engelbrecht, deceased. Ann. May 17.

■ **KWAD(AM)-KKWS(FM)** Wadena, Minn. (AM: 920 mhz, 1 kw-U; FM: 105.9 mhz, 50 kw) and **KBMW(AM)-KKWB(FM)** Breckenridge, Minn. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 104.9 mhz, 3 kw) and **KOVC(AM)** Valley City, N.D. (1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from KWAD Broadcasting, Interstate Broadcasting Corp. and KVOC Inc. to Ingstad Broadcasting. Sale represents reorganization of family interests after death of Robert Ingstad, husband and/or father to various stockholders of licensees. Ann. May 17.

■ **KUDI(AM)** Great Falls, Mont. (1450 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Frontier Broadcasting to Sun River Broadcasting for \$325,000. Buyer is owned by Thomas E. Ingstad. Mr. Ingstad has controlling interests in KXKL(AM)-KKDQ(FM) Grand Forks, N.D. and minority interests (along with family) in KWAD(AM)-KKWS(FM) Wadena, Minn. and KBMW(AM)-KKWB(FM) Breckenridge, Minn. and KOVC(AM) Valley City. Ingstad family has other radio holdings in Minnesota and Dakotas. Ann. May 17.

■ **WBBS(AM)** Jacksonville, N.C. (1290 khz, 1 kw-D)—Seeks assignment of license from Brown Broadcasting Co. to Sun Broadcasting for \$325,000 and \$145,000 non-competition covenant. Sellers: Herschel and Norman Brown wish to leave broadcasting. Sun is owned by David A. Manko, special agent for FBI. Ann. May 11.

■ **WAAT(FM)** Johnstown, Pa. (92.1 mhz, 175 w)—Seeks assignment of license from Community Broadcasters to Bland Group for \$120,000. Sellers: W. Ronald Smith (51%), sales manager of WHAG-TV Hagerstown, Md., and Warren Adler (49%) who has interests in WHAG(AM)-WQCM(FM) Halfway, Md., and has sold, subject to FCC approval, WAYE(AM) Baltimore for \$650,000 (BROADCASTING, March 15). Principals in buyer are William C. and Gail E. Bland who also own WNCC(AM) Barnesboro, Pa. Ann. May 17.

■ **KDHN(AM)** Dimmitt, Tex. (1470 khz, 500 w-D)—Seeks assignment of license from High Plains Broadcasting to Plains Media for \$90,000. Seller: Assignor wishes to devote more time to cattle interests. Buyers are Gerald and Susan Hanners. Hanners are employed by KDHN. Ann. May 17.

■ **WBOY-TV** Clarksburg, W.Va. (ch. 12)—Seeks assignment of license from Northern W.Va. Television Broadcasting to WBOY-TV Inc. for \$750,000. Sellers: Max and Marion Ascoli and Nathan W. Levin who also own WBOY(AM) Clarksburg. Principal in buyer is Birney Imes Jr., who also has interests in WCBI-AM-FM Columbus, WELO(AM) Tupelo, WNAG(AM) Granada, WONA(AM) Winona, and WROX(AM) Clarksdale, all Mississippi. Ann. May 18.

■ **WSGB(AM)** Sutton, W.Va. (1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Multi-Media

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## Summary of Broadcasting

### FCC tabulations as of April 30, 1976

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,442	3	27	4,472	49	4,521
Commercial FM	2,748	0	58	2,806	125	2,931
Educational FM	795	0	37	832	60	892
Total Radio	7,985	3	122	8,110	234	8,344
Commercial TV	699	1	8	708	56	764
VHF	508	1	4	513	10	523
UHF	191	0	4	195	46	241
Educational TV	231	9	12	252	15	267
VHF	90	3	4	97	7	104
UHF	141	6	8	155	8	163
Total TV	930	10	20	960	71	1,031

\*Special temporary authorization

\*\*Includes off-air licenses

Associates to Centerstate Broadcasting for \$134,000. Seller: Assignor cannot handle debts of station. Certain of sellers own WRGT(FM) Clarksburg, W.Va. Buyer is William P. Becker (100%) who owns majority interest in WVOW-AM-FM Logan, W.Va. Ann. May 19.

#### Actions

- **KOST(FM)** Los Angeles (103.5 mhz, 12.5 kw)—Broadcast Bureau granted assignment of license from Coronado Communications (subsidiary of McLendon and Pacific Corp.) to KFI Inc. for \$2,200,000. Buyer: KFI Inc. is wholly-owned subsidiary of Cox Broadcasting Corp. Cox owns WDNB-AM-FM Daytona Beach, Fla., WIOD(AM)-WAlA(FM) Miami, KTVU(TV) Oakland, Calif., WIIC-TV Pittsburgh, WSB-AM-FM-TV Atlanta, WSOC-AM-FM-TV Charlotte, N.C., WHIO-AM-FM-TV Dayton, Ohio, KFI(AM) Los Angeles (BALH-2235, BASCA-725, BALST-293). Action May 12.
- **WACY(AM)** Kissimmee, Fla. (1220 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Opportunity Broadcasters to Magic Box Media for \$15,000. Seller: Principal is J. Patrick Beacom family. Buyer: Edward W. Englander, Norma Kaplan, and James J. Shipley, recently purchased WDG(M) Leesburg, Fla. (BAL-8550). Action May 10.
- **WTIM(AM)-WEEE(FM)** Taylorville, Ill. (AM: 1410 khz, 1 kw-D; FM: 92.7 mhz, 3 kw)—Broadcast Bureau granted assignment of licenses from PSB Inc. to Delta Media. Action is corporate reorganization only; Delta is subsidiary of PSB Inc. Action May 12.
- **WFWR(AM)-WCMX(FM)** Fort Wayne, Ind. (AM: 1090 khz, 1 kw-D; FM: 101.7 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Fort Wayne Broadcasting Co. to Fort Wayne Radio for \$630,000. Seller: Clarence C. Moore who, with his wife, Ruby, owns WCMR(AM)-WXAX(FM) Elkhart, Ind. Buyer, Guy Ewing, is general manager of WFWR(AM)-WCMX(FM) and has no other broadcast interests (BAL-8630, BALH-2257, BASCA-732, BALRE-2989). Action May 17.
- **WMGO(AM)** Canton, Miss. (1370 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of Canton Broadcasting Co. from Ralph Williams, John Pass (100% before; none after) to Earl Holland; Bernadine Holland, Glynn E. Holland, Herbert Knotts (none before; 100% after). Consideration: \$100,000. Principals: Sellers wish to leave broadcasting; Holland and Knotts families own WBSJ(AM) Ellisville, Miss. Earl Holland owns ice companies; Bernadine Holland works for county welfare department (BTC-7960). Action May 12.
- **WBAD(FM)** Leland, Miss. (94.3 mhz, 3 kw)—Broadcast Bureau granted acquisition of positive control of Interchange Communications by William D. Jackson (50% before; 51% after) through purchase of stock from Stanley Sherman (50% before; 49% after) for \$1,050. Mr. Sherman had originally owned 45% of stock, but bought stock from Ferd L. Moyses (5% before; none after) and then sold one percent of that stock to Mr. Jackson (BTC-8017). Action May 12.
- **WFEA(AM)** Manchester, N.H. (1370 khz, 5 kw-U)—Broadcast Bureau granted assignment of license from Century Broadcasting Group to Ocean Coast Properties for \$500,000. Buyer is licensee of WPOR-AM-FM Portland and WRDO(AM) Augusta, Me. (BAL-8611). Action May 17.
- **WMID(AM)-WGRF(FM)** Atlantic City (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 99.3 mhz, 3 kw)—

Broadcast Bureau granted transfer of control of WMID Inc. from Anthony Productions (100% before; none after) to Julann E. Griffin (48% before; 100% after). Sale reflects divorce agreement between Merv and Julann Griffin. Mr. Griffin will transfer his ownership of these stations as well as WENE(AM)-WMRV(FM) Endicott, N.Y. in exchange for Ms. Griffin's ownership in various other holdings (BTC-8003). Action May 19.

■ **KSIL(AM)** Silver City, N.M. (1340 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from KSIL Inc. to Robert F. Meskill for \$290,000. Sellers: Dennis Behan, Harlan Johnson, Marvin Strait and Harry S. McMurray who have interests in KATO(AM) Safford, Ariz. In addition, Mr. Behan is principal of KLMR(AM) Lamar, Colo. Buyer is general manager of WROY(AM)-WRUL(FM) Carmi, Ill. (BAL-8629, BALRE-2987). Action May 12.

■ **WENE(AM)-WMRV(FM)** Endicott, N.Y. (AM: 1430 khz, 5 kw-U, DA-N; FM: 105.5 mhz, 3 kw)—Broadcast Bureau granted transfer of control of WENE Inc. from January Enterprises (100% before; none after) to Julann E. Griffin (48% before; 100% after). Sale reflects divorce settlement between Merv and Julann Griffin, which also includes sale by Mr. Griffin to Ms. Griffin of WMID(AM)-WGRI(FM) New Jersey (see above) (BTC-8002). Action May 19.

■ **WISP(AM)** Kinston, N.C. (1230 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Smiles of Kinston to WISP Inc. for \$450,000. Sellers: Norman J. Suttles, Derwood H. Godwin, James C. Davis, John T. Minges and Martin L. Street. Buyer: Richard V. Surles, 100%. Mr. Surles, WISP general manager, owns remaining 9.5% and has minority interest in WSMY(AM) Weldon, N.C., WLPM(AM)-WFOG(FM) Suffolk, Va., and in applicant for Kinston FM construction permit. Messrs. Suttles and Godwin have sold their interests in WFBS(AM) Spring Lake, N.C. Mr. Davis has various interests in WSML(AM) Graham and WRNC(AM) Raleigh, both North Carolina, and WLPM-WFOG. Mr. Street has interests in WRNC and WSMY, and Mr. Minges has interest in WSML. Action May 12.

■ **WFBS(AM)** Spring Lake, N.C.—Broadcast Bureau granted assignment of license to Crest Communications (formerly Triad Communications). Transfer of control of Radio Smiles was granted last year; Crest is now merging companies for "legal and tax purposes" (BAL-8661, BALRE-3007). Action May 12.

■ **WKBX(AM)** Winston-Salem, N.C. (1500 khz, 10 kw-D)—Broadcast Bureau granted assignment of license from Stuart W. Epperson to Randolph Properties for \$565,000. Seller: Mr. Epperson also owns WKBA(AM) Vinton, Va., WRBX(AM) Chapel Hill, N.C., and has 50% interest in KBIS(AM) Bakersfield, Calif. Principal in buyer is Whiteley Binion, Fort Worth businessman with no other broadcast interests (BAL-8624). Action May 11.

■ **WTIG(AM)** Massillon, Ohio (990 khz, 250 w-D)—Broadcast Bureau granted assignment of license from Scott Broadcasting Co. of Ohio to Miller Broadcasting Co. for \$325,000. Seller: Herbert Scott, also owns WPAZ(AM) Potstown, WFEF(AM) Ellwood City, WFEZ(AM) Harrisburg and WKST(AM) New Castle, all Pennsylvania; WJWL(AM)-WSEA(FM) Georgetown, Del.; WTTM(AM)-WCHR(FM) Trenton, N.J.; and WTRY(AM) Troy and WSHF(FM) Albany, both New York. Principal in buyer is Richard Miller who also owns WLEC-AM-FM Sandusky, Ohio (BAL-8617). Action May 17.

■ **KQIV(FM)** Lake Oswego, Ore.—Broadcast Bureau

granted involuntary assignment of license from Willamette Broadcasting Co. to John W. Kendall, receiver (BALH-2249). Action May 17.

■ **KETO-FM** Seattle—Licensee notified FCC that assignment of license granted Feb. 4 would not be consummated (BALH-2199). Action May 10.

■ **WYLO(AM)** Jackson, Wis. (540 khz, 250 w-D)—Broadcast Bureau dismissed application for assignment of license from Universal Broadcasting of Milwaukee to Family Stations. Action May 19.

## Facilities changes

#### AM applications

- **KWCK** Searcy, Ark.—Seeks CP to increase power to 5 kw; increase ant. height and change type trans. Ann. May 18.
- **WWBC** Cocoa, Fla.—Seeks CP to increase power to 1 kw; change type trans. Ann. May 18.
- **WGKA** Atlanta—Seeks CP to increase power to 10 kw, 2.5 kw-CH; change type trans. Ann. May 18.
- **WBFC** Stanton, Ky.—Seeks CP to increase power to 1 kw. Ann. May 21.
- **WPMP** Pascagoula-Moss Point, Miss.—Seeks CP to increase power to 5 kw; install DA; make changes in ant. system. Ann. May 18.
- **KKYN** Plainview, Tex.—Seeks CP to add nighttime power with 500 w; increase daytime power to 5 kw; install DA-2; change hours of operation to unlimited; change ant.-trans. location. Ann. May 18.
- **WBOB** Galax, Va.—Seeks CP to increase power to 5 kw. Ann. May 21.
- **WEO** Smithfield, Va.—Seeks CP to increase power to 10 kw; make changes in ant. system. Ann. May 21.

#### AM actions

- **WTUX** Wilmington, Del.—Broadcast Bureau granted modifications of license covering change in main studio location to 2617 Ebright Rd., Wilmington and operate trans. by remote control from main studio location (BML-2581). Action May 11.
- **WOKE** Charleston, S.C.—Broadcast Bureau granted modifications of license covering change of studio location to 1715 Sam Rittenburg Blvd., Charleston (outside corporate city limits) and operate trans. by remote control from main studio location (BML-2583). Action May 15.

#### AM starts

- Following stations were authorized program operating authority for changed facilities on date shown: **WABB** Mobile, Ala. (BP-19,980), May 7; **WIBM** Jackson, Mich. (BP-19,916), May 7; **WIRK** West Palm Beach, Fla. (BP-19,723), May 6; **WPCP** Hartford, Conn. (BP-20,283), May 5.

#### FM applications

- **\*WVXU-FM** Cincinnati—Seeks CP to install new trans.; change TPO; ERP 6.4 kw and HAAT 683 ft. Ann. May 19.
- **KZUN-FM** Opportunity, Wash.—Seeks CP to change trans. location; install new trans. and ant.; decrease height of ant. system; change TPO; ERP 56 kw and HAAT 2,380 ft. Ann. May 20.
- **\*WRFW** River Falls, Wis.—Seeks CP to change trans. location; decrease height of ant. system; ERP 3 kw; HAAT 82 ft. Ann. May 18.

#### FM actions

- **KLAK-FM** Lakewood, Colo.—Broadcast Bureau granted modifications of CP to change transmitter location to Green Mountain; change ant.; make changes in ant. system; ERP 91 kw (H&V); ant. height 670 ft. (H&V); remote control permitted; condition (BMPH-14790). Action May 14.
- **WINE-FM** Brookfield, Conn.—Broadcast Bureau granted CP to install new trans.; ERP 50 kw (H&V) (BPH-9873). Action May 11.
- **KTAP** Crete, Neb.—Broadcast Bureau granted modification of CP to change trans.; change ant.; ant. height 225 ft. (BMPH-14,796). Action May 11.
- **\*WUSC-FM** Columbia, S.C.—Broadcast Bureau dismissed application for CP to change trans. location, install new ant., change TPO, ERP and ant. height (BPED-1204). Action May 18.

## FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KHOM Houma, La. (BPH-9398), May 11; WHOT-FM Youngstown, Ohio (BPH-9837), May 11; WSB-FM Atlanta, Ga. (BPH-9378), May 11; WSMJ Greenfield, Ind. (BPH-9002), May 10; KDCR-FM Sioux Center, Iowa (BPED-2190), May 6.

## In contest

### Procedural ruling

■ WJMO(AM)-WLYT(FM) Cleveland Heights, Ohio, **renewal proceeding:** Friendly Broadcasting Co. (Doc. 19412)—ALJ John H. Conlin scheduled hearing for June 16. Action May 13.

### Initial decision

■ Dallas, **TV proceeding:** WADECO Inc. and Belo Broadcasting Corp. (WFAA-TV), competing for ch. 8 (Docs. 19744-5)—ALJ John H. Conlin renewed license of WFAA-TV and denied application of WADECO for new station on same facilities. Action May 20.

## Fines

■ KRFD(FM) Marysville, Calif.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$200 for failure to keep correct operating log. Action May 13.

■ \*WNET(TV) Newark, N.J.—Commission notified Educational Broadcasting Corp. licensee of WNET, that it is apparently liable for forfeiture of \$1,000 for violation of FCC's personal attack rule. Complaint was filed against station by Seymour Durst concerning episode of WNET's program *The 51st State* entitled "SR0" broadcast in November 1974 and rebroadcast twice. Durst said that during discussion of responsibility and ownership of mid-Manhattan apartment building, Hotel 123, which he claimed was focal point of program, station broadcast several remarks which constituted personal attacks on him. Action May 17.

■ WAST(TV) Albany, N.Y.—Broadcast Bureau ordered licensee to forfeit \$500 for allowing person not holding valid license to be in charge of transmitting system. Action May 18.

■ WKJK(AM) Granite Falls, N.C.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$25 for filing its renewal application seven days late. Action May 13.

■ WBML-AM-FM Morehead City, N.C.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$100 for filing each renewal application 32 days late. Action May 13.

