

The networks fine tune their prime time
Early warning signals of a new TV censorship

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Broadcasting Dec 2

The newsweekly of broadcasting and allied arts

Our 44th Year 1974

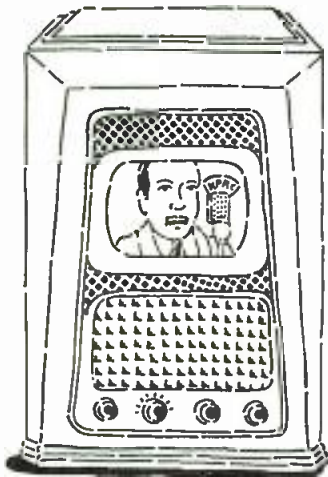
Dec. 2, 1974

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NEWSPAPER

HOUSTON SAW IT FIRST ON KPRC TV.

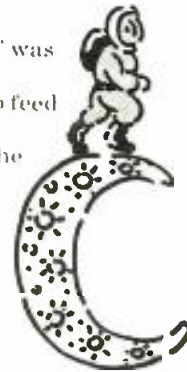
In 1940, KPRC TV brought Houston its first newscast.



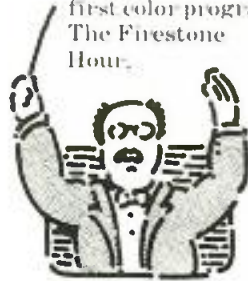
And the first production studio.



In 1969, KPRC TV was the only station to feed the moon walk to the world.



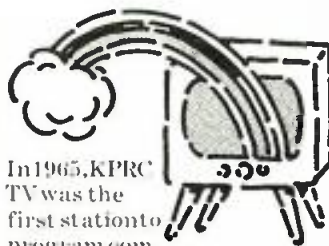
In 1954, the first color program: The Firestone Hour.



In 1972, we built the largest TV facility in the south and the southwest.

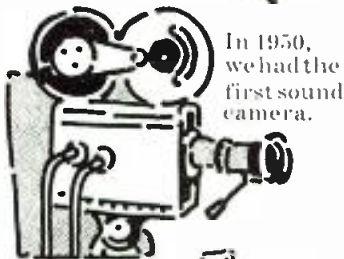
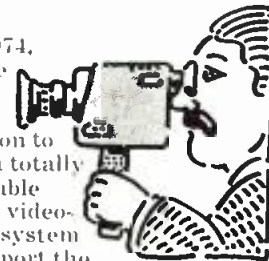


That same year we got Houston's first news camera.



In 1965, KPRC TV was the first station to report a program completely in color.

In 1974, we're the first station to use a totally portable color video-tape system to report the news faster.



In 1950, we had the first sound camera.

In 1966, we put in the first color lab.



In 1953, the first film lab.



Fact is, KPRC TV has been first in bringing Houston the news for the past 25 years.

If you'd like to see the facts on Houston's first news station contact our national reps: Petry Television, Inc.

KPRC TV HOUSTON 2
NBC Affiliate

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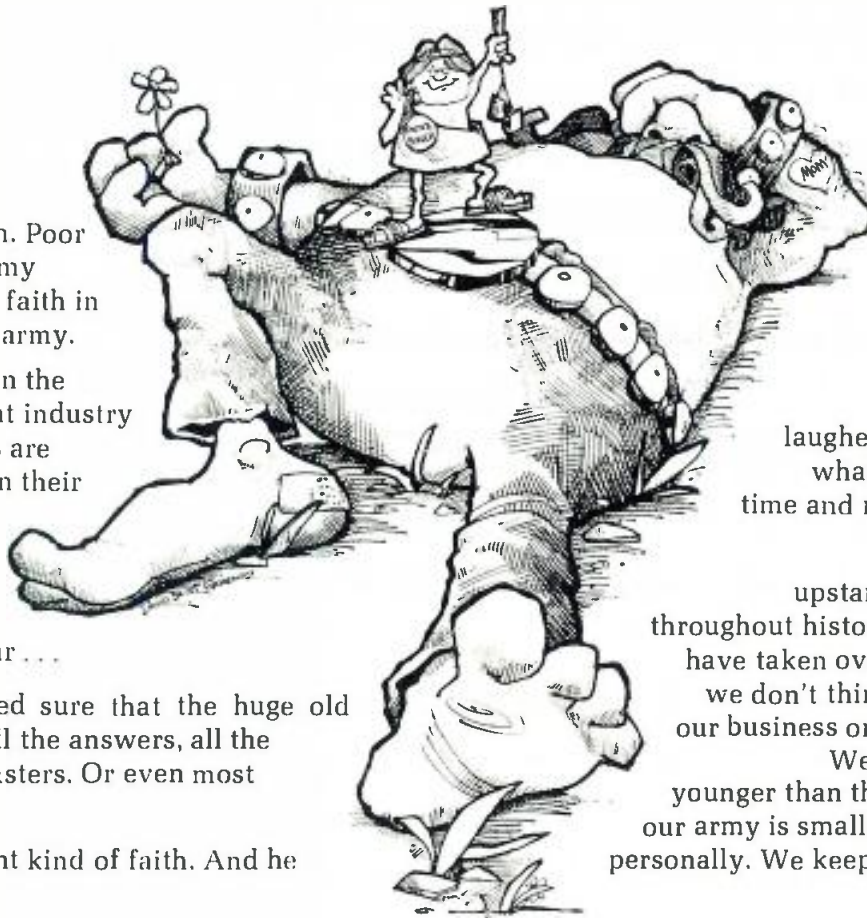
Being the biggest can be just a headache.

We all know what David did to Goliath. Poor Goliath. And the army which put its entire faith in Goliath's size. Poor army.

There are Goliaths in the broadcast equipment industry today whose armies are boasting that faith in their sheer size solves all problems for every station. BIG is BEST, they say. over and over. So far . . .

We're not so darned sure that the huge old Goliaths DO have all the answers, all the time, for all broadcasters. Or even most of the time.

David had a different kind of faith. And he



had youthful speed and endurance. Plus a different kind of 'technology', remember, which surprised old Goliath considerably. Goliath laughed, but David delivered what he said he would. On time and right where it counted.

Without an upstart David now and then throughout history the giants would all have taken over long since. Frankly, we don't think that's healthy . . . in our business or for people in general. We're smaller, faster and younger than the Goliaths. And since our army is smaller, you get to know us personally. We keep the faith, because . . .

We're in the business of You.



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All but lost. Time may have run out on passage of license renewal relief by this Congress. Key figure is House Commerce Committee Chairman Harley O. Staggers (D-W. Va.), and he shows no interest in legislation's movement. Reached at his home during Thanksgiving holiday, Mr. Staggers said: "At this late date it is almost an impossibility to iron out the differences" between bills passed by House and Senate. He added that he was managing five other bills on House floor this week, an indication of further inaction on his appointment of House members to go to conference with Senate delegation named two months ago.

Meanwhile, National Association of Broadcasters staffers tried to put up brave front. One, without knowing of Mr. Staggers's remarks, said: "We're not willing to throw in the towel yet." Several officials in NAB's government relations department who made reservations two months ago for ski holiday at Vail, Colo., to begin Dec. 9 were on verge of canceling. When reservations were made, they thought renewal would be in bag by this time.

Billings gains. Comfortable increase in over-all broadcast billings in 1974 over 1973 emerges in preliminary figures in *Broadcasting's* annual compilation of top-50 advertising agencies. J. Walter Thompson Co. is still kingpin, trailed in order by Leo Burnett Co. and Young & Rubicam, which displaces BBDO for third spot. Y&R's \$35 million-plus increase in TV-radio in 1974 was largest gain and attributed largely to its acquisition of five regional agencies plus Wunderman, Ricotta & Kline, direct marketing agency. Full listing will appear in Dec. 9 issue of *Broadcasting*.

Where it would hurt. Campaign to get National Association of Broadcasters television board to reverse its decision to make TV code subscription mandatory for NAB TV members is being pushed hard, especially by smaller stations. At six regional conferences, just concluded, NAB's Secondary-Market Television Committee members sponsored breakfast meetings of constituents to discuss tactics of campaign, which is being felt. Special committee NAB television board appointed last month to re-evaluate mandatory code subscription (*Broadcasting*, Nov. 11) will hold first meeting Dec. 10.

Foothill meeting. FCC staffers will confer in New York next week, tentatively on Dec. 10, with programs-and-standards staffs of TV networks in second round of talks on Chairman Richard E. Wiley's campaign for voluntary restraints on sex and violence (see page 16). Staffers — Dr. Werner Hartenberger, of Plans and Policy; Larry Secrest, chairman's legal assistant; Paul Putney, Broadcast Bureau's assistant chief for law, and Dr. Barry Cole, consultant working with Plans and Policy — met with chairman on Wednesday and will confer with him again this week to develop specific proposals to put before network staffers. If staff talks go well, chairman would probably be making New York run himself in following week to confer with network company chiefs.

Meanwhile, with Dec. 31 deadline for commission's re-

port to Congress on what it has done and plans to do on question of television sex and violence fast approaching, there is speculation that Chairman Wiley may request postponement. Commission would probably be in position to submit no more than interim report by Dec. 31; network officials express doubt talks can be concluded before then. And public report could complicate negotiations that by their nature are delicate. But in any event, commission staffers are at work on draft of report, and commission's schedule calls for its consideration on Dec. 18.

Appeal of local news. Fresh evidence of audience delivery by TV news is contained in Arbitron Television report on top-25 programs in 33 leading markets it measured in October. Analysis shows total of 97 newscasts ranked among top 25's, representing about 10.5% of all 927 programs that made it into that bracket. Eleven markets failed to put news in their top 25's, but almost as many (10) put five or more newscasts in, while 11 markets ranked news among their top-10 programs. Pittsburgh, Nashville and New Haven metro area of Hartford-New Haven, Conn., each had 10 newscasts in their top 25. Local newscasts led network in top-25 scoring by almost three to one (71 versus 26). In addition, President Ford speech made it into top 25 in five markets; three on NBC, two on CBS.

Despite strength, these numbers are not best that TV news has ever had. But whether this suggests some slippage in news audiences, or may be traced to other factors, remains to be seen. Directly comparable 1973 data was not immediately available, but Arbitron Television's report for November last year showed 16% of top-25 positions in top-50 markets were newscasts. That, however, was one month later and 17 markets bigger than current study, which in addition centers on new-season introductory weeks (Sept. 18-Oct. 15). Over roughly same period, combined national Nielsen ratings of three networks' early-evening newscasts were holding steady at year-ago levels — which meant, since TV homes base had increased, that total audiences were bigger.

No states' rights? FCC's Cable Bureau staff is not as sure as majority of commission's industry advisory committee is that commission has jurisdiction to exclude states entirely from role in regulating cable television. Accordingly, staff has drafted for commission's consideration this week notice of rulemaking asking for comment on that question and, if commission does have such authority, on how it should divide it between itself and local governments. Staff says legislation may be necessary to pre-empt field. Draft notice also asks what commission should do, in event it lacks jurisdiction, about easing burdens — of delay and of duplication of regulation — that often occur when cable systems are subject to both state and federal authority.