■ WNCA(AM) Siler City, N.C.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$25 for filing its application for renewal 12 days late. Action May 13.

■ WTAB(AM) Tabor City, N.C.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$25 for filing its renewal application seven days late. Action May 13.

■ WSKS(AM) West Jefferson, N.C.—Broadcast Bureau notified licensee of apparent liability of \$25 for filing its renewal application seven days late. Action May 13.

■ WEAB(AM) Greer, S.C.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$25 for filing its renewal application seven days late. Action May 13.

■ WPAJ(FM) Lancaster, S.C.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$25 for filing its renewal application seven days late. Action May 13.

■ KAYC(AM) Beaumont, Tex.—Broadcast Bureau notified licensee it incurred apparent liability of \$100 for failing to log daily tower light inspections. Action May 18.

## Other actions

■ WEYY(AM) Talladega, Ala.—Broadcast Bureau granted modifications of license covering change of

name to Woodard Broadcasting Company (BML-2587, BMLR-4841). Action May 19.

■ KMIR-TV Palm Springs, Calif.—Broadcast Bureau granted renewal of license to Desert Empire Television Corp., subject to change depending on result of employment discrimination cases pending. Action April 28.

■ Commission found eight California radio stations failed to comply with fairness doctrine in connection with broadcast of announcements sponsored by Pacific Gas and Electric Co. (PGE) proposing immediate construction of nuclear power plants and use of nuclear power. Stations are KFOG(FM) San Francisco; KFRE(AM) Fresno, KFYV(AM) Arroyo Grande; KMBY(AM) Monterey; KRED(AM) Eureka; KROY(AM) Sacramento; KMSA(AM) Santa Maria, and KSRO(AM) Santa Rosa. Fairness doctrine complaint had been filed against 13 stations by Public Media Center, Friends of the Earth, Californians for Safe Nuclear Energy, California Citizen Action Group, San Francisco Ecology Center, San Francisco Consumer Action and Zero Population Growth (complainants), on September 11, 1974. Although it cited eight stations for violations, commission found that four stations had fulfilled their obligations of presenting both sides of issue KATY(AM) San Luis Obispo, KJOY(AM) Stockton, KPAY(AM) Chico, and KVON(AM) Napa. It said no conclusion could be reached with regard to thirteenth station KUZZ(AM) Bakersfield, until further information was received from station. Complainants asserted that each of six different 60-second announcements sponsored by PGE and broadcast on these stations represented viewpoints on one side of controversial issue of public importance and constituted "editorial" advertisements to which fairness doctrine is applicable. Action May 17.

■ WDCL(AM) Dunedin, Fla.—Broadcast Bureau granted waiver of rules to identify as Dunedin-Clearwater, Fla. Action April 23.

■ WACY(AM) Kissimmee, Fla.—Broadcast Bureau granted renewal of license to Opportunity Broadcasters on condition that assignment of license (BAL-8550) be consummated within 60 days of grant, that commission be notified within one day after consummation, and that station, which is dark, resume broadcasting within 60 days of consummation. Assignee must also submit engineering statistics. Action May 10.

■ Commission informed Midwest Television that its proposal to hire outside individuals to conduct public surveys in connection with its 1976 renewal applications for WCIA(TV) Champaign, Ill., and WMBD-AM-FM-TV Peoria, Ill., complies with commission ascertainment rules. Commission noted that in new Primer on Ascertainment of Community Problems by Broadcast Renewal Applicants, said that if public interviewing were not done by station's own staff, it should be done "by an outside individual or organization having professional competence in the general field of polling, working under the licensee's supervision." Action May 6.

■ WLPO-AM-FM LaSalle, Ill.—Broadcast Bureau granted modifications of licenses covering change of corporate/licensee name to LaSalle County Broadcasting Corp. (BML-2588, BMLH-539, BMLR-4842). Action May 19.

■ WIBW-AM-FM-TV Topeka, Kansas—Commission renewed licenses of Stauffer Publications. Stauffer also is publisher of Topeka's two daily newspapers—*Topeka Daily Capital* and *Topeka State Journal*. Commission denied U.S. Department of Justice's informal objection to renewal on grounds Justice failed to raise substantial or material questions of fact warranting hearing. Justice contended Stauffer possessed monopoly of local advertising and news dissemination in Topeka area that was "repugnant to antitrust principles" and "inimical to the public interest." Action May 19.

■ WCRB(FM) Waltham, Mass.—Broadcast Bureau granted waiver of rules to identify as Waltham-Boston, Mass. Action May 3.

■ In response to complaint by Senator Frank Church (D-Idaho) involving his attempt to purchase time for political broadcast in Oregon, commission ruled that station's offer to sell time in prime time for programing no more than 5 minutes long did not constitute reasonable access. Decision stemmed from Senator Church's request to buy, before May 25 Oregon primary election, half-hour in prime time to present political broadcast as part of his campaign for Democratic presidential nomination. Action May 19.

■ WRFB(FM) Stowe, Vt.—Broadcast Bureau granted modifications of CP to change permittee name to RFB Inc. (BMPH-14808). Action May 11.

## Allocations

### Actions

■ Holiday and Dunedin, Fla.—Broadcast Bureau assigned 106.3 mhz (ch. 292A) to Holiday and 92.1 mhz (ch. 221A) to Dunedin. In rulemaking notice released July 2, 1975, Bureau proposed assigning ch. 221A to Holiday, in response to petition by Ralph M. Hansen Jr. Subsequently, counterproposal was filed by Manley St. Jean suggesting ch. 221A be assigned to Dunedin and ch. 292A be assigned to Holiday. Broadcast Bureau also denied consolidation of separate mutually exclusive proposals to assign ch. 292A to Port Richey, Fla., because it was filed too late for parties to comment. It said this proposal would be treated as petition to reassign ch. 292A from Holiday to Port Richey in later proceeding. Action May 11.

■ Port Richey, Fla.—Broadcast Bureau denied rulemaking petition by Frank D. Ward requesting assignment of ch. 292A (106.3 mhz) to Port Richey, Fla. However, it pointed out that since Port Richey was within 10 miles of Holiday, Ward could apply for the use of ch. 292A, which is there, at Port Richey. Action May 11.

■ Pinckneyville, Ill.—Commission proposed deletion of FM ch. 280A from Pinckneyville. Action was result of petition by Du Quoin Broadcasting Co., licensee of WDQN-AM-FM Du Quoin, Ill. Du Quoin contended that commission acted on misleading information as to availability of transmitter site in making original channel assignment. Du Quoin said Coalbelt Broadcasters, original petitioner for assignment and present applicant before commission for construction permit, has no transmitter site available which would be in compliance with commission's minimum spacing requirements. Coalbelt admitted it has no suitably-spaced transmitter site available at this time and has applied for waiver of mileage separation rule. Action May 13.

■ Fort Dodge, Iowa.—Broadcast Bureau substituted television ch. \*21 for ch. \*46 and ch. 50 for present ch. 21 assignment at Fort Dodge. (\*denotes channels reserved for noncommercial educational use.) This action was proposed in rulemaking notice adopted last November 12, in response to joint petition by Northwest Television Co. and State Educational Radio and Television Facility Board. Northwest is licensee of KVFD-TV (ch. 21), Fort Dodge, and Board is permittee for \*KTIN-TV (ch. \*46), also Fort Dodge. Action May 11.

■ Kalkaska and Charlevoix, both Mich.—Broadcast Bureau assigned 97.7 mhz (ch. 249A) to Kalkaska and 105.9 mhz (ch. 290) to Charlevoix as first FM assignments to both communities. Bureau denied counterproposal which would have assigned ch. 290 to Traverse City, Mich. Action May 13.

■ Billings, Mont.—Broadcast Bureau proposed assignment of 92.5 mhz (ch. 223) to Billings as fifth FM assignment. Action was in response to petition by Radio Billings, licensee of KBMY(AM) Billings. Action May 13.

■ Black Brook and Jay, N.Y.—Commission waived signal carriage rules to allow any cable system operating in town of Jay to carry same television signals as system in adjacent town of Black Brook, N.Y. Action was in response to request by town of Jay. Action May 11.

■ Cheyenne, Okla.—Broadcast Bureau proposed assignment of TV ch. 12 to Cheyenne and reservation of channel for noncommercial educational use. Action was result of petition by Oklahoma Educational Television Authority (OETA), Oklahoma governmental entity charged with providing educational television service to residents of Oklahoma. It is licensee of KETA-TV Oklahoma City and KOED-TV Tulsa. In addition, ch. \*3 recently was assigned to Eufaula, Okla., at OETA's request, and applied for by OETA. Action May 13.

■ Saegertown, Pa.; Carpinteria, Calif.; Two Harbors, Minn. and Grass Valley, Calif.—Broadcast Bureau proposed assignment of FM channels 232A (94.3 mhz) to Saegertown, 269A (101.7 mhz) to Carpinteria, 269A (101.7 mhz) to Two Harbors and 221A (92.1 mhz) to Grass Valley. Bureau noted that none of communities is near urbanized area and all of proposed channels could be assigned to respective communities to conform with commission's minimum mileage separation requirements and without affecting any currently assigned FM channel. Action May 13.

■ Park Falls, Wis.—Broadcast Bureau proposed assigning reserved ch. \*36 to Park Falls. Action was in response to petition by Wisconsin Educational Communications Board. ECB is licensee of stations at Colfax (WHWC-TV ch. \*28); Green Bay (WPNE ch. \*38); La Cross (WHLA-TV ch. \*31); and Wausau (WHRM-TV ch. \*20). These stations, in cooperation with educational stations at Madison (WHA-TV ch. \*21), Milwaukee (WMVS ch. \*10), and Duluth, Minn. (WDSE-TV ch. \*8) provide educational television broadcast service to residents of Wisconsin. ECB estimated that station operating on ch. \*36 at Park Falls would, in combination with other ECB owned or affiliated stations, enable approximately 97 percent of residents of Wisconsin to receive educational television service. Action May 11.

## Translators

### Applications

■ Porter Mountain Antenna TV Association, Snowflake, Show Low, Pinetop, Lakeside, Taylor, Clay Springs and Pinedale, all Arizona—Seeks CP for ch. 7 rebroadcasting KOLD-TV Tucson, Ariz. and CP for ch. 11 rebroadcasting KVOA-TV Tucson, Ann. May 20.

■ Roaring Fork TV Association, Redstone and Crystal River rural area, Colo.—Seeks CP for ch. 2 rebroadcasting KOA-TV Denver via K56AD Crystal, Frying Pan and Roaring Fork River valleys. Ann. May 20.

■ Lost Trail Television Association, Gibbonsville, Idaho—Seeks CP for ch. 5 rebroadcasting KGVO-TV Missoula, Mont. Ann. May 21.

■ Board of Cooperative Educational Services of Cayuga-Onondaga Counties, Genoa, N.Y. and same for Union Springs, N.Y.—Seeks CP's for ch. 56 and 69, respectively, rebroadcasting WCNY-TV Syracuse, N.Y. Ann. May 21.

■ Paulina Telecasters, Paulina and vicinity, Ore.—Seeks CP for ch. 4 rebroadcasting KVAL-TV Eugene, Ore. Ann. May 18.

■ Northeastern Pennsylvania Educational Television Association, Hamburg and Shoemakersville, Pa.—Seeks CP for ch. 51 rebroadcasting WVIA-TV Scranton, Pa. Ann. May 20.

### Action

■ K79BR Hakalau, Hawaii—Broadcast Bureau granted CP for UHF TV translator station to change frequency from ch. 79 (860-866 mhz) to ch. 67 (788-794 mhz); change type of trans.; change primary TV station to KHET, ch. 11, Honolulu; change call letters to K67BA (BPTT-2947). Action March 24.

## Cable

### Applications

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

■ Lincoln Cable Television, for Diamondville and Frontier, Wyo. (CAC-06550-1); KWGN-TV Denver.

■ Cablecom-General, for Joplin and Webb City, Mo. (CAC-06552-3); KXTX-TV Dallas.

■ Appalachian Cablevision of Ohio, Box 464, McArthur, Ohio 45651 for McArthur, Ohio (CAC-06554); WLWD, WHIO-TV, Dayton, Ohio; WSAZ-TV, WOWK-TV, Huntington, W.Va.; WCMH, WTVN-TV, WBNS-TV, Columbus, Ohio; WTAP-TV Parkersburg, W.Va.; WCHS-TV Charleston, W.Va.; WHIZ-TV Zanesville, Ohio; WOUB-TV Athens, Ohio.

■ Alpine Cablevision, Box 217, Damascus, Va. 24236 for (town of) Banner Elk, N.C. (CAC-06555); WUNE-TV Linville, N.C.; WCYB-TV Bristol Va.; WJHL-TV Johnson City, Tenn.; WKPT-TV Kingsport, Tenn.; WBTV, WSOC-TV, WRET-TV, Charlotte, N.C.

■ Tennessee-Carolina Cable Co., Box 217, Damascus, Va. 24236 for (town of) Elk Park, N.C. (CAC-06556); WUNE-TV Linville, N.C.; WCYB-TV Bristol, Va.; WJHL-TV Johnson City, Tenn.; WKPT-TV Kingsport, Tenn.; WBTV, WSOC-TV, WRET-TV, Charlotte, N.C.

■ General Electric Cablevision Corp., for Watertown, (village of) Black River, Rutland township, Pamela township and Le Ray township, all New York (CAC-06557-8): Requests certification of existing operations.

## Call letters

### Applications

Call	Sought by
	<b>New TV</b>
*KZSD-TV	State Board of Directors for Educational TV, Martin, S.D.
	<b>New AM</b>
KCJJ	Braverman Broadcasting Co., Iowa City, Iowa
	<b>New FM's</b>
KIQO	Gateway Broadcasters, Atascadero, Calif.
KHIM	Trinity Broadcasting Co., Palestine, Tex.
KSWI	Southwest Iowa Stereo, Clarinda, Iowa
*WLHS	Lakota Local School District, West Chester, Ohio
KVVC-FM	Cabool Broadcasting Corp., Cabool, Mo.
KXXI	KFPW Broadcasting Co., Fort Smith, Ark.
KLRS-FM	Kickapoo Prairie Broadcasting Co., Mountain Grove, Mo.
	<b>Existing TV's</b>
WHFT	WFCB-TV Miami, Fla.
KITC	KROC-TV Rochester, Minn.
	<b>Existing AM's</b>
WHPN	WHVW Hyde Park, N.Y.
KPAM	KLSC Portland, Ore.
KNTA	KEGI, Santa Clara, Calif.
KRNK	KNIE Cheyenne, Wyo.
	<b>Existing FM's</b>
WWCV	WARK-FM Hagerstown, Md.
WXCB	WIFE-FM Indianapolis
KBUY-FM	KDJW-FM Amarillo, Tex.
WHVS	WHVW-FM Hyde Park, N.Y.
KOPY-FM	KDSE Alice, Tex.
WKDD	WCUE-FM Akron, Ohio

### Grants

Call	Assigned to
	<b>New FM's</b>
*KWDM	West Des Moines Community, West Des Moines, Iowa
WVIM-FM	Tate and Desote County Broadcasting Co., Coldwater, Miss.
*WOVI	Board of Education, Novi Community School District, Novi, Mich.
KWRF-FM	Weldon Sledge & Violet Sledge, Warren Ark.
WDZO	Mumbles Corporation, Decatur, Ill.
*KBSU	Boise State University, Boise, Idaho
KHIP	Vernon Miller, Hollister, Calif.
WNTU	Sterling Communications Corp., Naples, Fla.
WHGC	Catamount Broadcasters, Inc., Bennington, Vt.
*WDSO	Duneland School Corporation, Chesterton, Ind.
	<b>Existing FM's</b>
WXYX	WVOT-FM Wilson, North Carolina
KPAM-FM	KPAM Portland, Ore.
WJOX-FM	WKHM-FM Jackson, Mich.
KYNO-FM	KPHD Fresno, Calif.

■ General Electric Cablevision Corp., Box 765, Schenectady, N.Y. 12301 for Watertown township, (village of) Brownville, and (village of) Glen Park, all New York (CAC-06562-4): Requests certification of existing operations and proposes to carry WUTR Utica, WSYR-TV, WNYS-TV, WHEN-TV, Syracuse, WYNY-TV Carthage, WNPE-TV Watertown, N.Y.; CKWS-TV Kingston, CJOH-TV Ottawa, Ont.; WPIX, WOR-TV, WNEW-TV, New York.

■ Greater Hartford Cable TV, for Manchester, Rocky Hill, Glastonbury, Wethersfield, and Newington, all Conn. (CAC-06566-9): WSBK-TV Boston.

■ Teleprompter of Los Gatos, for Monte Sereno, Calif. (CAC-06570): Requests certification of existing operations.

■ Blue Ridge Cable Television, for Wyalusing, Pa. (CAC-06571): Requests certification of existing operations.

■ Teleprompter of Liberal, for Liberal, Kan. (CAC-06572): Requests certification of existing operations.

■ Wilderness Cable Co., Box 65, Mt. Nebo, W.Va. 26679 for Winfield, W.Va. (CAC-06573): WCHS-TV

Charleston, W.Va.; WOWK-TV, WSAZ-TV, WMUL-TV, Huntington, W.Va.; WSWP-TV Grandview, W.Va.

■ Retel TV Cable Co., for Canton borough and Canton township, Pa. (CAC-06574-5): WOR-TV New York.

■ Magic Valley Cable Vision, for Twin Falls, Kimberly, Filer, Hansen and Twin Falls county, Idaho (CAC-06576-80): KWGN-TV Denver.

■ Tulsa Cable Television, for Tulsa, Okla. (CAC-06581): KXTX-TV Dallas.

■ Sand Springs Cable Television, for Sand Springs, Okla. (CAC-06582): KXTX-TV Dallas.

■ Broken Arrow Cable Television, for Broken Arrow, Okla. (CAC-06583): KXTX-TV Dallas.

■ Sapulpa Cable Television, for Sapulpa, Okla. (CAC-06584): KXTX-TV Dallas.

■ Continental Cablevision of Miami Valley, for Kettering, Centerville, Oakwood, West Carrollton, Miamisburg and Moraine, all Ohio (CAC-05492-6 amended): WOSU-TV Columbus, Ohio.

■ Colonial Cablevision, for (town of) Moreau, N.Y. (CAC-06421 amended) to delete WNEW-TV N.Y.

■ Lincoln Cable Television, for Kemmerer, Wyo. (CAC-06549): KWGN-TV Denver.

### Certification actions

■ San Joaquin Cable TV, Fresno, Calif.—Commission granted application of San Joaquin for certificate of compliance. It held in abeyance for 90 days, petitions for special relief filed by Spanish International Communications Corporation (KFTV Hanford, Calif.) and Trans-America Broadcasting Corp. (KAIL Fresno), to allow them to supplement showings which seek to prohibit San Joaquin's carriage of KEMO-TV (Spanish language) San Francisco. (Both KFTV and KAIL will carry Spanish language programming.) FCC deferred objections to certification filed by Pappas Television, (KMPH Tulare, Calif.), for consideration in special relief proceeding (CSR-962) on "Cooper Study"—analysis of impact that carriage of distant independent signals throughout Fresno market will have on KMPH. Commission also denied motion by Fresno Cable Television Co., holder of certificates for new cable systems at Fresno and Clovis, to reject San Joaquin Cable's certification application. Commission certified San Joaquin Cable to carry signals of following stations: KFMT (CP), KFSN-TV, KJEO, KMJ-TV and KAIL (temporarily off air), Fresno; KMPH Tulare; KFTV Hanford; KBHK-TV, \*KQED San Francisco; KTVU Oakland, and \*KVIE Sacramento. Action May 12.

■ Times Mirror Co., San Dieguito, Calif.—CATV Bureau dismissed, without prejudice, at request of applicant, application for certificate of compliance (CAC-5674). Action April 28.

### Other actions

■ Hawaiian Cable Vision Corp., Lahaina district, Hawaii—CATV Bureau granted special temporary authority to carry KHON-TV, KITV, KHET, all Honolulu for 90 days or action on application for certificate of compliance, whichever occurs first (CSR-1008T). Action May 19.

■ Arostock Broadcasting Corp., Caribou and Van Buren, Me.—CATV Bureau denied petition by Arostock, licensee of WAGM-TV Presque Isle, Me., requesting that both Teleprompter of Caribou and Van Buren TV Cable Co. provide pre-release network programming nonduplication protection against CHSJ-TV Saint John's, New Brunswick, on their respective cable television systems (CSR-926). Action May 14.

■ Commission informed Teleprompter Corp. cable television operator, that it no longer is required to file special annual reports concerning its purpose and plans in program origination area. In 1970 commission approved transfer of control of various microwave radio facilities as a result of merger of Teleprompter and H&B American Corp., the nation's largest cable operator. Commission conditioned grant on Teleprompter filing annual reports to set forth its progress in program origination proposals and future plans. FCC said through these reports it could check implementation of 1970 program plans presented at time of merger. After submitting four reports, Teleprompter requested clarification of 1970 requirement and asked information submitted in its Form 325 be considered as satisfying requirement. Teleprompter said it had problems in generalizing about company's overall program origination activities and questioned value of such reports in view of commission policy which dealt with cable on system-by-system basis. Action May 11.

# Professional Cards

<p><b>ATLANTIC RESEARCH CORP.</b>  <b>Jansky &amp; Bailey</b>  <b>Telecommunications Consulting</b>            Member AFCEE            5390 Cherokee Avenue            Alexandria, Virginia 22314            (703) 354-3400</p>	<p><b>EDWARD F. LORENTZ &amp; ASSOCIATES</b>  <b>Consulting Engineers</b>            (formerly Commercial Radio)            1334 G St., N.W., Suite 500            347-1319            Washington, D. C. 20005            Member AFCEE</p>	<p><b>A. D. Ring &amp; Associates</b>  <b>CONSULTING RADIO ENGINEERS</b>            1771 N St., N.W. 296-2315            WASHINGTON, D. C. 20036            Member AFCEE</p>	<p><b>COHEN and DIPPELL, P.C.</b>  <b>CONSULTING ENGINEERS</b>            527 Munsey Bldg.            (202) 783-0111            Washington, D.C. 20004            Member AFCEE</p>
<p><b>GAUTNEY &amp; JONES</b>  <b>CONSULTING RADIO ENGINEERS</b>            2922 Telesat Ct. (703) 560-6800            Falls Church, Va. 22042            Member AFCEE</p>	<p><b>LOHNES &amp; CULVER</b>  <b>Consulting Engineers</b>            1156 13th St., N.W., Suite 606            Washington, D.C. 20005            (202) 296-2722            Member AFCEE</p>	<p><b>A. EARL CULLUM, JR.</b>  <b>CONSULTING ENGINEERS</b>  <b>INWOOD POST OFFICE</b>  <b>BOX 7004</b>  <b>DALLAS, TEXAS 75209</b>            (214) 631-8360            Member AFCEE</p>	<p><b>SILLIMAN, MOPFET &amp; KOWALSKI</b>            711 14th St., N.W.            Republic 7-6646            Washington, D. C. 20005            Member AFCEE</p>
<p><b>STEEL, ANDRUS &amp; ADAIR</b>            2029 K Street, N.W.            Washington, D.C. 20008            (301) 827-8725            (301) 384-5374            (202) 223-4664            Member AFCEE</p>	<p><b>HAMMETT &amp; EDISON, INC.</b>  <b>CONSULTING ENGINEERS</b>            Radio &amp; Television            Box 68, International Airport            San Francisco, California 94128            (415) 342-5208            Member AFCEE</p>	<p><b>JOHN B. HEFFELFINGER</b>            9208 Wyoming Pl. Hiland 4-7010            KANSAS CITY, MISSOURI 64114</p>	<p><b>JULES COHEN &amp; ASSOCIATES</b>            Suite 400            1730 M St., N.W., 659-3707            Washington, D. C. 20036            Member AFCEE</p>
<p><b>CARL E. SMITH</b>  <b>CONSULTING RADIO ENGINEERS</b>            8200 Snowville Road            Cleveland, Ohio 44141            Phone: 216-526-4386            Member AFCEE</p>	<p><b>VIR JAMES</b>  <b>CONSULTING RADIO ENGINEERS</b>            Applications and Field Engineering            Computerized Frequency Surveys            345 Colorado Blvd.—80206            (303) 333-5542  <b>DENVER, COLORADO</b>            Member AFCEE</p>	<p><b>E. Harold Munn, Jr., &amp; Associates, Inc.</b>            Broadcast Engineering Consultants            Box 220            Coldwater, Michigan 49036            Phone: 517-278-7339</p>	<p><b>ROSNER TELEVISION SYSTEMS</b>  <b>CONSULTING &amp; ENGINEERING</b>            250 West 57th Street            New York, New York 10019            (212) 246-3967</p>
<p><b>JOHN H. MULLANEY</b>  <b>CONSULTING RADIO ENGINEERS</b>            9616 Pinkney Court            Potomac, Maryland 20854            301 - 299-3900            Member AFCEE</p>	<p><b>MERL SAXON</b>  <b>CONSULTING RADIO ENGINEER</b>            622 Hoskins Street            Lufkin, Texas 75901            634-9558 632-2821</p>	<p><b>HATFIELD &amp; DAWSON</b>  <b>Consulting Engineers</b>            Broadcast and Communications            906 - 36th Ave.            Seattle, Washington 98122            (206) 324-7860</p>	<p><b>MIDWEST ENGINEERING ASSOCIATES</b>  <b>Consulting Engineers</b>            854 A N UNIVERSITY PEORIA ILLINOIS 61614            (309) 682-4233</p>
<p><b>DAWKINS ESPY</b>  <b>Consulting Radio Engineers</b>            Applications/Field Engineering            P.O. Box 3127—Olympic Station 90212  <b>BEVERLY HILLS, CALIF.</b>            (213) 272-3344</p>	<p><b>MATTHEW J. VLISSIDES, P.E.</b>            STRUCTURAL CONSULTANT  <b>TOWERS, ANTENNAS, STRUCTURES</b>            Studies, Analysis, Design Modifications.            Inspections, Supervision of Erection            7801 BURFORD DRIVE McLEAN, VA 22101            Tel (703) 356-9504            Member AFCEE</p>	<p><b>SPOT YOUR FIRM'S NAME HERE</b>            To Be Seen by 120,000* Readers—among them, the decision making station owners and managers, chief engineers and technicians—applicants for am fm tv and facsimile facilities.            *1970 Readership Survey showing 3.2 readers per copy.</p>	<p><i>contact</i>  <b>BROADCASTING MAGAZINE</b>            1735 DeSales St. N.W.            Washington, D. C. 20036            for availabilities            Phone: (202) 638-1022</p>

**Service Directory**

**COMMERCIAL RADIO MONITORING CO.**  
 PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV  
 Monitors Repaired & Certified  
 103 S. Marker St.  
 Lee's Summit, Mo. 64063  
 Phone (816) 524-3777

**CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE**  
 SPECIALISTS FOR AM-FM-TV  
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 Cambridge, Mass. 02138  
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**SWAGER TOWER CORPORATION**  
**TALL TOWER SPECIALISTS**  
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 219-495-5165

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Top-rated, medium market** Midwest beautiful music FM seeks sales manager who can sell and lead sales staff. Send complete resume, earning expectations and goals to Box O-220, BROADCASTING.

**Bus. Mgr./Bkpr.** Fine AM/FM, attractive S.F. area. Exceptional growth opportunity. EOE. Box S-93, BROADCASTING.

**Small to medium** Midwest AM-FM station. All-around experience. Send resume to Box S-153, BROADCASTING.

**Northeast medium market.** Seeks strong self starting salesperson who would like to move to the position of general manager. Excellent opportunity. Send resume and sales track record to Box S-168, BROADCASTING.

**General Manager** of small Midwest educational FM station to start September 1, 1976. State salary requirements. Equal Opportunity Employer. Box S-230, BROADCASTING.

**Program Manager** for classical music format public radio station in upstate New York. Position requires strong serious music background plus demonstrated administrative abilities. Excellent working conditions and benefits. Equal Opportunity Employer. Send resume and salary requirements to Box S-254, BROADCASTING.

**Possibility Thinker** to manage profitable AM-FM non-metropolitan stations in Midwest. Group owned. Sales, growth, and profit oriented. Incentive compensation \$18,000 or more first year. Box S-256, BROADCASTING.

**Top Manager, Religious.** Who can sell, train individuals, develop new business in the religious field only. Station approximately 50 miles outside of New York. Box S-288, BROADCASTING.

**Station Manager** will earn good salary plus bonus at WDXI, Jackson, Tennessee. Station is No. 1 in fastest growing Tennessee market. Management experience essential. Send resume to Jim Glassman, Vice President, Community Service Broadcasting, Box 1209, Mt. Vernon, IL 62864. Please do not call.

**Operations Manager** with programing and automation experience. AM is MOR, FM is Top 40. Apply to Tad Fogel, GM, WINH/WGMB, Georgetown, SC.

**Unique opportunity** for creative, hard working person looking to move up to sales manager. E.O.E. Resume to WSPK, PO Box 1703, Poughkeepsie, NY 12601.

**2 Residence sales managers** (Midwest and West Coast). Full-time travel (Monday through Friday). Salary, commission, incentives provide opportunity unlimited earnings. Availability, background, references, first letter. No phone calls. Community Club Awards, Box 151, Westport, CT 06880.

**Station Manager** for eastern university. The position requires supervision of 5,000 watt FM stereo station, with 3 RCA-equipped studios, automation. Applicants should have MA degree and some administrative experience. Salary is \$12,700. Inquire to: Search Committee, Department of Radio-Television-Film, Temple University, Philadelphia, PA 19122.

**Sales oriented manager** for small market station. Must be capable of carrying a list of accounts, plus the ability to motivate other people on the staff with saleable ideas. Compensation will grow with your performance. Send resume and salary requirements to: Manager, Paul Bunyan Radio Network, 314 E. Front St., Traverse City, MI 49684.

### HELP WANTED MANAGEMENT CONTINUED

**Production Manager:** Responsible for budget, media production coordination; funding searches; sales campaign; familiarity with institutional requirements. Job effective July 1, 1976. Contact: Department of Biomedical Communications, University of New Mexico, School of Medicine, Albuquerque, NM 87131. 505-277-3633.

**Major market religious** station desires general manager. Previous religious experience not necessary. \$25,000 is first-year income with this group-operated station. Rick Davenport 312-693-6171. Chicago.

### HELP WANTED SALES

**Radio station** in major Northwestern market seeks AM sales representative. Must have prior broadcast experience, preferably in the Pittsburgh market, at least 2-1/2 years. Must be proficient in computing reach and frequency computations, as well as having a thorough understanding of the latest research techniques. Should also possess a working knowledge of Pittsburgh advertising agencies and their personnel. Should have a late model automobile. Minimum of two years college education. Equal Opportunity Employer. M/F. Send resumes, financial requirements, references to Box S-283, BROADCASTING.

**Live in one** of America's Top 10 communities. Beautiful scenery and climate 52 weeks. 45 miles from San Francisco. excellent account list. Good guarantee. If you do play by play sports it will help. Box S-297, BROADCASTING.

**Immediate opening** for experienced RAB sales manager, in growing market, who can generate own accounts, train, and supervise sales staff. Salary, override, incentives, benefits. Box S-306, BROADCASTING.

**Hardworking sales person**, some announcing, if desired, first helpful, not necessary. AM MOR; FM, Beautiful Music. KTCH, Wayne, NE 68787.

**Denver, high commission**, great climate, successful talk format, opportunity for man or woman to make good money. KWBZ, 3 West Princeton, Englewood, CO. Sales Manager, 303-761-1150.

**5,000 watt F.T.** Class C FM in south Alabama county of 32,000 needs sales manager, to direct two other salesmen. If you have the drive to go out and make calls, and oversee sales dept. send requirements to WK Hoisington, General Manager, WKYD-WQHO, PO Box 8, Andalusia, AL 36420. EOE.

**Wanted: Sharp, aggressive** radio sales person. Must have experience. Good draw against commissions, expense account, and excellent major company benefits. Major market income with small market convenience. If this sounds good to you, send your resume to Fred Gardini, Sales Manager, WYVA Radio, 1015 Main Street, Wheeling, WV 26003. You start to work on July 1, 1976. An Equal Opportunity Employer.

**Opening** for top position on sales staff WBNR, Beacon-Newburgh, N.Y. Good account list. Good draw. Excellent opportunity for experienced person EOE. Send resume to PO Box 511, Beacon, NY 12508.

**Sales Manager.** Sales person with proven radio sales ability required for WOTK Parsippany, N.J. Person must be ready to move to position of Sales Manager demonstrating high personal sales ability and leadership qualities. Send complete resume and track record to Sound of America Inc., 2711 Magnolia Road, Vineland, NJ 08360.

**Wanted: Streetfighter** to earn \$18,000 yearly. Send resume to WYSL AM/FM Buffalo. Equal Opportunity Employer.

**Experienced heavy hitter.** \$20K + list available plus potential untouched \$10K additional revenue. 504-822-1945.

### HELP WANTED SALES CONTINUED

**Religious broadcaster** with sales experience wanted for full-time religious radio station. Production and air work plus sales. Opportunity to grow with young broadcasting group. Salary plus commission. Call George Anderson, 301-724-7291.

### HELP WANTED ANNOUNCERS

**Morning person** Michigan AM/FM seeking communicator. MOR, top rated. Looking for experience, community involvement, ability to relate one-to-one. Beautiful area. Resume Box S-206, BROADCASTING.

**Quality announcer** wanted for automated station, central Indiana. Training provided for right voice. Send resume. Equal Opportunity Employer. Box S-273, BROADCASTING.

**Country music** program director needed soon. Must know promotion inside and out, for exceptional C&W station in top Southwestern market. Send resume and example(s) of promotions you have created to Box S-300, BROADCASTING.

**Talk show host.** Midwest major market. Please send resume only (no tape). Include telephone number and we will call you. Box S-314, BROADCASTING.

**Florida MOR station** has opening for personality announcer. Must be good in production as well as on the air. Minimum two years experience with solid work record. Salary 10,000 to 13,000 per year. Coastal growth market with stable economy. We are an Equal Opportunity Employer. Send resume to Box S-317, BROADCASTING.