In another state-federal conflict in cable television, FCC staff has prepared document saying that use taxes some states are imposing on cable systems do not violate letter of FCC rule limiting franchise fees to 5%. However, document says taxes violate spirit of rule, and raise question of violation of interstate commerce clause of Constitution. Document also expresses hope use tax will be tested in court, and says commission might intervene if test case is brought.

Top of the Week

Calling up the reserves. *Thirteen new shows will replace fall casualties on network television between now and February. ABC has the most replenishing to do, with six additions to its lineup. But CBS will likely continue in its current top-rated position. Page 14.*

Tiptoeing around censorship. *FCC Chairman Richard E. Wiley is under considerable pressure from Congress to do something about TV sex and violence, and now he gets counterpush from networks which fear First Amendment infringements. Compromise may well be network adoption of voluntary guidelines. Page 16.*

Not enough. *Two Rand Corp. officials argued before the FCC last week that commission's guidelines on children's television programming are too general to be useful and should be made more definitive. They also called for the elimination of commercials aimed at pre-schoolers. Page 19.*

Thumbs up. *Witnesses at Senate committee hearings on regulatory reform continued to support the commission proposed by President Ford, and the number of bills to establish such an agency has now grown to four. Page 22.*

Still too much. *FCC's proposed new fee schedule is meeting with almost unanimous opposition from broadcasters, who claim commission still hasn't corrected deficiencies noted by Supreme Court in striking down original schedule. Cable spokespeople go further, claiming that they are being charged without receiving any benefits. Page 22.*

Nice work if you can get it. *A study of industry hiring of college students shows that a lot of graduates aren't prepared for the jobs they seek, and that even for those who are qualified, opportunities are few and generally low-paying. Page 28.*

Spot remover. *Washington Post Co. president Larry H. Israel has called for the replacement of short-form political advertising with new methods of presenting candidates and issues and is setting up a conference to study the problem. Page 32.*

Renewing the chorus. *Cable operators gathering in Anaheim, Calif., this week are expected to continue their fight against FCC regulation. FCC's James Quello and White House adviser and former FCC chairman, Dean Burch, head the list of slated speakers. Page 34.*

Where energy's no crisis. *Top-40 WHYI (FM) Fort Lauderdale/Miami has soared in ratings with a personality and music formula that many others have abandoned. Page 37.*

What Henry said. *Reports differ on exactly what transpired in Nov. 15 meeting between Secretary of State Kissinger and network executives, but some say there was undiplomatic arm-twisting on news. Page 40.*

Tighter and tighter. *Competition is intense among the three networks for the evening news viewer with CBS leading NBC by a narrow margin and ABC in a healthy third. Page 40.*

Riding the waves. *Bud Austin of Paramount Television has accumulated an impressive total of successful series while surviving the ups and downs of Paramount politics. A Broadcasting "Profile." Page 57.*

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New FCC rulemaking suggests allowing expanded power for existing AM's

FCC has proposed amending its rules to permit day and nighttime power increases for existing AM's, if changes can be accomplished on station's present frequency without weakening rules prohibiting interference. While rulemaking excludes specific proposals for allocation of new daytime-only stations, new unlimited time stations, or changes in frequency or nighttime operation by existing daytimers, FCC said parties could submit comments in regard to those issues.

If rulemaking results in less stringent acceptability standards for daytime power increases, commission noted, continuation of its suburban policy — which requires suburban station whose 5mV/m daytime contour (signal strength FCC considers necessary to provide good primary signal over city) penetrates much larger community to prove they are not intending to serve larger city — may need to be modified.

Impetus for new look into AM power increases was prompted by outward growth of cities that stretch beyond present signal contours.

Comments, due at FCC Jan. 31, should address AM assignment standards and whether suburban policy should be maintained in present form as it applies to major changes at existing stations. Reply comments are due March 4.

New analysis of FCC data shows employment of minorities; women on way up

Employment of minorities, particularly blacks, and of women is on upswing at both commercial and noncommercial television stations. What's more, minorities and women are increasingly being found in upper level jobs.

Office of Communications of United Church of Christ reported these findings after completing its third annual study of employment reports that stations file with commission. But report contained caveat regarding upper-level employment; it suggested commission look into possibility commercial stations are misclassifying jobs.

Study said minority employes have gone from 11% to 12% of full-time workers in commercial television; women, from 23% to 24%. Television now employes 41,087 full-time workers and 4,028 part-time, for total of 45,115, up from 44,692 in last year.

Study also notes that commercial television employment has risen 7% in four years stations have been required to file employment reports, and that of new employes added since 1971, 72% have been minority group members; women employes, 58%. (Some new employes are both minority-group members and female.)

Most encouraging fact about employment trends in commercial television, report said, is that "between 1973 and 1974, the number of minority employes added was greater than the total of new employes, and the number of women added was also greater than the total." Study said commercial television appears to be replacing whites and men who leave with women and minority group members.

At nation's noncommercial stations, study shows, 12% of employes are minorities; last year, they accounted for 11% of total.

Study noted that at both commercial and noncommercial stations, most increases in employment of minorities and women were in upper-level jobs. But commercial stations reported sharp increase in such positions — 1,228 of them — and drop off in low-level, blue-collar jobs — 841 of them.

"The startling increase in upper-level jobs for minorities and women and the decline in clerical and service positions in an expanding business should draw the attention of the FCC," study said. Question to be asked, it said, is whether

Giving it away. Mutual Broadcasting System is offering free commercial time to car manufacturers to boost sales in sector of economy hit hardest by recessionary slump. Spots — in numbers depending on amount of unsold time on network — will be both general (Mutual's own copy urging listeners to "buy a new car now") and specific (standard commercial spots for individual brands). Initial reaction from Ford, General Motors, Chrysler, other Detroit sources was described by Mutual as "enthusiastic acceptance."

some broadcasters are reclassifying low-level workers into upper job categories "while keeping them on the same old jobs at the same low salaries."

Despite over-all improvement in minority and female employment statistics, report said, substantial number of stations are still failing to comply with standards of fair employment adopted by commission. Study noted that of 647 commercial stations filing reports, 131 reported no minority group members as full-time workers, and 175 with none in upper four job categories. Six stations had no women employees, 70 had no women in top jobs.

Record was proportionally poorer at 133 noncommercial stations. Thirty-six stations reported no minority group members as full-time workers, while 49 had none in upper job categories. Eight noncommercial stations reported no women as full-time workers, and 21 said they had none in upper three categories.

Study was done by Dr. Ralph M. Jennings, associate director of Office of Communication. Employment reports are required by commission's fair employment rules which were adopted following Office of Communication's petition, filed in 1967, proposing such rules.

Tropical Florida withdraws its challenge to Post-Newsweek's Miami ch. 10

Group of Miami area business and professional people who had been seeking to supplant Post-Newsweek stations as licensee of channel 10 there (WPLG-TV) has withdrawn from contest. Counsel for Tropical Florida Broadcasting Co., which filed competing application in January 1973, notified Administrative Law Judge Thomas Fitzpatrick of group's decision last week, and he canceled hearings scheduled for Miami on Monday and Tuesday.

Cromwell Anderson, one of principals in Tropical Florida, said its decision resulted from series of rulings by administrative law judge and review board that had gone against Tropical Florida. "The rulings made it difficult for us to prevail," he said. Among others, he cited review board's decision rejecting request for addition of issue to look into character qualifications of Katharine Graham, chairman of Post-Newsweek's parent Washington Post Co., as result of her remark in television interview that Tropical Florida's application was part of Nixon White House effort to harass *Washington Post* because of its Watergate coverage. Subsequent modification of that request was dismissed as late filed.

Tropical Florida's application for channel 10 Miami was filed at same time three applications were filed by groups seeking to take over channel 4 in Jacksonville, Fla., on which Post-Newsweek operates WJXT-TV. At time, there was considerable speculation that at least some of four applications were inspired by administration particularly since there appeared to be ties between some applicants and White House. Applicants involved and White House denied any collusion.

Democrats threaten to raise fairness issue over broadcasters' use of WIN campaign

Thirty Democratic members of Congress, opposed to President's WIN (Whip Inflation Now) program, appealed to networks last week to refrain from carrying WIN spots as free public service announcements and protested Advertising Council's role as media campaign coordinator for WIN.

Representative Benjamin Rosenthal (D-N.Y.), leader of group, said that WIN is "partisan viewpoint on a highly controversial . . . public issue." He said he is prepared to file suit in next few weeks against networks and Ad Council based on FCC's fairness doctrine, which requires broadcasters to afford reasonable opportunity for presenting contrasting views on controversial issues, and on basis of Ad Council's tax-exempt status which excludes it from partisan political activity. Noting that NBC granted Democrats equal time to respond to President's Oct. 15 Kansas City speech, Representative Rosenthal said, "If the networks do elect to carry the WIN spots we expect them to honor their fairness doctrine obligations by providing free time for the presentation of contrasting viewpoints."

Representative Rosenthal also noted that President Ford had enlisted four prominent media executives for his Citizens Action Committee to Fight Inflation, including Vincent Wasilewski, president of National Association of Broadcasters.

NBC's turn at 'pot party' allegation

Another flap over allegedly staged "pot party" in university setting may be developing over report on NBC's *Nightly News* on Nov. 11. Report, one of series on marijuana smoking carried in program, contained scenes of marijuana smoking at gathering near University of California at Berkeley. John Chancellor, in lead-in to piece, said pot smoking at Berkeley was so rampant that smokers "even invite TV cameramen to their parties." But last week, student quoted in story in *Daily Californian*, independent student newspaper, and seven Berkeley journalism students, in letter of complaint to NBC, charged that "party" had been arranged by Professor Hardin Jones, who teaches course in drug "use and abuse" at Berkeley, at request of NBC's news crew. Lee Hanna, vice president, television news programming, denied charge. And Professor Jones, vigorous opponent of marijuana smoking who was interviewed on program, both wired and wrote NBC last week to answer charges. He acknowledged he was NBC's contact with gathering of students, but said he would "not ask anyone" to smoke marijuana. He said he was assured "by those who permitted their acts to be documented" that event would have occurred anyway. NBC's presentation, he added, was "honest, authentic documentation of marijuana use by regular users who were members of the university community." In May 1969, FCC concluded that CBS's WBBM-TV Chicago had engaged in news rigging in connection with program it did on marijuana smoking at Northwestern University (*Broadcasting*, May 19, 1969).