**Immediate opening.** First phone, announcer-salesperson. Base and commissions approx. \$750 to start. Contact Butch Luth, Station Mgr., KIML, Gillette, WY. EOE.

**Personality MOR Jock**, 3rd ticket, no time & temper, good bucks & future. No phone calls. Tape & resume to D.J. MacKinnon, KITE, 8400 Data Point, San Antonio, TX 78229.

**We need a stable, mature, professional** morning air personality. A real sounding, bright, warm and personable one to one communicator that can relate to, and entertain a 20-40 adult audience. Our music is adult contemporary. We offer a stable, secure, professional situation and top salaries. Join our professional family. Send tape and resume to: KRAV Radio, PO Box 746, Tulsa, OK 74101. (An EOE).

**Announcer** with first ticket. Phone 301-272-4400. Evenings call 301-676-6040. WAMD, Aberdeen, MD 21001.

**Contemporary country station** in Alabama looking for experienced communicators with good production ability. We're number one in our market so no beginners please. Salary commensurate with talent. Send tape and resume to Dana Harmon, WBHP Radio Station, PO Box 547, Huntsville, AL 35804.

**Contemp. jock** for midday. Production and experience a must. N.C. market of 100,000. Prefer person from N.C. or Virginia. Send tape and resume to: Rick Roberts, WCNC Radio, Elizabeth City, NC 27909.

**DJ Play-by-play.** Contemporary format. Experienced only. No phone calls. Air check and resume to WFVA, Box 269, Fredericksburg, VA. EOE.

**I have immediate** opening for mature announcer with 1st phone. Must have personality for adult contemporary MOR format. Please send audition tape and resume. EOE. V.G. Balkcum, WGBR, PO Box 207, Goldsboro, NC.



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**HELP WANTED ANNOUNCERS  
CONTINUED**

**WGST is seeking** a radio personality. We require a minimum of two years on-the-air experience in the industry and a current 3rd class FCC operators license with broadcast endorsement. Send tape and resume to Bill Sherard, WGST, PO Box 11920, Atlanta, GA 30355. We are an Equal Opportunity Employer. No phone calls will be accepted.

**Evening personality** for one of the few stations that believes in personality radio! Good group, decent bucks and you can do your thing, if it's done professionally. Send proof to G. Joachim, WHLO, Akron, OH 44313.

**Number One MOR** looking for dynamic on-air personality for PM drive shift. Ability to run tight board, entertain and inform listeners absolutely necessary. 5 years exp. Send tape & resume to Shirley Schell, PD, WHP, Box 1507, Harrisburg, PA 17105. EOE.

**Coastal Florida Station** seeks experienced mature, humorous personality standard pop MOR station must be able to attract and hold majority audience which has made this station leader for the past 25 years. Opportunity for advancement. No floater. Send tape and resume with salary requirements to Randolph H. Miller, WIRA, Fort Pierce, Equal Opportunity Employer.

**We need you** but we won't promise anything we can't deliver. Evening MOR announcer-sales person with some experience and exceptional ability, college or commercial. Sharpen your skills in good small station. Reasonable salary-commissions. EOE. Write: Ross Hunter, WJMA, Orange, VA 22960.

**Morning announcer** for contemporary MOR in Northern New Jersey. WKMB, Stirling, NJ. 201-647-4400.

**Immediate opening** for creative, up-tempo morning personality at Central Florida contemporary/personality rock station. Must be good in production. Send tapes, resumes, references to: John Lander, WLOF, PO Box 15746, Orlando, FL 32808. No phone calls accepted. EOE.

**Immediate opening** for announcer with strong production. Active, involved, small market station in ski/vacation center of White Mountains. Tape and resume to WLTN, Littleton, NH 03561.

**Florida coastal station** has an opening for a morning personality announcer for WOJV-FM, a rock station. Must be experienced and have at least a third class license. Applicant will be judged strictly upon personality (funny, witty, topical), voice quality, production ability, talent, ability to read with color, enthusiasm and clarity. Send resume and salary requirements to Randolph H. Millar, WOJV-FM, PO Box 3192, Ft. Pierce. We are an Equal Opportunity Employer. No floaters please.

**WVOP needs** a creative morning country personality who can also handle some sales. If you're on your way up, spend some time with us. Ken Curtis, Box 900, Vidalia, GA 30474.

**Beautiful music** WWOM-FM Albany, NY, seeks full time staff announcer. Duties include news and production. Experience and third endorsed necessary. Send tape and resume to Mr. Reilly, WWOM, Box 5146, Albany, NY 12205.

**We are seeking** a special caliber of person, who has some knowledge of the fundamentals of communication. Prior experience is not required, but a first ticket is, for those of you who want to learn our brand of radio. Call or write Broadcast Enterprises, Box 968, Powell, WY 82435.

**Morning Announcer-Production Ass't.** Program Director. Two years of commercial broadcast experience necessary. Equal Opportunity Employer. Send salary required, resume and tape to T-H, Inc., Personnel, PO Box 688, Dubuque, IA 52001.

**New station opening** in Sept. Now planning staff. Experienced only's. Send resume and tapes to General Manager, Box 13, Mayfield, KY 42066. Third a must, first better.

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**HELP WANTED TECHNICAL**

**A regional 5,000 watt** needs an experienced engineer who can be chief and also do some competent air work. Engineers hate air work, but read on. This is a solid station in the west, the pay is \$10,000 for the right person, and FM is pending. Which means a competent engineer and be C.E. at a good AM-er, get in on the ground floor of an FM operation, and even may become too busy to have to do air work. With perhaps a raise to boot. How about that! EOE. Box S-205, BROADCASTING.

**Chief Engineer** AM-FM Directional AM. Experienced in studio and transmitter maintenance. New studio facilities. Group owner with benefits. Send experience, resume to Box S-220, BROADCASTING.

**Chief Engineer** for two stick 500 watt daytime. Must be good with maintenance and details. Should have knowledge of automation and FM. \$12,000 per year plus fringe. Send complete resume. Box S-275, BROADCASTING.

**Chief Engineer.** Immediately needed for central NJ daytime. Must be strong on maintenance, FCC rules, proofs, remotes, etc. Good salary for the right person. EOE. Rush reply to Box S-302, BROADCASTING.

**Chief Engineer.** Class 4 AM and stereo Class A automated FM, remote pickup. Must have commercial experience in all of these. Immediate opening. Good salary to start. Excellent opportunity for right person. Call Mr. Johnstone, WMID-WGRF, Atlantic City, NJ. Phone number 609-344-5113.

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**HELP WANTED NEWS**

**Elusive news director** wanted. Our standards are rough, a hundred rejects prove it. What makes you stand out in your market? We need a seasoned, unique, dynamic, creative, witty, adult, one to one motivating communicator that will be heard and talked about. Midwest location with good staff. Resume. Box S-152, BROADCASTING.

**News Director** for two person midwest department. Personal interview required. Box S-239, BROADCASTING.

**Totally qualified newsperson** for S.E. NBC-NIS all-news affiliate. Minimum 3 yrs. experience. Gather, write and anchor. Hustling dept. wants professional news hustler who believes. Box S-292, BROADCASTING.

**News director** with talk show experience. Sports opportunity if qualified. Small northeast market. 3 man news staff. 3rd endorsed. EOE. Box S-293, BROADCASTING.

**News Director:** Chain operation. Excellent opportunity to move into Top 10 market, even though you'll start in mid-size southeast market. Must have good voice, write well and be a hustler. Two years experience required. EOE. Box S-311, BROADCASTING.

**Strong on local news?** Willing to put seven days worth of work into a five day week. Monday through Friday? WGIG and WSBI FM need a good voice, factual style, and solid news ability. We're on the ocean between Jacksonville and Savannah in a fine community. Send your resume and tape to Lee Hogan, Program Director, WGIG/WSBI FM, 801 Mansfield Street, Brunswick, GA 31520. Phone 912-265-3870.

**WGOM/WMRI** is looking for a quality newsreporter. Must have good voice and interested in community and government affairs. Send tape and resume to Gen Mgr, PO Box 538, Marion, IN 46952. An Equal Opportunity Employer.

**All news** and affiliate seeks experienced drive anchor. Must have strong on air presentation, writing, production skills, plus news gathering ability. Third endorsed a must. Send tape, resume writing sample: Pete Mobilia, News Director, WNUS, 34 Sylvan Street, West Springfield, MA 01089. EOE MF

**WOAI Radio** has opening for lead afternoon anchor. Must be experienced journalist with personable delivery. 50,000 watt clear channel, excellent salary. EOE. Tapes to John Barger, GM, 1031 Navarro, San Antonio, TX 78205.

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**HELP WANTED NEWS  
CONTINUED**

**News Director** for nation's first noncommercial all news and information station. You will help design the format for this top 30 market 5,000 watt AM. News director experience a must, all news experience a plus. Resume immediately to Radio Manager, WNED, PO Box 1263, Buffalo, NY 14240. Equal Opportunity Employer M/F.

**News director** who can dig, write, air and direct 2 man staff for growing AM in good medium direct N.Y. state. Tape and resume to PO Box 27, Binghamton, NY 13904.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS**

**We're looking** for an experienced continuity, production person. Must be creative, organized, familiar with all facets of production, and able to handle AM/FM operation. Two great stations with excellent facilities. Resume and salary requirements to Box S-188, BROADCASTING.

**Experienced Beautiful Music** programmer wanted by top syndication service. Tremendous opportunity for right person. Send resume to Box S-290, BROADCASTING.

**Professional/experienced radio** person to teach radio production courses and advise campus radio stations; \$11,500 12/months. MA required. Box S-313, BROADCASTING.

**Program Director** for top ten market contemporary station. Send resume to Box S-316, BROADCASTING.

**Applicant must have** direct production experience. Mature voice required, along with ability to create exciting original production. Send tape and resume to Bill Sherard, WGST Radio, PO Box 11920, Atlanta, GA 30355. We are an Equal Opportunity Employer. No phone calls will be accepted.

**Operations Manager** with programming and automation experience. AM is MOR, FM is Top 40. Apply to Tad Fogel, GM, WINH/WGMB, Georgetown, SC.

**Immediate opening** for copywriter. Central Florida personality rock station. Send samples, resumes, references to John Lander, WLOF, PO Box 15746, Orlando, FL 32808. EOE.

**Assistant Professor.** Teach broadcast law, criticism, management. Doctorate. Write: Chairperson, Speech, Central Michigan University, Mt. Pleasant 48859. Affirmative Action/Equal Opportunity Employer.

**College degree plus** two years experience in broadcast journalism: Writing, reporting, editing, producing newscasts and/or documentary programs. Related graduate study may be substituted for experience or additional related experience for education on an equivalent time basis. Desire experience in operation of equipment related to work. \$9,600-\$13,128 range. Send resume to Mrs. Ann Weisend, Personnel Department, VPI & SU, Blacksburg, VA 24061. An Equal Opportunity/Affirmative Action Employer.

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**SITUATIONS WANTED MANAGEMENT**

**Sales oriented GM** looking for medium, small market station management. Currently GM major group fulltime 5000 watt AM midwest top 75 market. Strong, documentable sales background. Programming, engineering expertise. RAB, CRMC. First ticket. University graduate. 33, married, family. Box R-222, BROADCASTING.

**N.Y.'s No. 1** producer of radio talk shows wants PD/OD with talk/news station. Box S-225, BROADCASTING.

**Experienced group V.P.** Consider good G.M. position if group position unavailable. Under 35, family, references. Box S-236, BROADCASTING.

**Professional broadcaster:** Heavy experience all media, air work. Will consider small investment for active Northeast partnership. Prefer New York, Conn. Box S-245, BROADCASTING.

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**SITUATIONS WANTED MANAGEMENT  
CONTINUED**

**General Manager/Sales Manager:** Sales oriented. Reliable, hard working, accustomed to responsibility. Over 20 years medium to large market AM and FM. Current billings well ahead of last year. Top references. Looking for growth opportunity. Box S-247. BROADCASTING.

**Automated program Manager:** BS Radio & Television production with formal study in Communications Technology, multi-track recording studio technology and computer/digital electronics technology. Six years top 10 market experience. Specialist in modern country, progressive country, disco/R&B and progressive jazz/soul. Seeking high power FMer or small group. Prefer Dixie. Will consider all. Reply Box S-255. BROADCASTING.

**High level program manager** available. Experienced in all phases of major and medium market programing and station operations. Now employed corporate position. Seek new challenge. Box S-266. BROADCASTING.

**Major market GM** wants to return to Oklahoma, Nebraska, Kansas or Colorado. Now running Top 25 market powerhouse which has shown 1000% increase in sales in three years. Mid-30's with 17 years experience in all phases of radio. I'll motivate your people and move your property into high profit. \$40,000 plus profit sharing or purchase arrangement will put me to work for you. Box S-281. BROADCASTING.

**14 years experience** all phases desires management position. Must relocate to lower humidity area. Bob Clark, 24 Clarion Dr., Fredericksburg, VA 22401. 703-371-3840 after 5 P.M.

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**SITUATIONS WANTED SALES**

**Ambitious, successful female** A.E. seeks sales position with management potential in top 70 market. Contact Box S-279. BROADCASTING.

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**SITUATIONS WANTED ANNOUNCERS**

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

**Experienced DJ** prefer country, currently at MOR. Can handle MD or PD position. Let me build an audience for you. Good production. Was operations director for AM-FM automation. I want to work for professional people. Married, Family. Write Box S-212. BROADCASTING.

**Young announcer** with experience and first class license. Willing to go anywhere. Box S-237. BROADCASTING.

**Contemporary program director** seeks Top 40 jock or programing position at medium or major market station. I'm ready to move now. Box S-265. BROADCASTING.

**Former top rated** major market personality now in management. I've seen the light. I want to go back to a big city. Save me! You'll never hear me complain about the management. Excellent references. Box S-267. BROADCASTING.

**Avid sports fan** seeks opportunity in radio sports. College journalism grad, currently employed at 5000 w NBC Top 40 station. 3rd endorsed, locale anywhere. Box S-268. BROADCASTING.

**Creative college grad,** with 3rd class endorsed. Mellow voice that can handle Progressive, MOR, news and production. Ready to work, and relocate. Box S-282. BROADCASTING.

**Getting out!** Military broadcast specialist. 3rd phone, eight years experience with all formats plus production, copywriting, and news, looking for MOR or contemporary station in Southeast. Available June, '77. Let's talk now! Box S-289. BROADCASTING.

**Female D.J.,** 6 years experience, excellent voice. Wants large or medium market. Contemporary MOR or rock. I would be an asset to your station. Box S-296. BROADCASTING.

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**SITUATIONS WANTED ANNOUNCERS  
CONTINUED**

**Progressive rock** full time position is what I'm looking for. Dependable announcer. 2 years experience. Currently employed part time. at Top 50 market progressive station. 3rd endorsed. will relocate. Box S-301. BROADCASTING.

**Dependable college grad,** 3rd phone endorsed, tight board, news, sports, production and sales. Want job near Nebraska but will relocate. Box S-309. BROADCASTING.

**Small town living.** Beautiful music, MOR or country. Friendly mature voice. 14 years experience. 1st phone. Box S-312. BROADCASTING.

**Versatile announcer.** Experienced. 3rd phone endorsed, will relocate preferably northeast. Rich 215-K14-8292.

**C/W, MOR, News,** 13c stamp gets tape/resume. I'm good. Box S-264. BROADCASTING.

**Beginner** looking for rock, personality. Top 40. MOR. Also sports. The person who hires me will someday boast "I gave him his first break." Jim, 911 Linwood St., Hyattsville, MD 20783.

**Announcer,** 3rd endorsed. Mellow sound, tight board, versatile, seeks big break. Available immediately. Write A. Brown, 135 W. 183rd St., Apt. 5A, Bronx, NY 10453.

**Experienced professional.** MOR/Contemporary/Top 40 jock looking for medium market. Call Chet 603-357-4388. Apt. 2, 27 Willow St., Keene, NH 03431.

**Young jazz deejay/sales/news.** Ken Newton, 3084 1/2 Webster, San Diego, CA 92113.

**Northeast, ambitious** Top-Forty rock nite-man. 2 yrs. experience, college graduate, 3rd endorsed. Weekdays 305-721-0582.

**Station managers attention!** Hard working young announcer-deejay, news, copy, sales. Some experience. Available now. Chuck Hunt 714-459-5304.

**Exp. D.J.** looking for work, preferably in So. Ill. or anyplace that has opening. Dave Cardosi, 1378 N.W. Lennington Cir., Kankakee, IL 60901, Ph. 933-6779.

**I'm ready to work.** Any shift at a Top 40/Rock or contemporary station. 3 yrs. experience. 3rd endorsed. Hard worker. Tight board. Paul Hunner, 919-346-9009.

**Attention small markets!** Oldie or MOR format. Single, flexible and will relocate. 3rd endorsed. Call: 513-631-4657.

**Keep for future use:** Available Sept. with BA. Want to settle with solid Penna. organization. Consider small, prefer medium. State starting salary. Married. Have 1st phone, 4 yrs. experience. Resume, check, audition or interview. Steve Ambrose, 410 Pierson Dr., State College, PA 16801.