Judicial prodding on crossownership

FCC has been put on notice that if it does not conclude its television-newspaper crossownership rulemaking proceeding by year's end, U.S. Court of Appeals in Washington will rule on de facto policy commission is following in concentration-of-control-of-media cases. Notice was contained in statement issued by Chief Judge David Bazelon, in which four other members of nine-judge circuit joined, in brief order in which court denied citizen group's request for rehearing of case in which court upheld renewal of Wolfe

family's WBNS-AM-FM-TV Columbus, Ohio. Wolfe family owns daily and Sunday newspaper as well as broadcast properties. In rejecting concentration argument — one of several citizen group made — commission said it was considering crossownership in rulemaking proceeding. Judge Bazelon noted that court has affirmed that position in previous cases. But, he added, "I expect the commission to issue its crossownership policy within the year." If it does not, he added, court must rule on commission's "de facto policy."

In Brief

Step forward for lottery bill. Bill with provision to permit broadcasting of advertising, lists of winners and other information about state-run lotteries passed House Judiciary Committee last week. Specifically, bill (HR 6668) would allow such broadcasts by any station "licensed to a location" within state running lottery.

New shape for radio measurements. Arbitron Radio announced it will include radio listening data for TV areas of dominant influence (ADI) in its syndicated radio reports for top-50 markets beginning with 1975 spring sweep. Officials said this "will allow [radio] to be compared and evaluated in the same geographic areas as other media for the first time on a multimarket basis" and "will make radio easier to plan and easier to buy." ADI data will probably be offered only in spring sweep at first but in any case will supplement, not replace, metro and total service area measurements.

Dawn deals. ABC-TV reports that 88% of advertising (over \$1 million in revenues) has been sold in first-quarter 1975 for *A.M. America*, which premieres on network Jan. 5 (Monday-Friday, 7-9 a.m.). General Foods Corp., White Plains, N.Y., through Young & Rubicam International, New York, and Colgate-Palmolive Co., New York, through Ted Bates & Co., New York, have made 52-week commitments.

Crutchfield's criticism. Charles H. Crutchfield, president of Jefferson-Pilot Broadcasting Co., last week publicly accused FCC Chairman Richard E. Wiley of "bullying" television industry. Mr. Crutchfield, in interview broadcast by Mutual Radio, said Chairman Wiley had "single-handedly bullied the TV industry, in my opinion, under an overt threat of government intervention into reducing the industry's commercial time standards for children's programming." Mr. Crutchfield was appearing on *What's the Issue?*, produced as public service by U.S. Chamber of Commerce. Mr. Crutchfield is member of national chamber's board of directors.

Coming closer. Both houses of Congress last week passed \$57 million fiscal 1975 appropriation for Corporation for Public Broadcasting. Part of massive Labor and Health, Education and Welfare appropriations package that emerged from House-Senate conference earlier last week, CPB figure is compromise between House-passed \$55 million and Senate-passed \$60 million appropriation.

Once is enough. NBC official said he had been "advised by NBC's program department" that "Flowers of Evil" episode of *Police Woman*, which coalition of gay groups had attacked, "will not be included in the rerun schedule of the series." That word was given by Robert D. Kasmire, NBC vice president, corporate affairs, in letter to Ginny Vida, spokeswoman for Lesbian Feminist Liberation Inc. Letter also confirmed agreement of NBC officials to meet with representatives of gay movement "sometime in January" after further exploration of issues raised at similar

meeting on Nov. 15. In addition to asking NBC not to repeat "Flowers" episode — which NBC sources said was re-edited by Columbia Pictures Television at NBC's initiative prior to Nov. 8 broadcast, with original lesbian references deleted — gay representatives on Nov. 15 asked for air time to respond to "Flowers" and also asked, among other things, that NBC hire full-time consultant on gay matters.

Debut. FCC Commissioner Glen O. Robinson will make first appearance before Federal Communications Bar Association at luncheon next Monday (Dec. 9) at Army and Navy Club in Washington.

Audience reaction. Ms. Pat Stevens, news director of KGUN-TV Tucson, Ariz., received two telephone threats last week after newscast commentary that questioned ability of local sheriff's department to investigate one of its own deputies, station spokesman reported. He said she was told by one anonymous caller she would be "stopped on the road for the smallest thing" if she didn't stop "sticking your nose where it didn't belong," and by another that she had "made a number of enemies in the sheriff's department." Commentary dealt with past investigations of deputy who since January 1973 has killed two persons in line of duty and was exonerated by coroner's inquest in each case.

Late Fates. *Moses Shapiro*, chairman of board of General Instrument Corp., has relinquished role of chief executive officer in favor of *Frank G. Hickey*, company's president, in line with company plan for "orderly succession." Mr. Shapiro was 64 on Nov. 30. Mr. Hickey is 47. . . *Richard G. Rakovan* named general manager of Capital Cities Communications' WPRO-AM-FM Providence, R.I., succeeding *Warren Potash*, now VP and general manager of group's newly acquired WBAP-AM-FM Fort Worth (*Broadcasting*, Nov. 18). Mr. Rakovan has been with Capcities stations since 1962, for past four and half years as general sales manager of WJR-AM-FM Detroit. . . *Verner Paulsen*, VP and general manager, WNEW-FM New York, elected VP-general manager of WNEW (AM). He succeeds to role held since April 1971 by *George H. Duncan*, president of Metro-media Radio, which owns WNEW stations. *Melvin A. Karmazin*, general sales manager of WNEW, succeeds Mr. Paulsen at WNEW-FM. . . *Ken Thompson*, general manager of KEZS (FM) Sacramento, Calif., named general manager of RKO General Radio's KFRC-FM San Francisco. . . *Mike Hankins*, VP-general manager of WNDE (AM)-WFBQ (FM) Indianapolis, named general manager of ABC's KAUM (FM) Houston. . . *Bernard B. Kvale*, assistant general manager of Avco Broadcasting's WLW (AM) Cincinnati, named general sales manager of Avco Broadcasting Radio Division. He will continue in WLW post. . . *Peter Jennings*, ABC News bureau chief in Beirut, Lebanon, named Washington co-host for network's upcoming *A.M. America* two-hour morning show. . . *Jack Valenti*, president of Motion Picture Association of America, named by President Ford to second term as director of Corporation for Public Broadcasting. He would succeed to term of New York University professor *Irving Kristol*. . . *William J. Slocum*, 62, director of special events for CBS in period before World War II and war correspondent in France for that network in 1944, died at his home in Somerville, Mass., Nov. 26. Before and after his tenure with CBS Mr. Slocum was reporter on New York newspapers. He retired in 1972. . . *Haydn Evans*, 72, who retired as general manager of WBAY-AM-FM Green Bay, Wis., in 1967, died there on Nov. 23. Survivors include his wife, Cecelia, and three daughters. . . *H.L. Hunt*, 85, multi-millionaire oil man and long-time underwriter of conservative radio and television programs, died in Baylor medical center, Dallas, Nov. 29. For earlier reports see "Fates & Fortunes," page 44.

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This week

Dec. 1-3—*Radio Program Conference*. Crown Center hotel, Kansas City, Mo.

Dec. 2-4—*National Telecommunications Conference*. Sheraton Harbor Island hotel, San Diego.

Dec. 2-5—*National Association of Regulatory Utility Commissioners* 86th annual convention. Town and Country hotel, San Diego.

Dec. 2-6—*North American Broadcast Section, World Association for Christian Communication* annual conference. Galt Ocean Mile hotel, Fort Lauderdale, Fla.

Dec. 3-8—*10th Hollywood Festival of World Television*, Los Angeles World Trade Center. Entries invited. P.O. Box 2430, Hollywood 90028.

Dec. 4—*State Bar Association of Georgia* mid-winter meeting. Speaker: FCC Chairman Richard E. Wiley. Stouffer's Atlanta Inn.

Dec. 4-6—*Association of Maximum Service Telecasters* board of directors fall meeting. For information: Lester W. Lindow, 1735 DeSales Street, N.W., Washington 20036. Mauna Kea Beach hotel, Kamuela, Hawaii.

Dec. 4-7—*California Community TV Association* annual fall convention and Western Cable TV Show Disneyland hotel, Anaheim, Calif.

Dec. 5-6—*Practicing Law Institute* seminar on Cable television and related legal issues. Sheraton hotel, New York.

Dec. 5-6—*Arizona Broadcasters Association* winter convention. Scottsdale Hilton, Scottsdale (Phoenix area).

Dec. 7—*Society of Broadcast Engineers* mini-vention, Phoenix chapter, to follow Arizona State Broadcasters convention (Dec. 5-6).

Also in December

Dec. 12-13—State and regional cable TV association presidents meeting. Statler Hilton hotel, Washington.

Dec. 17—Auerbach, Pollak & Richardson Inc. media conference. McGraw-Hill Auditorium, New York.

January 1975

Jan. 5-8—*Winter Consumer Electronics Show*. Conrad Hilton hotel, Chicago.

Jan. 12-14—*California Broadcasters Association* mid-winter meeting. Vacation Village, San Diego.

Jan. 12-14—*Association of Independent Television Stations Inc.* (INTV) second annual convention Atlanta Marriott hotel.

Jan. 15—Deadline for entries, 32nd annual television newfilm competition, sponsored by *National Press Photographers Association* and *Arizona State University*, department of mass communications. Tempe, Ariz. 85281.

■ **Jan. 16-17**—*Michigan State Cable Television Conference*, first annual conference. Civic Center, Lansing.

Jan. 16-17—*Institute of Broadcasting Financial Management/Broadcast Credit Association* quarterly board of directors meetings. Sheraton 4 Ambassadors, Miami.

Jan. 16-18—*Alabama Broadcasters Association* winter conference. Guest speaker: FCC Commissioner Charlotte T. Reid. Parliament House, Birmingham.

Jan. 18—*Radio Television News Directors Association* mid-winter board meeting. Washington.

Jan. 18-19—*Florida Association of Broadcasters* mid-winter conference. Carl Glicker, WLOF(AM) Orlando, chairman.

Jan. 19-21—*Idaho State Broadcasters Association* mid-winter convention. Downtowner hotel, Boise.

Jan. 20-24—*National Association of Broadcasters* winter joint board meeting. Cerromar hotel, Dorado Beach, Puerto Rico.

Jan. 22—*New Jersey Broadcasters Association* mid-winter managers' conference. James Rodio, WRDI(AM) Hammonton, chairman. Princeton University.

Jan. 25—*Mississippi Broadcasters Association* annual sales conference. Hilton hotel, Jackson.

Jan. 26-29—*National Religious Broadcasters* 32nd annual convention. Invited speakers: NAB President Vincent Wasilewski, National Cable Television Association President David Foster, FCC Commissioner Charlotte Reid and Dr. Billy Graham. Washington Hilton hotel, Washington.

Jan. 31—Deadline for entries, *Mortgage Bankers Association of America* Janus awards for excellence in financial news reporting. Four categories: commercial radio and TV stations, commercial radio and TV networks. Contact: Mark Serepca, Mortgage Bankers Association of America, 1125 15th Street, N.W., Washington 20005.

February 1975

■ **Feb. 1**—Deadline for entries, *Robert F. Kennedy Journalism Awards* for outstanding coverage of the problems of the disadvantaged in America. Awards Committee, 1035 30th Street, N.W., Washington 20007.