**New England Area station** needing person with these qualifications: Production, jock, news, music and program direction. Presently employed. Call Dave Macaulay, 617-922-0798. I am an Equal Opportunity Broadcaster.

**Zardozi** Contemporary/Top 40 DJ with 4 years semi-commercial experience and 3rd ticket. Tight board, good production with wild sense of humor. I'm ready now, are you? A.J. Nunez, 1718 Crotona, Park East, NY 10460. Call eves. at 212-378-1631.

**Versatile announcer,** strong voice, bright personality, wants to move up and settle down. PD, country, rock, MOR, production, news, PBP experience. 3rd endorsed. Willing to relocate. 312-741-4081.

**D.J., College,** limited professional experience. Good voice, up-tempo. Seeking small market contemporary. 716-873-0706.

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**SITUATIONS WANTED TECHNICAL**

**Engineer with excellent** background of experience seeking position with stable operation with Southeast or West Coast station. Small or medium market preferred. Box S-276. BROADCASTING.

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**SITUATIONS WANTED TECHNICAL  
CONTINUED**

**Chief Engineer/Announcer.** Small market AM-FM wants to move up to medium or major market radio or TV engineering. Available now. Bob Cooper, 1803D Lisbon Rd., Morris, IL 60450. 815-942-4870.

**Superb engineer plus.** Since 1942. Voice of America, consultant, administrator, sales, automation. Seeking small market position, competent associates. 206-424-3637.

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**SITUATIONS WANTED NEWS**

**Woman anchor/reporter** with eight years major/medium market experience plus national awards seeks position in stable news operation. Box S-252. BROADCASTING.

**6 year sports** director/newsman desires permanent relocation in similar position. Currently employed 100,000 market. Midwest preferred. All inquiries considered. Box S-260. BROADCASTING.

**Aggressive news director.** Seeking major-medium market challenge. 20 years experience. 1st phone. Can double in television or telephone talkshow. Box S-269. BROADCASTING.

**Total news professional** looking for a challenge! I have experience in anchoring newscasts, writing, producing and street work. I want a position that I can get my teeth into. Box S-274. BROADCASTING.

**Outstanding interviewer** and experienced news professional is seeking a station that needs an aggressive, dedicated and talented man in their news department. Box S-277. BROADCASTING.

**Award-winning pro** sportscaster. Fast-riser. 5 yrs. experience, top education. Wants position commensurate with abilities. Sports director, reporter, or pbp soccer, football, basketball, baseball. Presently SD. Family, 31, vet. Resume, tape, exc. ref. Larger medium, metros and nets only, please! Box S-280. BROADCASTING.

**Newsman/editor.** 4 yrs. experience. No small markets. NIS stations preferred. 313-534-0251.

**Returning to radio.** 20 years experience, sales, management, production, air personality. 609-883-8990.

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**SITUATIONS WANTED PROGRAMING,  
PRODUCTION, OTHERS**

**Looking for** small market Texas operation needing PD. Seven years experience, sales included. Box S-64. BROADCASTING.

**Experience:** major, small market news, medium, small music, B.A. Preter SW. Whatacha got? Box S-315. BROADCASTING.

**3rd world PA** producer director. 4 yrs exp, music, production, interviewing. Resume, tape by request. Will relocate. 617-296-9295. Toni Lewis, 6 Courtland Rd., Mattapan 02126.

**1st phone** wants to try programing Loves production. Some broadcast experience. For resume write Mike Swetz, 1031 East 231st Street, Bronx, NY 10466. 212-654-7874.

**Creative copywriter.** Prod., programing, sales. Interested local station with lots of work. Married, Paul Phaneuf, 4265 Altadena, San Diego, CA 92115. 714-280-6514.

**Adult Contemporary** program director looking for FM station in Top Twenty market that wants to be number one. For composite tape call 512-655-8049.

**Major market air** personality presently employed, with a programing background. Looking to program medium to major market Top 40 operation. 312-236-6848.

## TELEVISION

### HELP WANTED MANAGEMENT

**Network affiliated UHF** in stable market seeks business manager capable of running the inside shop from administration to budgets and cost control in order to free manager for emphasis on sales. Resume and financial requirements to Box S-259. BROADCASTING.

**Traffic Manager** for progressive station in Gulf Coast Market. Presently in process of converting to Bias Computer Traffic System Equal Opportunity Employer. Send resume and salary requirements to Box S-284. BROADCASTING.

**Interdisciplinary education and research institute** seeking Assistant Director for Community Education to develop and administer media delivery of programs in community education and manpower development in criminal justice. 12-month salary \$20,000-\$30,000 DOE. Appointments during June/July. Send vita to: Dr. John Havelock, Director, Criminal Justice Center, University of Alaska, 3211 Providence Avenue, Anchorage, AK 99504. Further information on request We are an Affirmative Action Employer

**Chief Financial Officer.** Major group broadcaster located in upstate New York needs chief financial officer. Key top management member. must have demonstrated ability in internal controls, operating budgets and consolidated financial statements CPA preferred. Resume to W.M. Thomas, PO Box 550, Ithaca, NY 14850.

### HELP WANTED SALES

**TV station** in major northwestern market seeks National sales manager. Minimum two years national TV sales experience. Equal Opportunity Employer M/F Send resumes, financial requirements, references to Box S-278. BROADCASTING.

**Sales Manager TV,** group owned station. Midwest market. seeking aggressive sales manager who can motivate and take charge. Excellent salary, plus incentives for increases over prior year, and other fringe benefits. EOE. Send resume and financial requirements to Box S-303. BROADCASTING

### HELP WANTED TECHNICAL

**Maintenance Chief** with superior technical qualifications needed by Texas VHF. Box S-105. BROADCASTING.

**Chief Engineer** fully experienced all phases. UHF network affiliate ideal Florida community. Small staff excellent facilities. EOE. Box S-235. BROADCASTING.

**Chief Engineer** for television remote company. Min. 3 yrs. remote experience. Familiar with maintenance of RCA cameras and Ampex 1200 VTRs. Must be willing to travel. Southwest area. Box S-287. BROADCASTING.

**Maintenance engineer** with experience in remotes and supervision for TV station in top 10 market with very active remote schedule. Applicant must have FCC first class and 5 to 10 years experience. Box S-294. BROADCASTING.

**TV transmitter.** Maint/opr. TT 50AH. Midwest An Equal Opportunity Employer. Phone CE 317-924-4381. WISH-TV.

**University media center** CCTV studio engineer to install, operate and maintain B/W and color equipment. Must have completed TV-electronics training program from vocational, factory or military school. Early evening shift. Two years experience and first class FCC desirable. Available: immediately. Beginning salary range: \$816/month. Mr. Kim Krusco, Media Services TV, Illinois State University, Normal, IL 61761. 309-436-5461.

**Operating Engineer,** with first class FCC license to work television control room. Immediate opening. ideal community located in Alaska. Send resume and salary requirements to: George Howard, Chief Engineer, Northern Television, Inc., Box 2200, Anchorage, AK 99510.

**Chief Engineer wanted** with UHF transmitter experience. Prefer experience with RCA equipment. Equal Opportunity Employer. Send resume to: E.F. Bigbie, Vice President of Engineering, WJCL, PO Box 13646, Savannah, GA 31406.

### HELP WANTED TECHNICAL CONTINUED

**Upstate New York CCTV & production center** requires maintenance engineer for full color facility. Experience should also include Ampex one-inch videocassette and related CCTV gear Salary \$10,000+. good benefits with major university Reply to Douglas Dunning, Chief Engineer, ETV Center, MVR Hall, Cornell University, Ithaca, NY 14853

### HELP WANTED NEWS

**Television reporter** with a minimum of 1 year experience in gathering, writing and covering news events. Must be familiar with 16mm film camera operation and film editing. We want a person that will do what is necessary to get the story, we don't want stars Box S-171. BROADCASTING

**Qualified weathercaster** for network affiliate Fast growing Southwestern market Applications from women encouraged An Equal Opportunity Employer Send resume and picture to Box S-229. BROADCASTING

**Anchor-producer** with major market ability for nightly news show Tape resume to KSTW News, Box 11411, Tacoma, WA 98411

**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 An Equal Opportunity Employer

### HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Director of Programing** for Northeast Public Television station. Experience in programing, production and promotion needed from either commercial or non-commercial TV Send complete resume to WCBW, 1450 Lisbon St., Lewiston, ME 04240 Equal Opportunity Employer.

**Production Manager** needed for top flight production station. Should have previous prod mgr. experience or in-depth experience in producing and directing. Must be skilled in handling of and getting work thru people. Contact Prog. Director, WFRV-TV, PO Box 1128, Green Bay, WI 54305.

**Film editor:** minimum 2 yrs. exp. local TV; Silent & Sound news: A & B Simul Rolls, creative news pkgs Reply to Personnel Manager, WMAR-TV, PO Box 1957, Baltimore, MD 21203.

**Art Director.** Public television WMFE seeks experienced art director to supervise full-service graphics department. BA in commercial art or equivalent experience. Salary 11 to 14K Call Sheri Lamb 305-855-3691 Equal Opportunity Employer

### SITUATIONS WANTED MANAGEMENT

**Experienced station manager** looking for new challenge. Has an excellent record of building community, personnel, and client pride. Cost controls, programing, promotion, engineering, production If you are tired of having an "also ran" TV station, make the one positive move to being number one Contact Box S-218. BROADCASTING.

**General Manager,** 25 yrs. experience all phases television broadcasting. Builder of profits and prestige thru hard work Thorough knowledge of license renewal, sales, programing, promotion and production Outstanding track record and top references Box S-219. BROADCASTING

**Employed creative services director** at top 40 net work v available June 15th. Seeking small or medium management opportunity to renovate your station's approach to creative program operations If your local programing doesn't stand head and shoulders above your competition's, if your IDs aren't exciting, if your promos aren't electric, if your news show looks like every other news show, and if your commercial production is less than No. 1 in the marketplace, then maybe you should consider a man who will re orient internal station morale and create the kind of on air operations which translate into station recognition in the marketplace and higher numbers. Major markets inquiries encouraged only if you want people to notice that your station does things differently, with a twist of excitement and life. Single, 30, professional, college, experienced and above all Christian Please reply to Box S-285. BROADCASTING

### SITUATIONS WANTED MANAGEMENT CONTINUED

**General Manager.** Also sales manager, programmer, etc Thoroughly experienced and successful all phases, including station ownership, management, sales, programing, film-buying, production, news, promotion; community involvement. Outstanding credentials' Television 21 years, radio 8. Age 46. Degreed. Aggressive, innovative, quality competitor. Accustomed to formidable challenges; much responsibility Specialist in programing and sales! Can increase, substantially, your profits and prestige. Box S-291. BROADCASTING

**Recent graduate** with degrees in accounting and radio and television desires beginning accounting job in television station Will relocate at my expense. Box S-310. BROADCASTING

**Wharton Honors MBA,** 30, BSEE Rensselaer, several years management consultant with prestige firm, now own marketing consulting firm, seeks broadcast industry management career, FCC first class license, did on-air, programing management, business/advertising management, engineering, etc for college station Box 283, Arlington, MA 02174.

**Versatile TV worker** desires challenging position with precedent-setting organization Practical, creative, industrious Thirteen years TV experience in art, photography, writing, offset printing, production and directing Create and operate profitable and popular network-quality puppets Twelve years solid business background prior to TV employment. Presently voluntarily working-out two months notice as VHF art director Available June 30th Dan R. East, PO Box 3280, Chattanooga, TN 37404

**Gen sis mgr** (ten years) Top 100 S.E. market. Background includes managing, production, program and local sales depts. Recommendations include present employer (group pres.), three major rep firms. Avail. able for GM or SM position. Contact Jack Sausman 615-756-5500

### SITUATIONS WANTED TECHNICAL

**Maintenance situation:** First phone, 28 yrs. transmitter, preference, solid state, comp etc. Box S-214. BROADCASTING

**First phone technician** Excellent film background adaptable to mini-cameras, Emmy award-winning sound mixer, Five years experience. Adaptable to your needs TV or radio. Jon Christodoulou, 110 Seaman Ave. NYC 10034.

### SITUATIONS WANTED NEWS

**Employed,** but in a rut. Looking for anchor or weekend anchor/reporter opening. Medium or small market Degree. Box S-173. BROADCASTING.

**Anchorman/Producer/Reporter.** Strong investigative and documentary background. Excellent appearance, writing and delivery. Large and small market experience. Box S-262. BROADCASTING.

**News Director.** Excellent experience, accomplishments Solid credentials include network-related work Tired of urban hassle. Seek medium-large market in south or west. Box S-270. BROADCASTING.

**Mature anchor/host** for news reporting, interviews, features, documentaries, public affairs. Versatile. Knowledgeable. Magnificent voice. Box S-299. BROADCASTING.

**Professional returning** to broadcasting. 20 years experience, weather, sports, producing, directing. 609-883-8990.

**1975 Stanford Journalism grad.** San Francisco TV news experience. Seeking reporter or newswriter job. Videotape available. Craig Heaps, Box 8327, Stanford, CA 94305, 415-965-4957

**Aggressive journalist** former radio news director, seeks switch to challenging position in TV news department Some TV experience, BA journalism. Call collect 703-389-5143.

**Street reporter.** Experienced, Top 75, with BA journalism. Currently full time radio, want back into TV or R-TV combo, VTR available.

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**SITUATIONS WANTED NEWS  
CONTINUED**

Experienced stringer in SIL & SOF available for summer. Resume. Charlie Kendall, 1217 11th Ave., Yuma, AZ 85364. 602-783-8947.

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**SITUATIONS WANTED PROGRAMING,  
PRODUCTION, OTHERS**

**Creative, mature young** man seeking directing position in a small or medium market. School training with experience in news and public affairs programs. Familiar with vtr production techniques and studio operations. Will relocate, eager and dependable. Write for resume. Box S-92. BROADCASTING.

**Program, promotion, production** manager. Experienced in all phases of cost controls. Can inspire a staff to give their all with pride. Perfect track record of building stations into number one position. Looking for a station that presents a challenge. Box S-223. BROADCASTING.

**Artist/art director.** Masters, experienced, creative, sober, dependable, hard worker. Currently employed, excellent record and references. Duffy Toler. 70 Adams, Rochester, NY 14608.

**Commercial Producer,** 1 1/2 yrs. experience copywriting and production. Film and VTR format. Lee Nassau, 2407 Highland Avenue, Norwood, OH 45212. 513-531-2828.

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**WANTED TO BUY EQUIPMENT**

**Need used** Hi Band TV transmitter. Prefer RCA type TT-11AH but would consider any 5-15 kilowatt units. Write stating make, model, location, condition and price. Box S-146. BROADCASTING.

**Wanted: PE350** studio camera chain. Must be operational and in good condition. Write Box S-261. BROADCASTING.

**TR-5 HI** or low band with splicer. Box S-295. BROADCASTING.

**Wanted to buy:** RCA TTU-1B television transmitter. Mack Johnson, WCPT-TV 615-484-5168.

**California based non-profit** inter-faith group offers tax receipts for usable broadcast production equipment. Already producing (four years) expanding to meet demand of religious community for more quality childrens', educational, religious, informational material. Redwood Television Ministries, Inc. 415-886-6300.

**Want to buy** Norelco PC-70 + accessories. Call Scott Kane, Telemation Productions 312-729-5215.

---

**FOR SALE EQUIPMENT**

**Acme visible logger** includes stand, 50 metal page frames, and 6000 cardboard strips. Excellent condition. S300 complete. Box S-286. BROADCASTING.

**Save on vacuum** capacitors. Jennings UC5L 1000 variable 10-1000 pf, 5000 volts. S150. Box S-298. BROADCASTING.

**Moseley stereo generator,** model SCG-3T. complete with rackmount and power supply. electrically identical to RCA BTS-1B stereo generator, like new condition. Contact: Noel Moss, KEZK, 1780 S. Brentwood Blvd., St. Louis, MO 63144. Phone 314-968-5550.

**50 KW AM** transmitter was operating satisfactorily when removed from service in February, this year. Continental 317B installed new in 1959 and operated daytime hours only. HV transformer rebuilt in 1975. Tubes have less than 500 hours. Now stored in controlled environment. Good unit. good buy. Steve Schott, KLIF, Dallas.

**C-Mount Zoom Lens.** perfect for production. commercial work. Fujinon CCTV. 1:2/18-144 standard manual. Two, both like new. Make offer. Ian Pearson, WANE-TV, 219-743-0289.

**Gates M6146** stereo generator good condition factory overhauled 8-74. S1000 with M5534 exciter S1550. Presently on air. WGSM, Melville, NY 11746. 516-423-6740.

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**FOR SALE EQUIPMENT  
CONTINUED**

**Schafer automation,** model 800. 5 Ampex AG 440, network joiner, 3 carousels. (2 R.S.). logger. SMC card reader for programing carousels. was running Hit-parade format. S12,500.00. 803-279-2330. WZZW. PO Box 1584, Augusta, GA 30903.

**Beau Tape heads** for popular audio cartridge tape machines. All Mono 2 track heads S19.00; all stereo 3 track heads S69.50. Replace your Nortronic heads. UMC Electronics Co., Box 307, North Haven, CT 06473. 203-288-7731.

**McMartin TR-66** SCA receivers new in cartons at reduced prices. Antennas, Permadyne and McMartin TRE-4 receivers at sacrifice prices. Call KSTT 319-326-2541.