Feb. 3—Deadline for entries, *American Medical Association* 1974 Medical Journalism Awards Competition. \$1,000 award in each of five categories: magazines, newspapers, radio, TV and editorial. Rule information: 535 North Dearborn Street, Chicago 60610.

Feb. 4-6—*South Carolina Broadcasters Association* 1975 Winter convention. Wade Hampton hotel, Columbia.

Feb. 5-7—*Audio Workshop at The American College*. Bryn Mawr, Pa. Tel. 215-525-9500. Ext. 249.

Feb. 8-12—*National Association of Television Program Executives* annual conference. Hyatt Regency hotel, Atlanta.

Feb. 12-14—*Colorado Broadcasters Association* winter convention. Antlers Plaza, Colorado Springs.

Feb. 13—*Southern Baptist Radio and Television Commission* sixth annual Abe Lincoln Awards ceremony. Speaker: FCC Chairman Richard E. Wiley. Tarrant County Convention Center, Fort Worth.

Feb. 15-17—*Texas Association of Broadcasters* convention. Driskill hotel, Austin.

Feb. 24—*Armstrong Awards* deadline for entries. Executive Director, Armstrong Awards, 510 Mudd Building, Columbia University, New York 10027.

Feb. 25-26—*Association of National Advertisers* television workshop. Hotel Plaza, New York.

Feb. 26-28—*Texas Cable TV Association* annual convention. Dallas Fairmont hotel.

March 1975

March 9-12—*Data Communications Corp.*, BIAS seminar. Hilton hotel, Memphis.

March 11—*Hollywood Radio & Television Society* 15th annual International Broadcasting Awards dinner. Century Plaza hotel, Los Angeles.

March 13-16—*Arkansas Broadcasters Association*

Major meeting dates in 1974-75

Dec. 4-7—*California Community TV Association* annual fall convention and Western Cable TV Show. Disneyland hotel, Anaheim, Calif.

Feb. 8-12, 1975—*National Association of Television Program Executives* annual conference. Hyatt Regency hotel, Atlanta.

April 6-9, 1975—*National Association of Broadcasters* annual convention. Las Vegas convention center, Las Vegas.

April 13-17, 1975—*National Cable Television Association* 24th annual convention. Rivergate convention center, New Orleans.

April 23-27, 1975—*American Women in Radio and Television* 24th annual convention. Continental Plaza hotel, Chicago.

Sept. 17-20, 1975—*National Association of FM Broadcasters* 1975 National Radio Broadcasters Conference & Exposition. Marriott hotel, Atlanta.



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March 14-16—American Advertising Federation seventh district meeting. Knoxville, Tenn.

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April 3-5—Alpha Epsilon Rho, national honorary broadcasting society annual convention, Las Vegas.

April 6-9—National Association of Broadcasters annual convention, Las Vegas convention center.

April 13-17—National Cable Television Association 24th annual convention, New Orleans.

April 17-18—American Advertising Federation sixth district meeting, Chicago.

April 17-19—New Mexico Broadcasters Association convention, Roswell Inn, Roswell.

April 17-20—American Advertising Federation fourth district meeting, Fort Lauderdale, Fla.

April 23-24—Institute of Broadcasting Financial Management/Broadcast Credit Association quarterly board of directors meetings, Century Plaza, Los Angeles.

April 23-26—International Communication Association annual meeting, LaSalle hotel, Chicago.

April 23-27—American Women in Radio and Television 24th annual convention, Continental Plaza hotel, Chicago.

April 24-25—American Advertising Federation eleventh district meeting, Boise, Idaho.

■ **April 30-May 2**—Washington State Association of Broadcasters 1975 spring meeting Hotel to be announced, Yakima.

May 1975

May 5-7—National Association of Broadcasters state presidents conference, Mayflower hotel, Washington.

■ **May 12**—Awards luncheon, Robert F. Kennedy Journalism Awards for outstanding coverage of the problems of the disadvantaged in America, Washington.

May 15-18—Western States Advertising Agencies Association annual conference, Canyon hotel, Palm Springs, Calif.

May 21-23—Ohio Association of Broadcasters spring convention, Imperial House South, Dayton.

May 29-31—Associated Press Broadcasters Association 1975 national convention, Hotel Palacio Del Rio, San Antonio, Tex. Texas APBA annual meeting will be held at same time.

May 31-June 4—American Advertising Federation annual convention and public affairs conference, Statler Hilton hotel, Washington.

May (date to be set)—National Association of Broadcasters two-day workshop on children's television, Washington.

June 1975

June 1-3—1975 Video Systems Exposition and Conference (VIDSEC 75), McCormick Place, Chicago.

■ **June 1-4**—Summer Electronics Show, sponsored by consumer electronics group, Electronic Industries Association, McCormick Place, Chicago.

June 3-5—Conference on "University Applications of Satellite and Cable Technology" sponsored by Universities of Wisconsin and Minnesota and Midwest Universities Consortium for International Activities, University of Wisconsin, Madison.

June 8-11—Broadcasters Promotion Association 20th annual seminar, Don Whitely, KBTW(TV) Denver, general chairperson, Denver Hilton hotel. 1976 seminar to be held June 15-20 in Washington; 1977 seminar to be held June 12-16 in Los Angeles.

June 12-15—Mississippi Broadcasters Association 34th annual convention, Ken Bailey, WBKH(AM) Hattiesburg, chairman, Sheraton hotel, Biloxi.

June 22-25—Florida Association of Broadcasters 40th annual convention, Don Clark, WDAE(AM) Tampa, chairman, Dutch Inn, Disneyworld.

July 1975

July 9-12—Colorado Broadcasters Association summer convention, Tamaron, Durango.

July 17-18—Institute of Broadcasting Financial Management/Broadcast Credit Association quarterly board of directors meetings, Toronto, Canada.

August 1975

Aug. 14-15—Arkansas Broadcasters Association summer convention, Arlington hotel, Hot Springs.

September 1975

Sept. 17-20—National Association of FM Broadcasters 1975 National Radio Broadcasters Conference & Exposition, Marriott hotel, Atlanta.

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Better, not costlier

EDITOR: Andrew Kershaw, president of Ogilvy & Mather, in a speech at the annual meeting of the Association of National Advertisers expressed concern over a "consistent and dramatic" decline in the "number of impressions per person" that advertisers are able to achieve because of rising costs [BROADCASTING, Nov. 4].

What Mr. Kershaw failed to recognize or failed to point out is that television costs are for a product that has changed dramatically over the years. Television dollars in 1965 bought a black-and-white commercial in a one-set home with no CATV capability and a viewership that was significantly less than today. Television dollars in 1974 have the ability to deliver 97% of the U.S. households. Sixty-five percent of these homes have a color receiver, and 41% own more than one set. Color and multiset homes are growing significantly each year. Color-broadcast commercials are not subject to a surcharge as they are in print. Today's average home is now spending 43 hours and 47 minutes per week viewing TV.

What we would suggest to Mr. Kershaw is that his 1974 dollars are buying

a vastly improved and vastly more efficient media. Mr. Kershaw's suggestion of shortening commercials to increase their efficiency will only result in a cluttered, less efficient medium.—*Stephen H. Raffel, vice president, director of research, Harrington, Richter & Parsons, New York.*

The television and the profane

EDITOR: I am in direct disagreement with your Nov. 18 editorial, "Nothing Sacred." It is regrettable that you have taken an extreme case of overreaction by a group of parishioners in an attempt to further confuse the issue. There is a real and immediate need for a solution to the TV vulgarity problem. Distasteful words such as "damn" and "hell," are not only getting more prevalent, but some programs are near pornographic in nature.

Your editorial is in error in giving credit to "evangelists," as you say, in condemning such foul talk on the tube. Many more of us have had to give up the local movie house only to have the same kind of fare brought into our homes.

Another alarming aspect of the foul-mouth trend, is the fact that an increasing number of recording stars are sprinkling

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As with other diagnostic professions, medicine or law, the client can only tell the consultants so much. The audience can only tell the consultants so much. Then, based on the consultants' experience, capacity and judgment, they must recommend a direction that will improve the client's position in the market or maintain it, if he is already in first place.

As the oldest company in our particular field, and as the most qualified, from the standpoint of the broadcast background of *all* members of our staff, we would give you a different answer to the question than many other companies. Some are larger in terms of total manpower and more diversified. Consulting for example, is only one of the things most of them do—some own research companies, do product testing, are involved in political research, etc.

Our company consults only. We secure the finest research we can find, from the country's leading social scientists, to gather our background facts. But research is not our primary business. Objective analysis and specific recommendations based on monitoring, research and professional broadcast background, along with continuing consultation for at least a year, at all levels desired inside a client station, constitute our final product.

Our list of clients is not the largest in the field, but it is the most impressive, and no other company can claim to have consulted with so many clients *successfully* and continually for as long as twelve years.

If you want to know who we work for, how we work with them, what they think of us, and exactly what we think consultants should be, call us.



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their lyrics with their own "damns" and "hells," as well as who is sleeping with whom or who is having someone's baby.

This may all sound very prudish, but I don't think so. I am aware of many parents that feel the same that I do. Your editorial exemplifies the kind of thinking that has driven people to the halls of Congress for relief. It is too bad that we are not moralistic enough to clean our own house.—*Bill Merrell, KYMA(AM) Magnolia, Ark.*

EDITOR: A hearty "amen" to the Nov. 18 letter from William Hoisington. He referred to the frequent use of such words as "hell" and "damn" on television.

It appears that hardly any program can be made without the unnecessary use of these words. The young children who have been taught that these words are wrong to use indiscriminately are somewhat puzzled.

A step farther—the almost inevitable use of alcoholic beverages. It is difficult for me and many others to understand why almost everybody has to have that drink. There are many persons in this country who do not drink, who do not believe in it and who are turning off the TV sets constantly.

I believe it's far past time for the public to speak out against these things infiltrating the living room.—*Merrill Daniels, sales, WITN-AM-FM Washington, N.C.*

Just plain 'movies'

EDITOR: To Dan O'Brien of WDCA-TV Washington and his articulate statement on "old movies" [BROADCASTING, Nov. 18]—bravo!—*Elizabeth Bain, associate director of audience development, Katz Agency, New York.*

EDITOR: WDCA-TV's Dan O'Brien's witty letter decrying "old movies" as a put-down term for television's "most valuable player," the motion picture, is totally accurate.

I'd like to nominate a few additional terms to be added to the verbal boneyard: "kidult," "indie," "syndie," "rerun," "sit-coms." "pre-recorded."—*Melvin B. Smith, promotion manager, WFLD-TV Chicago.*

Cries in the record wilderness

EDITOR: There has been a lot of news lately about record companies complaining about the declining number of major market radio stations that are willing to take a chance and break a new record. At the same time, medium and small market music directors and program directors fight to get and keep any kind of decent record service.

There may be a mutual solution: Record companies should devote more effort to supplying smaller stations with their product. At wssc—as at other stations our size, I am sure—we don't rely only on charts and sales to determine if a certain record gets airplay. If a record sounds good, fits the format but is by an unknown and or isn't on the charts, it has a better chance of getting airplay in the smaller markets. (That is if the smaller

markets had the record.)

Sure, it wouldn't be exposed to as many people in one market, but when you take a number of small markets, their reach is as good or better than one major market, where the record probably won't get played anyway.

Record companies, don't ignore us. We have listeners too.—*Howard Dameron, program director, WSSC(AM) Sumter, S.C.*

The wasteland

EDITOR: I would be most curious to know how other broadcasters feel about the attached letter which I have sent to the Forest Service, the Department of Agriculture and the Public Service Council.

Mr. Stephen C. Harper
Forest Service, USOA
Washington, D.C. 20250

Dear Mr. Harper:

This is the first letter of this type I have ever written. I think it's about time.

Today in the mail, WFON received a very beautiful (and no doubt expensive) color brochure which contained very complete information promoting "Woody Owl's cooperative outdoor environmental campaign."

As mentioned on the inside of this kit, "Everywhere you look, our environment is being threatened by pollution." That statement is so true because, other than the record (which we do plan on broadcasting) the rest of that very expensive material will be thrown in the wastebasket and become a part of that very problem.

Wouldn't it be nice if all broadcasters could produce such an attractive promotion piece for their stations. But then, we are in private business.

God have mercy on the poor taxpayer.

Very sincerely,
Ron Harvey
General Manager, WFON

They are not the only ones to be blamed, it's just that my temper has peaked on this date.—*Ron Harvey, general manager, WFON(FM) Fond du Lac, Wis.*

Unqualified denial

EDITOR: An item appeared in your "Closed Circuit" column of the Nov. 11, 1974, issue, which stated that I was sponsoring or going to sponsor legislation for a code of ethics for the news media. This is totally incorrect.

I have made no such move. I have not introduced any such legislation. I have planned none. I am preparing none. I have made no statement to the effect that I intended to do so. I have authorized no one to make such a statement for me.—*Carl T. Curtis, member, U.S. Senate, Washington.*

Separate tables

EDITOR: Somebody forgot the beautiful state of Hawaii [in the listing of television markets] on page 26 of the Nov. 18 BROADCASTING. Nielsen will show this market with roughly 233,000 television homes this fall, and I believe ARB is giving it around 225,000. This would make us the 79th market in order of ADI TV households.—*George B. Hagar, president and general manager, KHON-TV Honolulu.*

(Nobody forgot Hawaii. Arbitron, source of the ADI listings to which Mr. Hagar refers, omits Hawaii and Alaska from the base figures for total U.S. homes, TV households, women, men, teenagers and children against which individual market percentages are calculated. Arbitron officials explain that Hawaii and Alaska are atypical because of their distance from the contiguous states.)

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D.C. 20036. Phone: 202-638-1022.

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BROADCASTING* magazine was founded in 1931 by
Broadcasting Publications Inc., using the title
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Estate. Broadcast Advertising* was acquired in
1932, Broadcast Reporter in 1933, Telecast* in
1953 and Television in 1961. Broadcasting-
Teletesting* was introduced in 1946.



* Reg. U.S. Patent Office.

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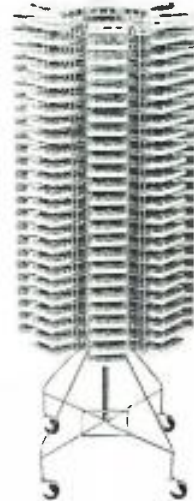


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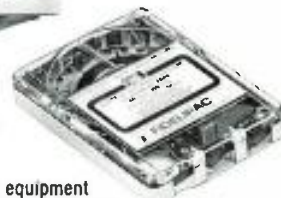
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Monday Memo®

A broadcast advertising commentary from Ron Gianettino, senior vice president, Keyes, Martin & Co., Springfield, N.J.

Shop-Rite has the answer for consumers and broadcast has the answer for Shop-Rite

Image or price—which do you sell?

For Shop-Rite Inc., a chain of 175 supermarkets in New York, New Jersey, Massachusetts, Pennsylvania and Delaware, we feel we have come up with a highly profitable compromise. We have managed to provide Shop-Rite with the best of both worlds—a multimedia campaign that creates for the supermarkets an image of a low-priced merchant who is always concerned with the cost of groceries.

Our main means was broadcast. Our print program alone hadn't provided the reach and excitement that retailers, in today's competitive climate, must generate. Over the last four years, we have used a concentrated blend of radio and TV that has not only increased sales for Shop-Rite, but has given unity and direction to its newspaper advertising.

At Keyes, Martin, we believe strongly in price as a basic and viable image for most retailers. This is a concept that many supermarkets (which may now be regretting all the time and space they spent rhapsodizing over wider aisles, cheerful clerks and beaming butchers) are just now coming around to.

We look at it this way. Prices can be controlled. People can't always be controlled. If you advertise chicken at 29 cents a pound, that's what the shopper will look for. Consumers couldn't care less about a butcher's personality as long as they can buy meat at the price that's advertised.

With this price-oriented campaign, Shop-Rite—even discounting inflation—has made dramatic gains in the last four years. And this a period not notable for the supermarket industry generally. Over that time, Shop-Rite sales have risen consistently. Last year the chain reported the biggest per-store increase in its history. Unit as well as dollar volumes were up substantially.

When we first took on the Shop-Rite account, the chain was like so many others in the supermarket business. It was heavily and traditionally into newspapers, bestirring only occasionally to radio and TV for last-minute promotions.

We began our association with Shop-Rite in January, a month consumers look to for low-price sales. It is also the time when Shop-Rite runs an annual promotion for its private-label canned goods.



Ron Gianettino joined the Springfield, N.J., advertising firm of Keyes, Martin & Co. 11 years ago. Prior to that, he had worked at a variety of advertising jobs—copywriter, researcher, public relations writer, advertising manager and space salesman. He presently is a senior vice president and account supervisor at K/M.

Our creative department put together a rousing commercial that combined music from "Can-Can" with lyrics stressing the savings possible during Shop-Rite's "Can-Can" sale.

It was tribute enough that the commercial had to be yanked from the air—Shop-Rite sold some 50% more canned goods than anticipated; its warehouses had almost sold out.

Since then, the Can-Can campaign has been repeated every year. Same month, same commercial and with progressively better results.

But it was the first success that sold Shop-Rite's management on broadcast. Since then, Shop-Rite has advertised year-round on radio in most of its markets, with a good frequency on television.

And we keep getting reassurances for our faith in broadcast. Some examples:

▪ Shop-Rite's Albany, N.Y., stores were selling at lower levels than similar stores in the rest of the chain. We took low-price leaders, advertised them on TV vigorously. The items sold 10 times faster in Albany than in Shop-Rite markets where we didn't mount the TV campaign.

▪ We created a summer radio campaign—one that we felt competed head-on with Coke and Pepsi—for Shop-Rite's private soft-drink brands. Sales picked up 20% over normal seasonal increases—a substantial gain in the tough, highly competitive soft-drink business.

▪ When prices were frozen in 1972, we used radio, with its ability to communicate immediacy and urgency. We created a commercial called "The Ninety-Day Wonder." The commercial itself was a wonder we created in one day. With today's rapid shifts in the economy—sudden shipments, goods that must be moved, ideas that have to be communicated, we know we can go to radio to get our message out fast. Here's how we did it in 1972:

"ANNCR: Shop-Rite is no 90-day wonder. Shop-Rite was putting the chill on high prices long before the President clamped down his 90-day freeze. And Shop-Rite will still be holding the line long after prices have thawed. Our prices are always under control because Shop-Rite started the whole idea of lower food prices. Our quality is always tops because we know you're feeding the people you love, our promise is simply this: Through good times and bad, with controls or without, your dollar will buy more and buy better at Shop-Rite. Today, more than ever, why buy more? FOLK SINGER: You'll get change at the checkout stand/The friendly face with the helping hand/Shop-Rite makes the prices fall/'Cause the values go from wall to wall/So let me ask you why buy more/Shop at Shop-Rite/Why buy more (FADE)."

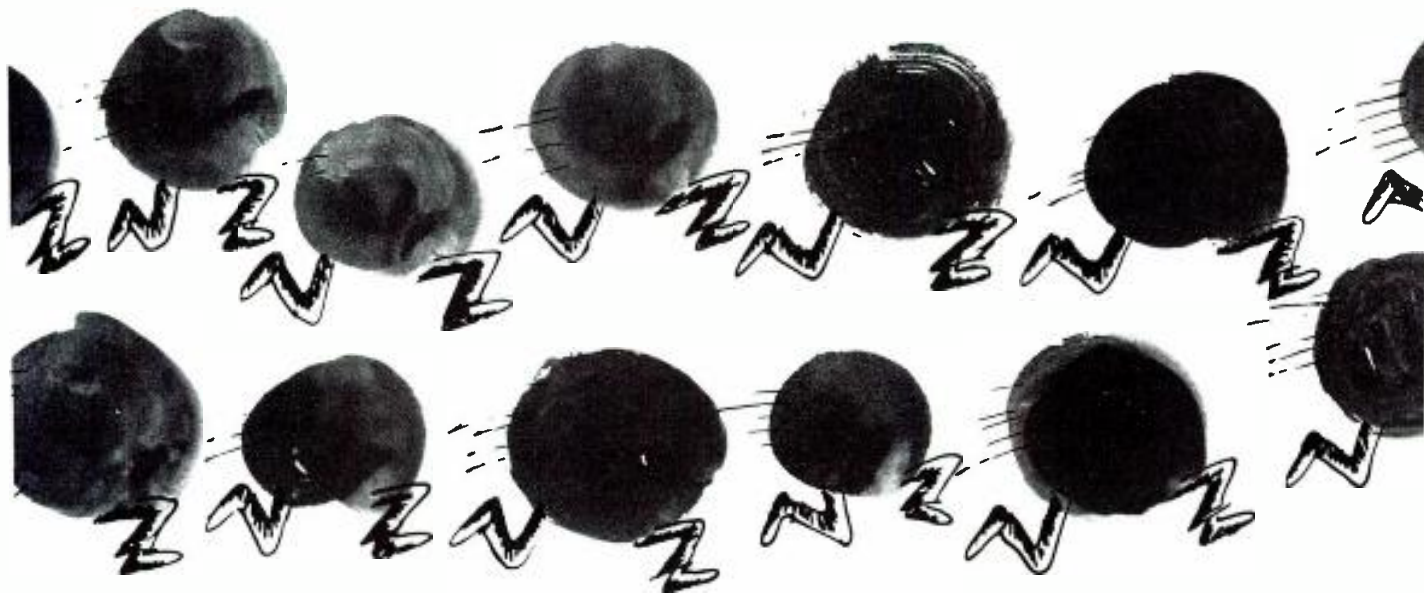
Presently, our advertising is selling what Shop-Rite is selling—good food at good prices. When we talk about Shop-Rite bread, for example, we stress the quality of its ingredients. And we always close with the price reminder—"and you get three loaves for a dollar."