**Gates SP-10** automation programmer. logging system, time selector, associated equipment and Criterion 55. Call KSTT 319-326-2541.

**Cohu 1510 Color** film chain, remote. M-3 multiplexer. base, RCA TP-66 Projector mag & remote plus slide projector, all excellent condition. S32,500.00. 1-205-591-4800.

**Ampex VR-1200** Hi band quad. loaded except Vel Comp and editor. Includes bridge and 2 heads. available June 1. S37,500.00 205-591-4800.

**I.G.M. automation series** 730 4 reels stereo, plus instant cart. Price new S50,000. Will sell S30,000. 4700 S.W. Council Crest, Portland, OR. 503-226-7676.

**For Sale:** 2 B/W TMC 2100 cameras, with remote and studio CCU's. Cameras are in good condition and include pedestals, tripods, dollies, cables and 10 to 1 zoom lenses. Also included, 1 TSG 2000 2 section sync gen. Make offer Redwood Teleproductions, 19300 Redwood Road, Castro Valley, CA 94546. 415-886-6300.

**1 Gates BC-1T** 1 KW transmitter. 1 Spotmaster 405A playback unit. Call Chuck Davis 316-624-2556.

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**COMEDY**

**Deejays:** New, sure-fire comedy! 11,000 classified one liners. S10. Catalog free! Edmund Orrin. 2786-B West Roberts, Fresno, CA 93711.

**Contemporary comedy!** Most usable deejay service available! Hundreds have renewed! Freebie! 5804-B Twineing, Dallas, TX 75227.

**Fruitbowl!** Perfect for on-the-air p.d.'s and managers. If you can't do all the prep you know you should, let Fruitbowl help! Much more than a gag-sheet! Free month's trial subscription. Fruitbowl, Dept. "C", PO Box 382, Fair Oaks, CA 95628.

**365 days** of laughs, page a day. S5 per month. Box 183, Prospect Heights, IL 60070.

**Fresh 1 to 4** lines humor, bi-weekly. 3 month trial S20. Samples S2. Farquhar, S. 2315A Tekoa, Spokane, WA 99203.

**100 contemporary song** adlibs only S5. Always good for laughs. You get adlibs for specific songs old and new. No DJ should be without this book. Jim Foohy, 710 Rhine Blvd., Raritan, NJ 08869.

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**MISCELLANEOUS**

**Prizes Prizes! Prizes!** National brands for promotions, contests, programing. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611. call collect 312-944-3700.

**If you do Author** interviews, talk shows, etc., keep up to date on the latest books! More than 200 of them are reviewed in each issue of The West Coast Review of Books. 6311 Yucca Street, Hollywood, CA 90028. Sample copy: S1.25.

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**PLACEMENT SERVICE**

**Many Top 40,** MOR and country and western openings available now! Rush tapes and resumes to: Air Talent Placement, 1516 Hinman, Suite 505, Evanston, IL 60201.

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**PERSONNEL AVAILABLE**

**TV production personnel** available. Camera, audio, floor, switch, direct. Booth on-camera announcer experience also. Unique vocational curriculum combines on-air experience through PTV station with broadcast media training. Ginny Holder, AAVTI, Austin, MN 55912. 507-437-6681. Fully trained radio personnel also available.

---

**PROGRAMING**

**Nationally known** management consultant is now available to pump up ratings and billings for under developed radio stations. Protect your investment. Bill Elliott & Associates. 305-967-8838.

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**INSTRUCTION**

**No FCC License?** Tried every way but the right way? It's time for Genn Tech. Free catalog. Home study, 5540 Hollywood Blvd., Hollywood, CA 90028.

**Job opportunities** and announcer-d.j.-1st class FCC license training at Announcer Training studios, 152 W. 42nd St., 3rd floor, NYC. Licensed and V.A. benefits.

**Institute of Broadcast Arts.** 75 East Wacker Drive, Chicago, 4730 West Fond du Lac, Milwaukee. Current FCC license updates. Approved for Veterans benefits, financing available. Lowest prices in the Midwest. 312-236-8105 or 414-445-3090. Results guaranteed.

**First Class** FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute (formerly Elkins Institute), 8010 Blue Ash Road, Cincinnati, OH 45326. Telephone 513-791-1770.

**FCC License** study guide. 377 pages. Covers third, second, first radiotelegraph examinations. S9.95 postpaid. Grantham, 2002 Stoner, Los Angeles, CA 90025.

**No: tuition, rent!** Memorize, study—Command's "Test-Answers" for FCC first class license—plus "Self-Study Ability Test." Proven! S9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967.)

**1st Class FCC,** 6 wks. S450.00 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin June 21, August 2 and Sept. 13. Student rooms at each school.

**REI.** 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

**REI.** 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

**Omega State Institute,** your best choice for FCC license training. Learn to work tests right. Survive FCC updates. Veterans approved. Financing. Out of state students welcome. Free booklet. Call or write today. 312-321-9400. 235 East Grand Avenue, Chicago, IL 60611.

**Get your first** to get there first! Don Martin School of Communications! Since 1937, training broadcasters for Broadcasting! 1st phone training 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, CA 90028. Call 213-462-3281 or 213-657-5886.

**San Francisco.** FCC license 6 weeks, 6/28/76. Results guaranteed. Veterans approved. School of Communication Electronics, 150 Powell St., 94102 415-502-0194.

**Cassette recorded** first phone preparation at home plus one week personal instruction in Boston, New York, Philadelphia, Detroit, Atlanta, Chicago, Los Angeles. Our twentieth year teaching FCC license courses. Bob Johnson radio license training, 1201 Ninth, Manhattan Beach, CA 90266. Telephone 213-379-4461.

## RADIO

### Help Wanted Programing, Production, Others

"Radio-TV faculty opening, 1976-77. Candidate should have significant professional experience; advanced degrees preferred. Opportunities for developing radio-TV resources and curriculum. Send resume to Dean, School of Journalism, Drake University, Des Moines, Iowa 50311. Applications from minorities, women encouraged."

### Situations Wanted Announcers

**ONE ON ONE COMMUNICATOR!**  
Unorthodox Approach to AM Drive Proven Adaptable with Any Format! No.1—With No Close 2nd—in All Demos, Cumes and 1/4 Hrs with Major Market Competition. This Mass Appeal, Total Concept Approach Bills Annually in Excess of \$300,000 in a Secondary Market... IT'S YOUR MONEY! Large and major Markets Call 314-727-8721.

**ANNOUNCER, SOME EXPERIENCE**  
Into progressive or album-oriented rock. Low-key delivery; not a space-cadet. Good production and news. Will relocate to small/medium market. Gene Davis, 633 W. Oakdale, Chicago 60657. 312 327-9529.

### Situations Wanted News

**Attention S.E. College Football Radio Nets**  
Experienced PBP Sportcaster looking for Free Lance this fall Strong Credits. Excellent References.  
Box S-203 BROADCASTING.

**AWARD WINNING REPORTER!**  
Eight years experience, equally at home on the streets or in the Newsroom. A pro at any kind of interview, recently co-host of top-rated sportstalk show—some P-B-P. available immediately/references.  
John Adams, 316-683-1248.

### Situations Wanted Programing, Production, Others

**GOOD/BEAUTIFUL MUSIC professional** looking for program position. 7 years experience. Welcome challenge; responsibility. Currently in D.C. Excellent references.  
Box S-243, BROADCASTING.

**REMOTE SPORTS BROADCASTING** Group will produce complete schedules for any sized market. Group will provide full service: colorful, articulate talent, spotters, statisticians, engineers, etc. Group has own equipment and impeccable knowledge of many sports! 3 yrs. experience. For tapes and details, write: Box S-248, BROADCASTING.

## TELEVISION

### Help Wanted Management

**NEWS MANAGEMENT**  
Dynamic, creative person with solid TV news experience who wants to move to top management. 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 and photograph to Box S-96, BROADCASTING.

### Help Wanted Sales

**SWITCHER SALES:** Locate L.A. area, willing to travel West coast. Like to sell quality products. Write:  
Nubar Donoyan  
Vital Industries, Inc.  
3700 N.E. 53rd Avenue  
Gainesville, FL 32601. Tel: 904-378-1581.

### Help Wanted Programing, Production, Others

University Regional Broadcasting, Inc. is now staffing a new operations center in Dayton, Ohio, for the operation of WOET-TV and WMUB-TV. The relocation of operations and staff expansion provide the following employment opportunities:

Position	Date Available
Asst. to the Dir. of Development	June 7, 1976
Technical Operations Supervisor	July 1, 1976
Broadcast Engineers (3)	September 1, 1976
Operations Manager	June 7, 1976
Asst. to Operations Manager	July 19, 1976
Producer/Announcer	September 1, 1976
Traffic/Clerk	July 19, 1976
Typist/Receptionist	September 1, 1976

For further information, contact:  
University Regional Broadcasting, Inc.  
3131 South Dixie Drive  
Dayton, Ohio 45439  
*An Equal Opportunity Employer*

### Miscellaneous

## ATTENTION RADIO STATIONS

### West of the Mississippi

HERITAGE ENTERPRISES, INC. will run a coupon book for you and pay better than any other promotion from the West Coast.

Absolutely no cost to you and the computer read out radio station survey is included at no extra cost.

Call for Brent Larson at Radio Station **KXA** in Seattle—Phone 206-682-9033 for more information.

Contact us today for a full blown promotion you can't afford to pass up.

## Program Assistant (Continuity/Production)

Top-rated network affiliate in beautiful medium-sized California market needs an experienced TV Continuity/Production person to assist Program and Creative Directors. Should be totally familiar with all aspects of studio operations; an "idea" person in copy writing—and announcing ability would be a "plus" consideration factor. Starting salary is \$11,000 per year with numerous fringe benefits, including profit sharing. If interested and qualified, please send complete resume in the strictest confidence to:

Box S-272, BROADCASTING.  
*An Equal Opportunity Employer M/F*

### Situations Wanted Sales

**Saleswoman**  
Print, radio, TV sales experience. Major market news and production background. Want sales spot-station or rep firm.  
Box S-308, BROADCASTING.

### Situations Wanted News

**ECONOMICS REPORTER**  
Ph.D. in econ.; TV reporting experience; strong voice; good face; aggressive; VIDEOTAPE available to serious inquiries. Mel Stone, Econ Dept., Grand Forks, N.D.

### Placement Service

**RADIO-TELEVISION CATV Looking For A Job?**  
Mail Us Your Resume Now!  
William J. Elliott, Jr.  
& Company, Inc.  
6198 Forest Hill Blvd.  
Suite 104  
West Palm Beach, Florida 33406  
305-967-8538

### Miscellaneous Continued

**THE DECLARATION OF INDEPENDENCE** should be broadcast several times on **SUNDAY—JULY 4, 1976**—during our bicentennial. Hayden Huddleston's 11 minute narration is yours for only \$15.00 outright buy. Easy to sell. Send check for your tape today. **HAYDEN HUDDLESTON PRODUCTIONS, INC.** 305 Shenandoah Building, Roanoke, Virginia 24011.

**RADIO SURVEYS FROM \$495 (INTRODUCTORY OFFER)**  
Broadcasters with 40 years experience. Diary or phone. Agency recognized & accepted. "Feed-back" free (invaluable listener comments) radio-sams... Box 1454 Augusta, Ga. 30903... (404) 738-4581. Also Washington, D.C.

**SECTION 315 RIGHTS & RESPONSIBILITIES**  
Concise summary of state-of-the-law in Equal Opportunities, as of 5/1/76. A must reference for broadcasters, candidates & students in this election year. Includes case citations of such recent rulings as Chisholm & CBS-Aspen. Send \$5 per copy to **BARM SERVICES**, Box 568, Olney, Maryland 20832.

## Employment Service

WE HAVE THE JOBS!!!  
Subscribe To:



Box 61, Lincolndale, N.Y. 10540  
Number "One" in Weekly Nationwide  
Employment Listings for Radio,  
TV, DJ's, PD's,  
News, Announcers, Sales & Engineers.  
\$15.00 3 mo. (12 issues); \$30.00 12 mo.  
(50 issues) No C.O.D.'s, Please

# LAST TIME!

# NEWSPEOPLE

Nationwide Broadcast Placement Firm seeking  
to expand and update its files ...

If you're interested in moving UP to another market  
now or in the future ... write us, detailing  
background, salary history, etc. OPENINGS  
AVAILABLE.

Replies held in strictest confidence and  
answered promptly.

**DEAL WITH THE PROS!**  
Box S-211, BROADCASTING.

## Personnel Available

### OWNERS

Our client offers a dynamite package including  
general manager, sales manager, program director,  
music director, production manager and chief engineer,  
as well as three top-rated, major-market  
air-personalities. In short, they are a  
staff looking for a place to happen. New  
York or New Lebanon. Los Angeles or  
Los Alamos. This staff can win  
anywhere. Do you have the facility and  
signal but not the ratings and billing?  
We'd be happy to talk to you about  
changing all that. Write: Capital Programs  
Company, 1 N. LaSalle Street,  
Suite 4700, Chicago, Illinois 60602.

## Wanted To Buy Stations

Experienced radio owner, general  
manager, sales manager. Program  
manager is interested in  
investing up to 25,000.00 cash  
in a station that also needs on  
the spot management. If you are  
in need of a working partner  
please write. All replies will be  
treated on a confidential basis.

Box S-271, BROADCASTING.

BROADCASTING does not forward tapes of any kind.  
PLEASE do not send them to us ... they will be  
returned to you.

## For Sale Stations

### UPPER MIDWEST

Attractive daytimer with 6 a.m. sign-on in  
medium sized two station market. Excellent frequency,  
potential for fulltime. Facilities recently  
remodeled and renovated.

Stock purchase permits assumption of long  
term, low interest mortgage and tax credits.  
Priced at \$495,000, which is less than 7x  
operating income. A minimum of \$200,000 cash  
is required.

Reply to Owner, including evidence of financial  
qualifications. Write Box R-229, BROADCASTING.

5 kw daytime, South. Ethnic money-  
maker. \$275,000 cash is less than  
1.5 X gross. This one will go fast.  
No Brokers.

Box S-145, BROADCASTING.

### PACIFIC NORTHWEST

Small market. Exclusive to market.  
Daytime. Illness forces sale. \$22,000  
down. Low monthly payments.

Box S-304, BROADCASTING.

### NORTHEAST

AM-5000 Watts-full-time large market \$350,000  
down payment-6 year payout to responsible  
buyer-plus 1 year moratorium. May lease  
tower, bldg. full equipment with option to buy.

Box S-307, BROADCASTING.

1000 watt Daytimer at 910 KHZ  
\*City area about 95,000 in metro area of about  
295,000. \*Western part of Virginia. \*Only black  
programed station in the market. A must buy for  
many national and regional accounts. \*Volume  
about \$130,000.

\*About 5 acres and building included. Possible  
to operate at transmitter site.  
\$250,000. Owner will help finance.  
BUSINESS BROKER ASSOCIATES  
815-894-7511

**LARSON/WALKER & COMPANY**  
Brokers, Consultants & Appraisers  
Los Angeles Washington

Contact:  
William L. Walker  
Suite 508, 1725 DeSales St. N.W.  
Washington, D.C. 20036  
202-223-1553

## For Sale Stations Continued

### MEDIA BROKERS APPRAISERS

RICHARD A.  
**SHAHEN** INC.  
435 NORTH MICHIGAN - CHICAGO 60611  
312-467-0040



Brokers & Consultants  
to the  
Communications Industry

**THE KEITH W. HORTON COMPANY, INC**

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P.O. Box 948 • (607) 733-7138

East	Sub	FM	175K	50K
West	Medium	Daytime	225K	29%
East	Metro	Daytime	350K	100K
M.W.	Metro	Daytime	450K	130K
S.E.	Metro	CATV	355K	29%

Atlanta - Boston - Chicago - Dallas  
New York - San Francisco



**CHAPMAN ASSOCIATES**  
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# TWINING

Communications Investments

68 Post Street

San Francisco 94104

(415) 981-5510 - (408) 624-7710

## BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only

Rates, classified listings ads:

- Help Wanted, 50c per word - \$10.00 weekly minimum.  
(Billing charge to stations and firms: \$1.00).  
- Situations Wanted, 40c per word - \$5.00 weekly  
minimum.

- All other classifications, 60c per word - \$10.00 weekly  
minimum.

- Add \$2.00 for Box Number per issue.

Rates, classified display ads:

- Situations Wanted (Personal ads) \$25.00 per inch.

- All other \$45.00 per inch

- More than 4" billed at run-of-book rate.

- Stations for Sale, Wanted to Buy Stations, Employment Agencies  
and Business Opportunity advertising requires display  
space.

Publisher reserves the right to alter Classified copy to  
conform with the provisions of Title VII of the Civil  
Rights Act of 1964, as amended.

## MAJOR MARKET AM/FM

AM very profitable; high power FM is undeveloped — excellent top  
15 market. Offered exclusively for \$1,300,000 cash, by . . .

# CECIL L. RICHARDS, INC.

Media Brokers

Radio — TV — Newspapers

Call 'Lud' Richards (703) 821-2552

NEW  
ADDRESS



Suite 408, 7700 Leesburg Pike, McLean, Va. 22043

# Stock Index

Stock symbol	Exch.	Closing Wed. May 26	Closing Wed. May 19	Net change in week	% change in week	High	1976 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)	
<b>Broadcasting</b>											
ARC	N	31 3/4	32 7/8	- 1 1/8	- 3.42	32 7/8	19 7/8	32	17,289	548,925	
CAPITAL CITIES	N	48 3/4	47	+ 1 3/4	+ 3.72	52 5/8	42 1/4	15	7,716	376,155	
CBS	N	52 7/8	53 7/8	- 1	- 1.85	58	46 3/4	12	28,313	1,497,049	
COX	N	32 3/8	32 1/8	+ 1/4	+ .77	36 1/2	28 3/4	13	5,861	189,749	
GROSS TELECASTING	GGG	A	11	10 7/8	+ 1/8	+ 1.14	12 3/8	10	800	8,800	
LIN	LINB	O	14 3/4	15 1/2	- 3/4	- 4.83	17 1/4	9 5/8	9	2,382	35,134
MOONEY	MODN	O	2 3/4	2 3/4		.00	3 7/8	2 3/8	5	425	1,168
RAHALL	RAHL	O	5	5		.00	5 1/4	4 1/2	14	1,297	6,485
SCRIPPS-HOWARD	SCRPL	O	27 1/2	26 1/2	+ 1	+ 3.77	28 1/2	20 1/2	9	2,589	71,197
STARR**	SBG	M	2 5/8	3	- 3/8	- 12.50	5	2 5/8		1,202	3,155
STORER	SBK	N	24 1/2	25 1/8	- 5/8	- 2.48	25 7/8	15 7/8	9	4,548	111,426
TAFT	TFB	N	28 1/2	27 5/8	+ 7/8	+ 3.16	29 3/8	23 1/4	11	4,046	115,311
TOTAL									76,468	2,964,554	

## Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	3 7/8	3 5/8	+ 1/4	+ 6.89	4 3/4	2	10	1,258	4,874
AVCO	AVN	N	11 1/8	11 7/8	- 3/4	- 6.31	12 3/8	4 1/2	4	11,481	127,726
BARTELL MEDIA**	BMC	A	1	1		.00	1 1/4	1/2		2,257	2,257
JOHN RLAIR	RJ	N	9 5/8	10	- 3/8	- 3.75	10 5/8	5	9	2,403	23,128
CHRIS-CRAFT**	CCN	N	5 3/8	5 1/8	+ 1/4	+ 4.87	6 3/8	5		4,162	22,370
COMBINED COMM.	CCA	N	18	16 3/4	+ 1 1/4	+ 7.46	18	12 5/8	11	5,807	104,526
COWLES	CWL	N	9	8 7/8	+ 1/8	+ 1.40	10	6 1/8	13	3,969	35,721
DUN & BRADSTREET	DNB	N	26 1/4	27 1/2	- 1 1/4	- 4.54	33 3/4	26 1/4	17	26,581	697,751
FAIRCHILD IND.	FEN	N	11	11 1/4	- 1/4	- 2.22	11 1/4	6 1/8	16	5,708	62,788
FUQUA **	FQA	N	7 1/2	7 7/8	- 3/8	- 4.76	8 7/8	4 1/2		8,551	64,132
GANNETT CO.	GCI	N	35 1/2	35 3/4	- 1/4	- .69	40	32 7/8	20	21,108	749,334
GENERAL TIRE	GY	N	19	20	- 1	- 5.00	23	17 5/8	6	21,914	416,366
GLOBETROTTER**	GLBTA	O	2 5/8	2 3/4	- 1/8	- 4.54	2 7/8	1 1/2		2,783	7,305
GRAY COMMUN.	GRY	O	6	6		.00	5 1/2	6	4	475	2,850
HARTE-HANKS	HHN	N	24	24		.00	25	17 1/8	13	4,381	105,144
JEFFERSON-PILOT	JP	N	26 1/4	26 1/8	+ 1/8	+ .47	31 1/4	26	11	24,074	631,942
KAISER INDUSTRIES	KI	A	13 1/4	13 3/8	- 1/8	- .93	13 1/2	8	5	27,598	365,673
KANSAS STATE NET.	KSN	O	3 1/2	3 5/8	- 1/8	- 3.44	4 7/8	3	5	1,815	6,352
KINGSTIP	KTP	A	7 1/8	7 1/8		.00	8 5/8	4 7/8	5	1,154	8,222
KNIGHT-RIDDER	KRN	N	33 1/8	33 3/4	- 5/8	- 1.85	36 5/8	28 7/8	16	8,305	275,103
LEE ENTERPRISES	LNT	A	15 3/8	16 3/4	- 1 3/8	- 8.20	25 1/2	15 3/8	10	3,352	51,537
LIBERTY	LC	N	15	16 3/4	- 1 3/4	- 10.44	17	9 1/2	6	6,762	101,430
MCGRAW-HILL	MHP	N	13 3/8	13 1/2	- 1/8	- .92	17	12 3/4	10	24,700	330,362
MEDIA GENERAL	MEG	A	17 1/8	17 5/8	- 1/2	- 2.83	19 1/2	14 1/4	9	7,272	124,533
MEREDITH	MDP	N	15 1/2	16 1/4	- 3/4	- 4.61	17 5/8	10 1/4	7	3,041	47,135
METROMEDIA	MET	N	23 1/2	23 7/8	- 3/8	- 1.57	24 7/8	15	11	6,553	153,995
MULTIMEDIA	MMEO	O	18 1/2	18 1/2		.00	19 1/2	14 1/4	12	4,390	81,215
NEW YORK TIMES CO.	NYKA	A	12 5/8	13 1/8	- 1/2	- 3.80	17 3/8	11 1/2	11	10,931	138,003
OUTLET CO.	DTU	N	17 1/2	18 7/8	- 1 3/8	- 7.28	19	12 7/8	6	1,391	24,342
POST CORP.**	POST	O	10 1/2	10 1/2		.00	10 1/2	8		871	9,145
REEVES TELECOM**	RBT	A	1 5/8	1 3/4	- 1/8	- 7.14	2 1/4	1 1/8		2,376	3,861
ROLLINS	ROL	N	21 3/8	22 7/8	- 1 1/2	- 6.55	27 3/8	20 3/4	14	13,404	286,510
RUST CRAFT	RUS	A	7 3/4	7 3/4		.00	9 7/8	5 5/8	6	2,291	17,755
SAN JUAN RACING	SJR	N	7 3/4	8 1/8	- 3/8	- 4.61	9 1/4	7 1/4	6	2,509	19,444
SCHERING-PLOUGH	SGP	N	52 3/8	55 1/2	- 3 1/8	- 5.63	59 3/4	47 1/2	20	53,995	2,827,988
SONDERLING	SDB	A	9 3/4	11	- 1 1/4	- 11.36	13	6 3/4	4	729	7,107
TECH OPERATIONS** *	TO	A	3 1/8	3 1/8		.00	4 3/4	2 7/8		1,344	4,200
TIMES MIRROR CO.	TMC	N	20 1/4	20 5/8	- 3/8	- 1.81	23	18 1/4	14	33,881	686,090
WASHINGTON POST CO.	WPO	A	33 1/2	35	- 1 1/2	- 4.28	35	21 3/4	13	4,546	152,291
WOMETCO	WOM	N	17 1/2	18 1/2	- 1	- 5.40	19 1/2	13	9	6,292	110,110
TOTAL									376,414	8,890,617	

## Cablecasting

AMECO**	ACD	O	1 1/2	1 1/2		.00	1 1/2	3/8		1,200	600
AMER. ELECT. LABS**	AELBA	O	1 1/4	1 3/8	- 1/8	- 9.09	2 1/8	3/4		1,672	2,090
AMERICAN TV & COMM.	AMTV	O	16 3/4	17 3/4	- 1	- 5.63	21 3/4	13 1/2	21	3,322	55,643
ATHENA COMM.** *	ATH	O	3/8	3/8		.00	1/2	1/8		2,125	796
BURNUP & SIMS**	BSIM	O	4 5/8	4 5/8		.00	5 1/2	4 5/8		8,351	38,623
CABLECOM-GENERAL	CCG	A	6	6 1/4	- 1/4	- 4.00	8 1/8	5 1/2	5	2,560	15,360
CABLE INFO.	CIF	O	1 1/4	1 1/2	- 1/4	- 50.00	1 1/2	1/4	1	663	165
COMCAST	COM	O	3	3		.00	3 1/8	1 7/8	8	1,708	5,124
COMMUN. PROPERTIES	COMU	O	3 1/2	3 5/8	- 1/8	- 3.44	3 3/4	1 7/8		4,761	16,663
COX CABLE	CXC	A	14 3/4	14 3/4		.00	17 3/4	13	18	3,560	52,510
ENTRON	ENT	O	1 5/8	1 3/4	- 1/8	- 7.14	1 3/4	1 5/8	2	979	1,590
GENERAL INSTRUMENT	GRI	N	13	14	- 1	- 7.14	14	8 1/4	33	7,201	93,613
GENEVE CORP.	GENV	O	9 1/2	9	+ 1/2	+ 5.55	9 3/4	6 1/2	63	1,121	10,649
TELE-COMMUNICATION**	TCDM	O	2 7/8	3 3/8	- 1/2	- 14.81	5 1/4	2 7/8		5,181	14,895
TELEPROMPTER**	TP	N	7 1/2	8	- 1/2	- 6.25	9 3/8	5 3/4		16,634	124,755
TIME INC.	TL	N	63	65 1/2	- 2 1/2	- 3.81	69 1/2	59 3/4	14	10,036	632,268
TOCOM	TOCM	O	2 7/8	2 7/8		.00	3 1/4	1 5/8	10	617	1,773
UA-COLUMBIA CABLE	UACC	O	12	12 1/2	- 1/2	- 4.00	13	9	13	1,700	20,400
UNITED CABLE TV**	UCTV	O	2 1/2	2 5/8	- 1/8	- 4.76	3	1 5/8		1,879	4,697
VIACOM	VIA	N	8 1/8	8 3/4	- 5/8	- 7.14	11 3/4	7 7/8	10	3,654	29,688
VIKOA	VIK	A	3 1/8	3 1/2	- 3/8	- 10.71	3 3/4	1 1/8	156	2,529	7,903
TOTAL									81,453	1,129,805	

Stock symbol	Exch.	Closing Wed. May 26	Closing Wed. May 19	Net change in week	% change in week	High	1976 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)	
<b>Programming</b>											
COLUMBIA PICTURES	CPS	N	5 1/2	5 3/4	- 1/4	- 4.34	7 7/8	5 1/4	6	6,748	37,114
DISNEY	DIS	N	52 3/4	53 3/4	- 1	- 1.86	63	50 1/8	25	31,005	1,635,513
FILMWAYS	FMY	A	7 1/4	8	- 3/4	- 9.37	10 1/4	5 1/4	7	2,164	15,689
FOUR STAR			3/8	1/2	- 1/8	- 25.00	5/8	3/8	4	666	249
GULF + WESTERN	GW	N	24 1/4	23 1/2	+ 3/4	+ 3.19	26 7/8	19 5/8	5	30,058	728,906
MCA	MCA	N	65 1/4	65	+ 1/4	+ .38	79 1/8	65	6	8,672	565,848
MGM	MGM	N	13 7/8	14	- 1/8	- .89	15 3/4	12 7/8	7	13,091	181,637
TELETRONICS INTL.		O	6	6 1/4	- 1/4	- 4.00	9 5/8	3 3/4	10	887	5,322
TRANSAMERICA	TA	N	10 1/4	10 1/2	- 1/4	- 2.38	11 5/8	8 1/4	9	64,947	665,706
20TH CENTURY-FDX	TF	N	9 3/8	12	- 2 5/8	- 21.87	15	9 3/8	4	7,558	70,856
WALTER READ	WALT	O	1/4	1/4	-	.00	3/8	1/4	13	4,296	1,074
WARNER	WCI	N	19 1/2	20 1/2	- 1	- 4.87	24	17 1/2	37	17,728	345,696
WRATHER	WCO	A	4 1/2	4 1/8	+ 3/8	+ 9.09	5 1/8	3 1/8	14	2,229	10,030
TOTAL									190,049	4,263,640	
<b>Service</b>											
R800 INC.	R800	O	20 1/4	20	+ 1/4	+ 1.25	21	16 3/4	8	2,513	50,888
COMSAT	CO	N	26 1/2	26 1/4	+ 1/4	+ .95	31 3/4	23 7/8	6	10,000	265,000
DOYLE DANE BERNBACH	DOYL	O	12 1/8	12 1/2	- 3/8	- 3.00	13	8 7/8	8	1,816	22,019
FOOTE CONE & BELDING	FCB	N	12 7/8	13	- 1/8	- .96	14	10 1/4	8	2,130	27,423
GREY ADVERTISING	GREY	O	10 1/4	10 3/4	- 1/2	- 4.65	10 3/4	6 7/8	9	1,213	12,433
INTERPUBLIC GROUP	IPG	N	21 1/2	23 1/2	- 2	- 8.51	26 5/8	16 3/8	6	2,290	49,235
MARVIN JOSEPHSON	MRVN	O	7 1/2	7 3/4	- 1/4	- 3.22	10 3/8	7	13	1,952	14,640
MCI COMMUNICATIONS**	MCI	O	1 1/2	2	- 1/2	- 25.00	3 3/8	1 3/8	6	15,826	23,739
MOVIELAR	MOV	A	1 1/2	1 1/2	-	.00	2 5/8	1	7	1,407	2,110
MPO VIDEO TRONICS**	MPO	A	3	3	-	.00	3 3/8	2 3/8	7	537	1,611
NEEDHAM, HARPER	NDHMA	O	6	6 1/4	- 1/4	- 4.00	6 7/8	5 5/8	7	816	4,896
A. C. NIELSEN	NIELR	O	18	19 1/8	- 1 1/8	- 5.88	24 5/8	18	12	10,598	190,764
OGILVY & MATHER	OGIL	O	27 1/2	27 1/2	-	.00	27 1/2	17	9	1,805	49,637
J. WALTER THOMPSON	JWT	N	10 3/8	11 1/8	- 3/4	- 6.74	13 7/8	7 7/8	9	2,649	27,483
TOTAL									55,552	741,878	
<b>Electronics/Manufacturing</b>											
AMPEX	APX	N	7 3/8	7 1/2	- 1/8	- 1.66	8 1/8	4 3/4	74	10,885	80,276
CETEC	CEC	A	1 7/8	1 7/8	-	.00	2 3/4	1 1/4	13	2,319	4,348
COHU, INC.	COH	A	2 3/8	2 1/2	- 1/8	- 5.00	3 5/8	2	11	1,617	3,840
CONRAC	CAX	N	21	22	- 1	- 4.54	24	20	8	1,282	26,922
EASTMAN KODAK	EASKO	N	99 1/2	100 3/8	- 7/8	- .87	116 3/4	99 1/2	26	161,347	16,054,026
FARINON ELECTRIC	FARN	O	10 1/4	9 3/4	+ 1/2	+ 5.12	11 1/2	7	19	3,937	40,354
GENERAL ELECTRIC	GE	N	50 1/4	51	- 3/4	- 1.47	56 3/4	46	16	184,427	9,267,456
HARRIS CORP.	HRS	N	45 1/4	46 1/4	- 1	- 2.16	46 3/8	33 3/4	13	6,066	274,486
HARVEL INDUSTRIES *	HARV	O	6	6	-	.00	6	6	16	480	2,880
INTL. VIDEO CORP.**	IVCP	O	2 3/8	2 1/2	- 1/8	- 5.00	3 1/8	1 1/8	11	2,711	6,438
MICROWAVE ASSOC. INC	MAI	N	17 1/4	18 3/8	- 1 1/8	- 6.12	20	13 3/4	11	1,320	22,770
3M	MMM	N	56 3/4	57 3/8	- 5/8	- 1.08	63 1/2	54 1/2	25	114,240	6,483,120
MOTOROLA	MOT	N	52 3/8	54	- 1 5/8	- 3.00	55	41 1/4	36	28,300	1,482,212
N. AMERICAN PHILIPS	NPH	N	26 1/2	25 1/2	+ 1	+ 3.92	33	19 7/8	10	12,033	318,874
DAK INDUSTRIES	DEN	N	10 1/8	10 1/2	- 3/8	- 3.57	11 1/2	7 1/4	25	1,639	16,594
RCA	RCA	N	25	26 5/8	- 1 5/8	- 6.10	27 3/4	18 7/8	18	74,627	1,865,675
ROCKWELL INTL.	ROK	N	30 1/4	31 7/8	- 1 5/8	- 5.09	32 1/2	23 3/8	10	31,200	943,800
RSC INDUSTRIES	RSC	A	1 1/2	1 5/8	- 1/8	- 7.69	2 1/2	1 3/8	8	3,440	5,160
SCIENTIFIC-ATLANTA	SFA	A	13 3/4	15 1/8	- 1 3/8	- 9.09	18 5/8	10 1/4	12	1,387	19,071
SONY CORP.	SNE	N	9 5/8	9 7/8	- 1/4	- 2.53	9 7/8	7 1/4	36	172,500	1,660,312
TEKTRONIX	TEK	N	59 1/4	62 1/2	- 3 1/4	- 5.20	62 1/2	44 1/4	18	8,671	513,756
TELEMATION	TMT	O	3/4	3/4	-	.00	1	1/2	1	1,050	787
VARIAN ASSOCIATES	VAR	N	13 5/8	14 3/4	- 1 1/8	- 7.62	17 1/4	12	12	6,838	93,167
WESTINGHOUSE	WX	N	14 7/8	15 1/4	- 3/8	- 2.45	17 3/4	13	8	87,091	1,295,478
ZENITH	ZE	N	32 1/8	33 3/8	- 1 1/4	- 3.74	38 1/4	23 5/8	23	18,799	603,917
TOTAL									938,206	41,085,719	
GRAND TOTAL									1,718,142	59,076,213	

Standard & Poor's Industrial Average 111.7 113.7 -2.0

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

\*Stock did not trade on Wednesday, closing price shown is last traded price.  
\*\*No P/E ratio is computed, company registered net loss.  
\*\*\*Stock split.