Our campaign is aimed at the collective consciousness of housewives—a target effectively reached by broadcast—with a musical theme that echoes the words they are likely to hear every day from members of their families—"Hey, Mom, what's for dinner. . . . Shop-Rite has the answer."

It's this breadbasket approach, which comes directly from Shop-Rite's marketing and merchandising expertise, that has made this campaign so successful.

"Shop-Rite has the answer." That's what our jingle says. And for Shop-Rite the answer has been broadcast.

At WCCO-TV, your spots run as ordered.



We know. You spend a day and a half working out your media plan to meet a specific gross rating point goal. You make your buy. And pray.

Because if your spots don't run as ordered – when and where you planned – the whole strategy is shot. You have to go back to set up make-goods. Re-negotiate. It can mean hours, or even days, re-doing a job you thought was already done.

But you can avoid all this hassle in Minneapolis-St. Paul. Simply buy WCCO-TV.

Good news: WCCO-TV has a "Media Buyer's Protection Plan"

You'll like it. It's simple. And it works.

1. WCCO-TV runs your spots as ordered.
2. WCCO-TV does not play games with its rate card. It's the same for everybody, local or national.
3. WCCO-TV guarantees 90-day rate protection.
4. WCCO-TV guarantees 10-minute product protection. (Note: we do not say we "intend, desire or endeavor" 10-minute separation. We *guarantee* it.)

Test us.

The WCCO-TV sales staff (and Peters Griffin Woodward) stand ready to make life easier for you.

Our only problem is, our story sounds too good to be true.

4 WCCO
TV Minneapolis/St. Paul

Broadcasting Dec 2

Vol. 87 No. 23

Programing

TV networks change horses in midseason

Second half line-up is set; touts see CBS still first, NBC placing close behind and ABC third but trying

CBS-TV, with the second-season addition of a new Norman Lear comedy, a new variety hour starring Cher without a Sonny and the return of last summer's musical-variety hit, *Tony Orlando and Dawn*, has shored up its schedule enough to assure its coming out on top in the final Nielsens for the 1974-75 season, according to a census of experts last week.

NBC-TV, leaning heavily on second-season boosts from *The Mac Davis Show* (which didn't do all that well last summer) and *The Smothers Brothers Show*, figures to drop off a bit but to still end up a strong second, some experts say. NBC officials, however, are confident of at least a strong second-place showing.

ABC-TV, which is making more second-season changes than the other two networks combined, should up its weekly averages if only because after a near-disastrous first three months of the season, it has nowhere to go but up.

The consensus became apparent among industry insiders as the networks last week finally put a lock on their second-season

schedules. CBS and NBC, both operating from positions of strength, have canceled only seven shows between them (four by CBS, three by NBC), whereas ABC ended up canceling six shows and changing time slots on four of its holdovers.

Of the 13 new shows that will be introduced by the networks between now and February, five fall into the broad category of action-adventure, four are situation comedies and four come under the heading of musical-variety hours.

And in an unusual move, NBC has already announced that in March it will send in half-hours, *The Bob Crane Show* and *Sunshine*, as subs for hour-long *The Mac Davis Show*, which itself premieres later this month as second-season replacement for the short-lived *Sierra*. One NBC programing vice president smilingly conjured up visions of a third season, possibly even a fourth season, if these two comedies draw respectable audiences.

Before the second season is even off the ground, industry handicappers were already offering a line on the new night-by-night clashes:

Monday at 8 should remain the property of ABC's long-running *The Rookies*, with CBS's *Gunsmoke* continuing to get large numbers but poor demographics (old, rural and low income). NBC is counterprograming at 8 with *The Smothers Brothers Show* as its replacement for *Born Free* (probably remembering how well another comedy-variety show, *Laugh-In*, did in the same time slot for many years until it ran out of gas). But, according to a number of industry sources, the Smothers Brothers were a political-cultural phenomenon of the 1960's and have to be considered a question-mark

in the changed atmosphere of 1975. From 9 to 10, CBS figures to hold sway with its popular comedies, *Maude* and *Rhoda*, although ABC will try to hold its predominantly male audience in that time period (the NFL wraps up its Monday-night games next month) with *S.W.A.T.*, a *Rookies* spinoff that will stress the same kind of situations involving big-city cops in action. ABC's other new cop show, Quinn Martin's *Caribe*, from 10 to 11, which is sort of a Miami-Caribbean version of *Hawaii Five-O*, should prove tougher competition for CBS's *Medical Center*, which is now in its sixth season and is going soft in the demographics. As usual, NBC will be relying from 9 to 11 on the strength of its theatrical movies.

Tuesday is the only night of the week that has been left untouched by the second-season counterprogramers. If the fall pattern continues, CBS, with its bloc of *Good Times*, *M*A*S*H*, *Hawaii Five-O* and *Barnaby Jones*, will win the night fairly easily, although the last-named show may not make it beyond the summer because of the competition from NBC's *Police Story* at 10.

CBS's scissoring of *Sons and Daughters* in favor of *Tony Orlando and Dawn* at 8 is the only Wednesday change among the networks. But that one substitution could end up giving the night to CBS because the solid *Cannon* at 9 (now in its fourth season) would be improved by a better lead-in, which in turn should help the network's *Manhunter* at 10. NBC is taking a risk in electing to continue with two marginal Wednesday shows — *Lucas Tanner* at 9 and *Petrocelli* at 10 — both of which are dissipating the very strong lead-in they're getting from *Little*

Sunday

	ABC	CBS	NBC
7:30			
8:00	The Six Million Dollar Man (Universal)	Cher (Schlatter)	Wonderful World of Disney (Walt Disney)
8:30			
9:00		Kojak (Universal)	NBC Sunday Mystery Movie: Columbo McCloud McMillan and Wife Amy Prentiss
9:30	ABC Sunday Night Movie (Various)		
10:00		Mannix (Paramount)	
10:30			
11:00	Local	Local	Local

Monday

	ABC	CBS	NBC
7:30	Local	Local	Local
8:00			
8:30	The Rookies (Spelling-Goldberg)	Gunsmoke (CBS)	The Smothers Brothers Show (NBC)
9:00			
9:30	S.W.A.T. (Spelling-Goldberg)	Maude (Tandem)	
10:00		Rhoda (MTM)	NBC Monday Night at the Movies (Various)
10:30	Caribe (Quinn-Martin)	Medical Center (MGM-TV)	
11:00			

Tuesday

	ABC	CBS	NBC
7:30	Local	Local	Local
8:00	Happy Days (Paramount)	Good Times (Tandem)	Adam-12 (Universal)
8:30		M*A*S*H (20th Century-Fox)	
9:00	Tuesday Movie of the Week (Various)		NBC World Premiere Movie (Various)
9:30		Hawaii Five-O (CBS: Leonard Freeman)	
10:00			
10:30	Marcus Welby, MD. (Universal)	Barnaby Jones (CBS: Quinn Martin)	Police Story (Screen Gems)
11:00			

House on the Prairie at 8, one of the hit shows of the season.

The Waltons, on CBS, the only regularly scheduled noncomedy series on the air that consistently pulls down 40-plus shares, is not likely to be threatened in its 8 o'clock berth by the new competition. ABC is counterprogramming *Barney Miller*, a new 30-minute comedy about a New York detective, and *The Odd Couple*, which has had a solid five-year run on the network but may be wearing out. NBC is bringing back *The Mac Davis Show* on Dec. 19 for a limited three-month run, but since it didn't make much headway against reruns of *The Waltons* last summer it's not likely to have an impact on *Waltons* original episodes. But NBC's new show at 9, a private-eye series called *Archer*, starring Brian Keith in the title role, may benefit from the thinning out of theatrical-movie titles on *The CBS Thursday Movies* from 9 to 11. The winner at 9, though, will probably continue to be ABC's *The Streets of San Francisco*, which, week-in and week-out, gathers in bigger Nielsens than any other show on the network.

Friday figures to continue as NBC's strongest night, particularly with *Sanford and Son*, the network's highest-rated show, at 8 and *Chico and the Man*, the highest-rated of all the new shows that premiered last September, at 8:30. ABC is moving *The Night Stalker* to 8 o'clock (it's currently running on Fridays at 10), which may be a slight improvement over *Kung Fu*. CBS at 8 is asking the question: Is the nation ready for a 1970's version of Charlie Chan? Called *Khan!*, the show features a private detective who operates out of San Francisco's Chinatown and is assisted not only by a number-one son but also by a number-one daughter. That show replaces *Planet of the Apes* on Feb 7.

ABC sources say the network hopes that NBC's 8-to-9 o'clock situation-comedy audience will turn to *The Hot I Baltimore*, the new Norman Lear comedy on ABC at 9, instead of sticking to James Garner as a private investigator in *The Rockford Files*, NBC's 9 o'clock

show, which has so far this season inherited most of the *Chico and the Man* lead-in. *Baltimore* is a tongue-in-cheek look at a bunch of life's losers gathered together in a run-down rooming house, and it will be followed on ABC at 9:30 by *Karen*, another contemporary new comedy starring Karen Valentine. At 10, ABC's *Baretta*, which is a newly refurbished version of *Toma* (with Robert Blake as the new leading man, replacing Tony Musante), may survive at 10, particularly as the *CBS Friday Movies*, from 9 to 11, begins running out of big audience-attracting theatrical pictures. *Baretta* premieres Jan. 17.

CBS is relying on Norman Lear to plug up its one Saturday-night leak: On Jan. 18, *The Jeffersons* (which is being spun off from *All in the Family*) replaces *Paul Sand's Friends and Lovers* at 8:30, a move that's expected to keep the network's huge audience flowing from *All in the Family* at 8 to *The Mary Tyler Moore Show* at 9, *The Bob Newhart Show* at 9:30 and *The Carol Burnett Show* at 10. ABC is sacrificing *Kung Fu*, a fad show that had petered out in its third season, to CBS's *All in the Family* at 8, but ABC may be more competitive at 9 with a new series of theatrical movies to go up against *NBC Saturday Night at the Movies*.

Sunday is unique in that a few weeks after Sonny Bono bows out of his regular 8 to 9 variety-show berth on ABC, a series that fell victim to feeble ratings, his ex-wife Cher will be bowing in with a new variety series on CBS, from 7:30 to 8:30. CBS is hoping *Cher* will be able to make more of a dent in *The Wonderful World of Disney* (NBC) than did *Apple's Way* (the show she replaces on Feb. 9). ABC is weighing in with *The Six Million Dollar Man* on Sunday at 7:30, hoping to snare the "male-oriented action audience" that may be turned off by Disney and Cher.

Industry observers, however, are still giving the night to NBC, with the proved Disney lead-off show followed by the still strong *Sunday Mystery Movie*, with its four rotating miniseries.

Cavett jumps to CBS. CBS-TV announced last week that it has signed Dick Cavett to an exclusive contract to cover the period Jan. 1, 1975, to May 1, 1976.

Mr. Cavett may start his CBS duties as a guest on some of the network's regularly scheduled comedy series, such as *The Mary Tyler Moore Show*, according to a spokesman for Daphne Productions, Mr. Cavett's own company. Daphne will also work on a 60-minute entertainment special, which, according to the spokesman, "won't be the standard type of variety show with Cavett in a black tie introducing various acts." This special will go into production next summer for airing early in 1976 and will serve as a pilot for a potential CBS series, the spokesman added.

Mr. Cavett had announced the termination of his contract with ABC during the Nov. 22 taping of one of his late-night shows for that network.

Saturday

	ABC	CBS	NBC
7:30	Local	Local	Local
8:00			
8:30	Kung Fu (Warner Bros.)	All in the Family (Tandem) The Jeffersons (Norman Lear)	Emergency! (Universal)
9:00			
9:30		Mary Tyler Moore Show (MTM)	
10:00	ABC Saturday Night Movie (Various)	Bob Newhart Show (MTM)	NBC Saturday Night at the Movies (Various)
10:30		The Carol Burnett Show (CBS)	
11:00			

Wednesday

	ABC	CBS	NBC
7:30	Local	Local	Local
8:00	That's My Mama (Scr'n Gems)	Tony Orlando and Dawn (CBS; Ilson-Chambers)	Little House on the Prairie (NBC)
8:30			
9:00	Wednesday Movie of the Week (Various)	Cannon (CBS; Quinn Martin)	Lucas Tanner (Universal)
9:30			
10:00			
10:30	Get Christie Love (Wolper Productions)	Manhunter (CBS; Quinn Martin)	Petrocelli (Paramount)
11:00			

Thursday

	ABC	CBS	NBC
7:30	Local	Local	Local
8:00	Barney Miller (ABC; Four D Productions)	The Waltons (Lorimar Productions)	The Mac Davis Show (NBC)
8:30	The Odd Couple (Paramount)		
9:00			
9:30	Streets of San Francisco (Warner Bros.)	CBS Thursday Night Movies (Various)	Archer (Paramount)
10:00			
10:30	Harry O (Warner Bros.)		Movin' On (D'Antoni-Weitz)
11:00			

Friday

	ABC	CBS	NBC
7:30	Local	Local	Local
8:00			
8:30	Kolchak: The Night Stalker (Universal)	Khan! (CBS)	Sanford and Son (Tandem) Chico and the Man (Wolper)
9:00			
9:30	Hot I Baltimore (Norman Lear)		The Rockford Files (Universal)
10:00	Karen (20th Century-Fox)	CBS Friday Night Movies (Various)	
10:30	Baretta (Universal)		Police Woman (Screen Gems)
11:00			

Wiley, networks tread fine line on sex, violence

FCC chairman, under Hill mandate, looks for voluntary concessions; more meetings slated to consider the various solutions proposed; Senator Brock serves notice he will push for clean-up of TV

For FCC Chairman Richard E. Wiley and the three networks, the pressure is beginning to build. The chairman would like ABC, CBS and NBC to issue a public statement committing themselves to a joint policy containing procedures designed to protect children from programming of "gratuitous violence" or other material considered unfit for them (BROADCASTING, Nov. 25). And the networks do not seem averse at least to the idea of assuring that children will have such protection.

But it is the problems involved in working out mutually acceptable procedures that are giving the networks pause. And among them is the key question of whether the commission, in the person of Chairman Wiley, is not treading dangerously close to the line that separates permissible government action from violation of the First Amendment.

Chairman Wiley says he is sensitive to the danger of the commission taking on the role of censor, and is determined to avoid it. He says he is not opposed to the networks carrying mature and sensitive programming. But he is also under a mandate from the Senate and House Appropriations Committees to report to Congress by Dec. 31 on the actions the commission has taken or has planned to take "to protect children from excessive programming of violence and obscenity."

And the commission has reason to take that mandate seriously. Some members of Congress have been receiving a heavy volume of mail from constituents complaining about sex and violence on tele-

vision. In the House Appropriations Committee hearing on the commission's budget request for 1975 last March, Representative Joseph McDade (R-Pa.) noted that the subcommittee had spent considerable time in previous hearings over the years expressing concern about television violence and children's programming, and added, in quizzing Mr. Wiley, then a new chairman: "I want you to know how strongly we feel. We're going to have a plain shoot-out on this [if the committee is not satisfied by commission action]" (BROADCASTING, March 18).

The committee put the same sentiment in more proper, and more meaningful, language in its report last June. Failure on the commission's part to heed the committee's mandate will result in "punitive action." And last week, a House committee aide confirmed what most observers took that statement to mean: If dissatisfied with the commission's report, the committee would consider cutting the commission's budget.

Nor are the appropriations committees the only source of Hill pressure on the question of sex and violence on television, particularly where children are concerned. Senator John O. Pastore, (D-R.I.), chairman of the Senate Communications Committee which has jurisdiction over the FCC, regularly beats on the commission like a gong, when it appears before him, on the issue of questionable programming. And an aide said the senator's office has received "boxes of letters" from members of the public complaining about allegedly indecent programming.

Chairman Wiley's strategy for dealing with the dilemma in which he finds himself is familiar: Persuade the industry to do voluntarily what the FCC considers to be in the public interest. It worked in the area of children's television programming, at least so far as commercial standards are concerned. But the obstacles to successful implementation are more difficult to overcome.

There is, as some network officials have indicated, the very fact that the strategy has already been successful. They say that

in view of the industry's willingness to cooperate in the area of children's programming, Chairman Wiley's cajoling and coaxing on the matter of sex and violence "are getting close" to becoming a First Amendment problem.

But in the view of network officials willing to discuss the matter, that does not yet seem to be the key issue. As one network source said, "You can't say it's a First Amendment problem yet because nothing was resolved; he just opened up a lot of issues."

The reference was to Chairman Wiley's discussion with the key officials of the three networks—Elton Rule, president, and Everett Erlick, senior vice president and general counsel, of ABC; Arthur Taylor, president of CBS and John Schneider, president of CBS/Broadcast Group; and Herbert Schlosser, president, and David Adams, vice chairman, of NBC—in his office late in the afternoon of Nov. 22.

The meeting does not seem to have been regarded by either side as a High Noon confrontation. The network officials came down to Washington from New York willing to listen, and went home impressed, in at least some cases, with the depth of Chairman Wiley's concern about the issue and prepared to consider some of the proposals he advanced.

The only suggestion to which the network officials are said to have registered strong objection was for a program-rating system, similar to that employed by the motion picture industry for movies. (The suggestion was also the only one reportedly advanced in the meeting by a member of Chairman Wiley's staff rather than the chairman himself.) The officials expressed the view that a rating board existing independently of the networks would draw from the networks too much of their discretion; that, as licensees, they are totally responsible for their product.

A suggestion that the networks submit their material to an outside source for prescreening has been made before. Senator Pastore in 1969 suggested that the networks permit the National Associa-



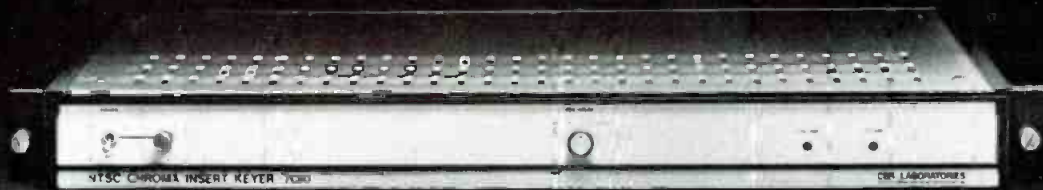
The squeeze, pass it on. FCC Chairman Richard E. Wiley (l) met with network officials two weeks ago and diplomatically turned up the heat on sex and violence in television programming under (l-r) ABC's Elton Rule, CBS's Arthur Taylor and NBC's Herbert Schlosser.

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tion of Broadcasters Code Authority, when it deemed it necessary, to prescreen their product. ABC and NBC were willing to permit prescreening in borderline or special cases, but CBS turned the idea down cold (BROADCASTING, March 31, 1969), and it eventually died.

ABC and NBC are said to have about the same position regarding prescreening today as they did in 1969: occasionally, perhaps; on a regular or systematized basis, never. There is no reason to believe CBS in the last five years has bent any in its opposition to the idea.

Although two other suggestions offered as a means of protecting children from programing meant for adults did not draw the same kind of quick rejection, they did pose problems for the network officials. One was for an elaborate system of warnings; the other, for scheduling certain programs later in the evening.

The warnings might include notations in *TV Guide* and newspaper listings, statements in promotional pieces announcing a program and in spots immediately preceding it, as well as a white dot carried in a corner of the picture to warn those who tune in which a program is under way. As for scheduling, Chairman Wiley suggested that adult programs run at 9 p.m. or later.

One network source indicated he would have no trouble accepting these suggestions in principle so long as all networks did and none was able to obtain a competitive advantage over the other two. (For instance, two networks running low-key, kids-type shows at, say, 8 p.m., would not like to see the third network running a rip-roaring, shoot-'em-up "Dirty Dozen" in opposition.)

And in that connection, there is the problem of defining "violence" and "undue violence," and of distinguishing programing that is unduly violent from that which is simply "action-filled."

There are other problems, too. Warnings could serve to generate interest on the part of children in seeing programs designed for adults. And programs aired at 9 p.m. in New York appear in the Central time zone at 8 p.m.

Furthermore, whatever commitments the networks might be willing to make individually, the chairman's hope of a joint statement might not be realized. One source said the network officials told the chairman at the meeting that policy differences among the networks would make it difficult for them to comply with his proposal.

Each of the networks has its own procedures for warning the audience about material possibly unsuitable for children. And at the Nov. 22 meeting in Chairman Wiley's office, the network officials estimated that notices had been issued in connection with about 20 programs. Some commission officials indicated later this seemed an inadequate performance.

In any event, Chairman Wiley asked the networks to submit copies of the procedures followed by program standards staffs in reviewing programs.

Receipt of the material was to mark the first step in the march to a second

summit meeting. Commission staffers will review the material; and in the meantime, the network officials who met with Chairman Wiley will review the discussion with their respective programs and standard division people and TV network chiefs in an effort to determine whether they regard the proposals discussed at the meeting as feasible. Then, the commission staff and the network's staffs will confer to determine each side's position, and prepare for the next meeting of Chairman Wiley and the heads of the network companies.

Commission officials last week had no definite schedule in mind. But they said they expected to meet with their opposite number on the network side this week. And still to be arranged is a meeting between Chairman Wiley and NAB and NAB code officials. Commission officials indicated that nonnetwork programing also presents problems.

Whether the planned meetings can be held and a resolution reached in time for the commission to prepare its report to Congress seems doubtful. The commission is scheduled to consider a first draft of the report at a meeting on Dec. 11 and to adopt a final report on Dec. 18.