Over-the-counter bid prices supplied by Hornblower & Weeks, Hemphil-Noyes Inc., Washington.  
Yearly high-lows are drawn from trading days reported by *Broadcasting*. Actual figures may vary slightly.

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

Less active stocks. Trading in the following issues is too infrequent for weekly reporting. This listing reports the amount and date of the last known sale:

Campdown Industries	1/8	10/2/74
CCA Electronics	1/8	11/20/74
Concert Network	1/4	6/4/75
Elkins Institute	1/8	11/20/74
Heritage Communications	2 7/8	3/8/76
Lamb Communications	1 1/4	3/6/74
Tele-Tape	1/4	2/5/75
Universal Communications	1/4	4/2/75
Woods Communications	1/2	1/29/75



## Bill Miller, turnaround man for Time-Life TV

On any given day recently, the head of Time-Life Television, Bill Miller, could be found dividing his attention among the following problems:

- The rocketing production costs of the company's most successful syndication property, *Wild, Wild World of Animals*. "I think we've used and re-used every angle shot of every elephant in the world," Mr. Miller says. During the first three years of the series, costs were held down somewhat by using stock footage. But since the other syndicated nature/wildlife series were doing the same thing, all of the stock-footage barrels have been scraped clean. So with Time-Life's camera crews out beating the bushes for fresh film for a fourth season's worth of new half-hour episodes, he says he's looking to more foreign TV sales of the series to get back some of that spiraling expense. Additional revenues are being generated, he says, by three elaborate coffee-table volumes loosely tied to the series that Time-Life Television's book division has just published.

- The tinkering with *People: Cover Story*, the 30-minute interview-series pilot that, according to Mr. Miller, "narrowly" missed being picked up by the ABC-owned stations for weekly duty on their 1976-77 prime-access schedules. Without that owned-station deal, which he says is almost a sine qua non of success in access syndication, Time-Life took the proposed series off the market and went back to the drawing board with it. Meanwhile, he adds, NBC now has the exclusive use of *People's* magazine format and its logotype for the development deal between Time-Life and NBC for a 90-minute pilot that could serve as the prototype of a biweekly or monthly late-night series on the network.

- Setting the wheels in motion for elaborately produced documentary series on subjects such as economics, science and the Old West. (The last-named project would incorporate dramatized sequences into the documentary framework.) Mr. Miller is emphatic in his conception of what the economics series should be all about. "People know so little about a subject that really controls the world," he says, snapping out of his usual semireclining posture, slumped deep into his office couch with feet planted firmly on the low coffee table. "We're an economic society—people eat, sleep and live economics." The plan, he goes on, is to choose a topic like supply and demand, get a broad outline of the points to be covered within that topic from a panel of economists chosen to reflect ideological balance



William Edward Miller—vice president for television, Time-Life Films; b. March 31, 1937, Fairlawn, N.J.; BA, economics, Lafayette College, 1959; salesman, Armstrong Cork, Lancaster, Pa., 1960-61; sales executive, *The Wall Street Journal*, 1961-65; category supervisor in sales, *Time* magazine, New York, 1965-72; marketing and sales director, Time-Life Multimedia, 1972-74; vice president, marketing, Time-Life Films, 1974-75; present post, April 25, 1975; m. Judy Query, Oct. 27, 1962; children: Jeffrey, 10, and Jenny, 8.

and then hand that material to editors and scriptwriters for translation into layman's language. Mr. Miller says further that the proposed series would keep the talking-head lecture approach to a minimum in favor of illustrative footage, location shooting, specially designed animation and the like.

Mr. Miller's eagerness to float a TV project on economics may in part be traceable to his schooling at Lafayette College, where he earned his BA in economics—although, as he puts it, "I majored in economics mainly because I thought it was something that would serve me in a business career."

After a five-month stint in 1959 mounting master cylinders on trucks at a Ford assembly plant (a job he took immediately after graduation while waiting to be called for a six-month tour of duty as a lieutenant in the Army Reserves), he spent two years as a salesman. The company was Armstrong Cork, and his main assignment, he says, was to "talk to architects and try to get them to specify Armstrong products" in the plans for whatever they were building.

However, "I wanted to get into the advertising business," he says, so in 1961 he found himself "peddling space" for the *Wall Street Journal*. In retrospect, he's convinced that he shouldn't have stayed so long at that job (four years), even though toward the end of his tenure he

was in charge of the corporations/financial institutions accounts.

He finally moved from the *Journal* to a sales job at *Time* magazine in 1965, where, according to his then-supervisor John Thomas (who's now the publisher of *New York* magazine), "he was outstanding because he never approached a client in the humdrum way of 'look what I've got to sell.' Instead, he took his clients' individual problems into account and put some imagination into his sales approaches."

After seven years of moving up the sales ladder at *Time* (as category supervisor in various areas, he handled everything from financial institutions to insurance companies), Mr. Miller began to "feel constricted," says Mr. Thomas.

Hugh Covington, the vice president for advertising of the Kidder Peabody brokerage house, an old friend of Mr. Miller's, says, "Bill went to the Time-Life management and told them he wanted an opportunity to do something more challenging. So they gave him a red-ink situation and told him to turn it around."

The "red-ink situation" was Time-Life Video, and business was slack because, according to Mr. Miller, "we weren't aiming the cassettes at the logical market, the companies in business and industry that own video equipment." A customer list was prepared and, for the first time, he says, "the deadbeats were eliminated, the people who constantly preview our stuff and then don't buy." In addition, marginal cassettes were shelved and the division began pushing the steady sellers such as Thalassa Cruso and gardening, Julia Child on cooking and the NFL pro-football highlights.

With Time-Life Video a success, the division took on filmstrips and 16mm films and became Time-Life Multimedia, a full-fledged subsidiary of Time-Life Films. Mr. Miller's diligence earned him a promotion to the title of vice president, marketing, for Time-Life Films. In this job he helped to, as he puts it, "streamline" the various facets of the television subsidiary: the program-development arm (encompassing BBC coproduction deals, syndicated series, and pilots and specials for ABC and NBC), the national-sales division and the advertising/promotion division.

Knowing Mr. Miller's capabilities, most of his friends think that "Bill's star will continue to rise, like mercury in a thermometer," as Don Menchel, MCA TV's vice president and director of sales, puts it.

"He's a tough competitor," says Mr. Covington. "He's not afraid to get into the ring when the punches are being thrown, but he's smart enough to know when to duck."

## WSP: first person singular

It is rare for BROADCASTING to devote 10 pages to one subject, and unprecedented for us to devote 10 pages to one man. We do this week, as most readers will be aware by now. To any who haven't noticed, and to those who just skimmed by—indeed, to all within our reach—we commend the interview with William S. Paley as worthy of line-by-line study. It traces not only his extraordinary career, and CBS's, but, in many ways, the evolution of all broadcasting.

The editors responded particularly to his comments about the fight to keep broadcasting free. "We just never gave an inch," says Mr. Paley in describing his company's approach to Washington for almost a half-century. That posture, too, is one we commend to broadcasters past, present and future.

## Welcome precedent

Last week's Supreme Court decision extending a precedential degree of First Amendment protection to advertising must be read as a boon, if not a bonanza, to the business of broadcasting (and other media as well). However limited the immediate effects of the high court's ruling, the long range prospects for "commercial speech," increasingly threatened by one kind or another of governmental regulation, are immeasurably brighter.

The 7-1 decision, at its narrowest, permits the advertising, by pharmacists, of prices for prescription drugs. Whether it may eventually be read more widely—to outlaw the prohibition of advertising by doctors, lawyers and other professionals—is doubtful, despite the protestations of Mr. Justice Rehnquist, who sees in it all sorts of free enterprise horrors, including, presumably, the return of cigarette advertising to broadcast media. However much one might urge that end, the court's majority took pains to prevent it.

Just the same, all advertising professionals must be cheered by the court's somewhat grudging conclusion that "advertising, however tasteless and excessive it sometimes may seem, is nonetheless dissemination of information . . ." and that "...the free flow of commercial information is indispensable."

Benefits of the Supreme Court decision can be derived only through the exercise of extreme caution. The key phrase, as always, is self-regulation.

## Dodging an issue?

Any hint in print of internal troubles at the National Association of Broadcasters seems to touch as many raw nerves as there are stand-patters and dissidents on the 44-member board of directors. Internal conflict hasn't abated since the executive committee in early May took under advisement recommendations of its Fact-Finding Committee to go before the full board at its meetings in Washington June 13-17.

Separation from the NAB after a 21-year tenure of Alvin King, station relations director, has enlivened the issues. Although a lower echelon executive, Mr. King has many friends among smaller entities—mainly radio—who are bound to be heard from. There's no blinking the fact, moreover, that the NAB hasn't been able to put it all together again since the untimely death last year of Grover C. Cobb. Mr. Cobb was the undisputed second in command under President Vincent T. Wasilewski, and his demise came when pressures were great—on license renewal legislation, copyright and cable-siphoning—and there was restiveness among radio independents who resented TV dominance in NAB.

There wasn't then, and isn't now, an organized movement to

replace Mr. Wasilewski, who has served since 1965—longer than any other chief executive in the NAB's history. Only the extremists urge ouster. They will get nowhere.

Mr. King's departure, resignations because of TV code strictures, real or imagined, and dropping of stations delinquent in dues do not of themselves pose any threat to the viability of the association. But the executive committee, spurred by its hard-driving chairman, Wilson Wearn, Multimedia Broadcasting president, is not unmindful of what could happen if the trade association allows defections to proliferate. This election year also happens to be, so far, the most profitable year for both television and radio broadcasters—a free enterprise achievement to be applauded but one that inevitably will bring on new complaints from politicians, pressure groups and competitors.

The NAB fact-finders may have been right in dismissing out of hand the suggestion that an outside study of the association be undertaken, this on the premise that the NAB officers and directors have "ample creativity, imagination and leadership." We do not question their dedication or ability. Our misgiving is whether they can appraise their own work objectively.

We are reminded of the maxim that he who acts as his own lawyer has a fool for a client.

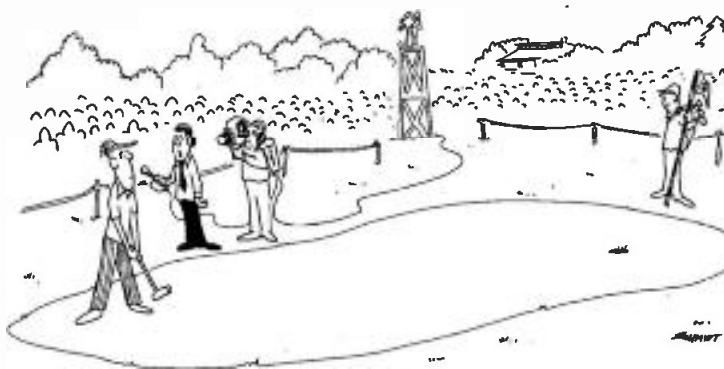
## Topeka benchmark

Big news for newspaper owners of broadcasting stations is the unanimous action of the FCC in what may be cited henceforth as the Topeka crossownership decision. Therein the FCC rejected a Department of Justice objection to the renewal of licenses of WIBW-AM-FM-TV, owned by Stauffer Publications Inc., which also publishes that city's only two newspapers (BROADCASTING, May 24).

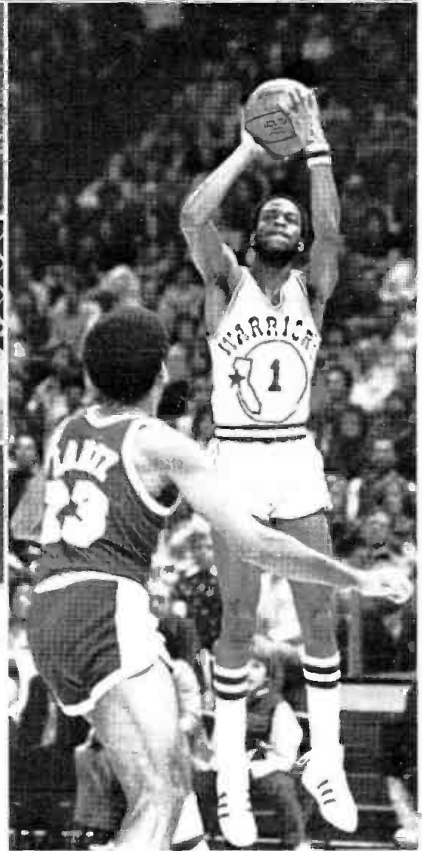
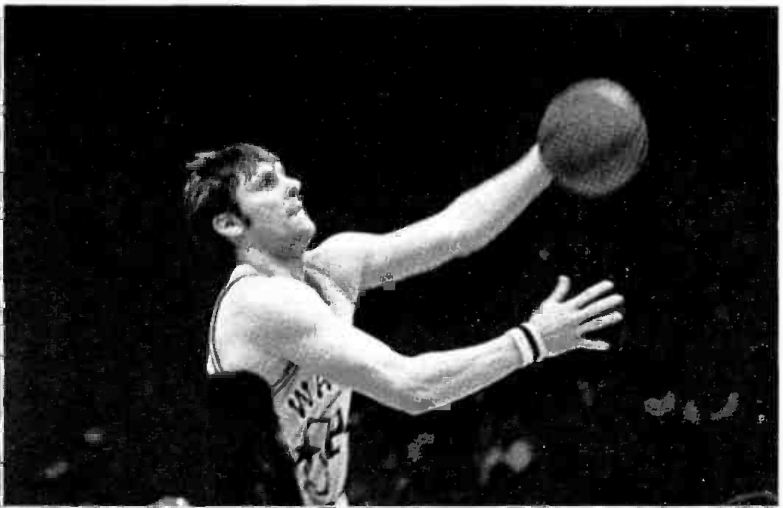
The Antitrust Division had contended the Stauffer properties constituted a monopoly of local advertising and of news dissemination, and that this was "repugnant to antitrust principles" and "inimical to the public interest." These contentions are made in seven other crossownerships. The FCC found no evidence that Stauffer had sought to prevent further competition.

It is a calculated risk to predict FCC decisions. But the summary manner in which the FCC dealt with the first protest augurs dismissals of the seven other pending objections.

The crossownership battle for incumbent licensees was actually won last January when the FCC adopted new crossownership rules. Until the Topeka action, however, there was no actual decision on the records.



Drawn for BROADCASTING by Jack Schmidt  
"We were out of tape. Would you sink that putt again for the replay?"



# KTVU SCORES

Hometown heroes score exclusively on KTVU in the San Francisco-Oakland and Northern California

markets. Over one hundred hours of local, major league action mean over 15 million sports fan impressions on KTVU.\*



\*Gross total audience based on station estimates.

WSB TV-AM-FM, Atlanta; WHIO TV-AM-FM, Dayton; WSOC TV-AM-FM, Charlotte; WJIC-TV, Pittsburgh; KTVU-TV, San Francisco-Oakland; WIOD, WAIA-FM, Miami; KFI, Los Angeles

**COX**  
Broadcasting

# TRUE *or* FALSE



## Mel Blanc is the Story Lady!

**False!** I'm known for a lot of voices, Bugs Bunny, Porky Pig, Daffy Duck, Sylvester and Tweetie, Foghorn Leghorn, Barney Rubble and many others . . . but despite this get up . . . the "Story Lady" I'm not! However, "Story Lady" is joining me *again* to bring you *SUPERFUN TWO*.

*SUPERFUN TWO* is the answer to requests from general managers, program directors and disc jockeys for an expansion of the original *SUPERFUN Comedy Library*.

*SUPERFUN TWO* contains new "Story Lady," new "Run-Ins," new "Commercial Spoofs" and more, combined with the very best of the original *SUPERFUN Library*! Of course, once again, I'll be doing personalized promos for your station and air personalities.

As you may have noticed, we have very subtly placed a coupon in the lower right hand corner of this ad, so that you may clip it out and instantaneously mail it off to Blanc Communications Corporation, 9454 Wilshire Blvd., Suite 305, Beverly Hills, California 90212. In turn we'll fire off a demo directly to your person.

If you don't have any scissors handy, and would rather not

use your teeth, pick up the phone and call us at (213) 278-2600.

— SUPERFUN TWO — DEMO —

**Got it? Send it!  
I want it!**

Name \_\_\_\_\_

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