However, Chairman Wiley has indicated he does not feel bound to conclude his talks with the networks before the commission submits its report to Congress. He said following the meeting with the network officials that "we have to continue to probe this situation regardless of the time constraint."

The report to Congress is not the only commission project that cannot be put in final form until the talks with the networks are concluded. Now being drafted is a notice of inquiry and proposed rulemaking dealing with the subject of sex and violence on television.

Nor is the notice all that the chairman is considering. He talked of the issuance of a policy statement, similar to the one the commission issued in the children's programing proceeding, and of the addition of a question in renewal forms calling on stations to state their policies regarding the airing of shows containing sex and violence.

Meanwhile, an indication of the kind of trouble the networks may face on Capitol Hill in the next session of Congress is indicated by work now under way in the office of Republican Senator Bill Brock of Tennessee on legislation aimed at improving the "quality" of programs.

Dr. Harrison Fox, chief legislative assistant to Senator Brock, said the senator has received considerable mail from constituents complaining about local and network programing, including news programs. As a result, he said, the senator began considering legislation that might provide for the creation of an independent commission to prescreen programs and provide the viewers with information to determine whether they want to watch them.

Dr. Fox said the senator is opposed to censorship. But, he added, the senator is "not open" to the networks' argument that the government must not interfere in programing.

ACT picks the best

Boston group confers honors on eight for contributions towards better children's programing

Eight awards to stations and organizations have been announced by Action for Children's Television for "Achievement in Children's Television." This is the third year the Boston-based ACT has given awards for making "a significant step towards upgrading children's television and for eliminating commercialism on children's programs." The winners:

ABC owned-and-operated stations for *Over 7*, a magazine-format program designed for family viewing.

Alphaventure, for *Big Blue Marble*, an ITT-backed series designed to run without commercials.

CBS-TV News for *In the News*, a series of current events reports run between Saturday morning programs.

The Chinese Committee for Affirmative Action in San Francisco for *Yut, Yee, Sahm* (Here We Come), a multicultural program for children.

The Exxon USA Foundation for financial support of Public Broadcasting Service's *Villa Alegre!*, another multicultural and multilingual series.

Prime Time School Television in Chicago for developing and distributing to teachers educational materials on televised prime time specials and documentaries.

WBZ-TV Boston for *Something Else*, a Saturday morning program for 8-to-12-year-olds featuring local children.

WNET(TV) New York for offering a two-week festival of quality daytime children's programing during the mid-year holiday vacations, with the support of the Heckscher Foundation.

'Gilligan's' lessons

It's part of an FM-TV experiment for Philadelphia children that is slated for national use

A meld of noncommercial radio and commercial television has been used successfully in Philadelphia to instruct children, and now its guiding forces plan to go national with the experimental "dual audio-television project."

Dr. Terry Borton of the Philadelphia school board and his associates arranged the link between Kaiser Broadcasting's WKBS(TV) and noncommercial WUHY(FM) both Philadelphia, to "make the 24 hours per week kids spend in front of television educationally useful."

The method is to use established popular TV programing (in the test case it was *Gilligan's Island*) and fitting five to seven minutes of radio narration by Steve Baskerville on radio, into spaces in the televised program to "raise questions, define words, and highlight important material." Announcements in the TV program advise viewers to tune the FM station also.

A two-week survey by the American Research Bureau during experimental broadcasts last spring showed a daily audience of 20,000 (25% of the

6-11 age group and 25% larger audience than for *The Electric Company* which ran opposite). The associate director and producer, Leonard Belasco, noted that a separate test of 260 Philadelphia public school children in Title I (poverty) districts, "demonstrated a correlation between amount learned and number of hours watched/heard." Those who listened "not at all" scored 23% correct; those who listened four-six days scored 50%, and who listened seven-10 days, got 72% correct.

A six-month test is now under way, this time using *The Flintstones* at 4:30-5 p.m. Agency for Instructional Television, which aims for "quality programing by pooling the resources of states and Canadian provinces" is arranging a prospectus for January to try a national version of the project. An estimated \$250,000 "minimum budget" will be needed, according to Dr. Borton. He said that amount could be raised if 20 participants elsewhere in the U.S. and Canada join in the project by sign-on.

Tighter rules urged for children's TV

Geller and Rand associate call FCC's statement 'vague,' propose definitive guidelines

The FCC may have thought it had gone as far as it should or constitutionally could go in its policy statement on children's television programing when it called on broadcasters to make a "meaningful effort" in that area and to devote a "reasonable part" of such programing to "educational" material. But the commission's former general counsel, Henry Geller, who is now with the Rand Corp., and Karen Possner, a communications specialist at Rand, argue that First Amendment considerations actually require the commission to go further and adopt more definitive guidelines.

They made that argument in a petition for reconsideration, filed last week with the FCC. And they made two other points: The commission should foster a cooperative effort by the networks in children's educational and informational programing, and it should outlaw product commercials aimed at pre-school-children.

The petitioners, speaking for themselves rather than Rand, say they appreciate that the commission's effort, in laying down "vague" guidelines, was to avoid "excessive" government interference in programing. But, they ask, what happens after the policy statement becomes fully effective, on Jan. 1, 1976, and petitions to deny renewal are filed that contend the applicant has not devoted a "reasonable" amount of time to children's programing, or that a "reasonable" amount of that programing was not educational in nature?

So the question, they say, "is whether the First Amendment is served by examination of an incumbent's programing without any objective standards which the

Up the coast, down the cost. No doubt about it, moves to cut costs of TV programing are under way. Latest is the move of *Harry O* series, starring David Janssen, from its San Diego location to Los Angeles. Savings cannot be itemized, a Warner Bros. TV official said, but they should be substantial just in not having to send crews to San Diego area every week. *Harry O*, meanwhile, has been continued on ABC (10 p.m., NYT, Thursdays), with an order for an additional nine episodes (to a total of 22) by the network to Warner Bros. Television.

licensee has the opportunity to meet or the public to know." They feel that the answer is obvious—that in "bedrock or allocations areas" (and children's programing is one of the areas they consider bedrock) "definitive guidelines serve the public interest."

The suggestion that the commission foster a cooperative effort by the networks in providing educational or instructional programing is based on the assumption that providing such programing will result in a competitive "soft spot" in the schedules of the networks—and that competition might spur the networks to "maximize audience by stressing entertainment elements at the marked expense of the educational aspects." The petitioners suggest that the commission issue a tough reminder to the networks that such programing is no longer an area for "business as usual."

The petitioners' call for the elimination of television commercials aimed at pre-schoolers is based on the ground that such children do not have the experience to distinguish advertising from informational programing or to "evaluate the distortion or 'puffery' in the television commercial." Directing commercials at them, they say, "is per se inconsistent with the public interest."

No more violence—please?

A Chicago group, Polite Society Inc., has asked the FCC to stop ABC-owned WLS-TV there from broadcasting "excessive mayhem and violence."

The group particularly objected to the "baneful material" broadcast in children's prime viewing hours. PSI argued that violent programs serve as a behavior model, causing "unnecessary injury" to viewers who mimic the roles of TV actors. PSI did not single out any particular program, but submitted a sample week of WLS-TV fare, spotlighting different shows under such headings as "stabbing," "strangling," "beatings" and "car accidents."

The group also maintained that WLS-TV programing violated "implicit prohibitions" against profane and obscene language.

PSI said it was filing a complaint after an informal complaint to the station and a request for a meeting with WLS-TV officials was rejected.

Exchange continued at Tokyo festival

American broadcasters and programs highlight sequel to '73 event in N.Y.

The second U.S.-Japan TV program festival, featuring 35 programs by 27 U.S. broadcasters, was completed Nov. 18 in Tokyo and pronounced a success by participants.

It was a follow-up to the first festival, held in New York and Washington in conjunction with the 1973 National Association of Broadcasters convention and featuring Japanese-made films (BROADCASTING, April 2, 1973). The festivals are part of a continuing U.S.-Japanese project to improve relations between the two countries. Other features include the development of "sister station" relationships between U.S. and Japanese broadcasters, and an exchange of "magazine" type programs.

Three of these magazine or documentary programs have been sent to Japan for broadcasting there: *History in Holidays*, by KTVU(TV) Oakland-San Francisco; *Women's Role in America*, by WWJ-TV Detroit, and *Leisure Time in America* by KSL-TV Salt Lake City. Japanese broadcasters have produced three for showing in the U.S.—*Leisure in Japan*, *Winter Life 1974* and *Americans in Japan*—and are producing a fourth, *Glimpses of Japan*.

The 35 programs shown in Tokyo during the second festival, which ran Nov. 11-18, were produced primarily by U.S. stations and station groups, though the CBS-TV network provided four entries and the Children's Television Workshop one.

John Reynolds of KTLA(TV) Los Angeles headed the U.S. delegation to the festival after Roger D. Rice gave up the chairmanship upon leaving Cox Broadcasting and joining the Television Bureau of Advertising as president. Members of the delegation in addition to Chairman Reynolds were James Babb Jr., WBT(TV) Charlotte, N.C.; Fred M. Cohen, Public Broadcasting Service; Thomas Cookerly, WMAL-TV Washington; Sherman Headley, WCCO-TV Minneapolis; Wynn Nathan, Time-Life Films; John B. Poor, RKO General; Donald Quayle, Corporation for Public Broadcasting; Owen L. Saddler, KMTV(TV) Omaha; Reid L. Shaw, General Electric Broadcasting Co., and Douglas Smith, WFBC-TV Greenville, S.C.

More WQIV quivering

Two governors-elect and 24 congressmen within the listening area of what used to be WNCN(FM) New York have banded to urge that the FCC hold full public hearings on that station's format change from classical to rock music (BROADCASTING, Nov. 11). The petitioners, which include Governors-elect Ella T. Grasso (D-Conn.) and Hugh Carey (D-N.Y.) were rounded up by Representative Bella Abzug (D-N.Y.). In a joint letter to the FCC, the group pointed out that



Opportunity and recognition.

For nearly a decade, the American Women in Radio and Television (Cornhusker Chapter) has recognized the outstanding senior woman student in broadcasting at the University of Nebraska. The recipient this year is now on the news staff of the Fetzer television station in Lincoln. But that's nothing new for Fetzer. Of the nine outstanding women cited so far, seven have been associated with the station.

Several of the winners had been recipients of Fetzer scholarships. Others had benefited from the station's summer intern program, where students actually work with broadcasting professionals. And today, as in the past, women are holding responsible positions with Fetzer.

Insuring that opportunity exists on an equal basis is part of Fetzer's total community involvement.



The Fetzer Stations

	WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island	
WWTV Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WKJF(FM) Cadillac	WWAM Cadillac	KMEG-TV Sioux City

WNCN's (now WQIV) 17-year-old classical format had developed a "loyal audience" of more than 400,000 listeners, and described the station as "a cultural resource . . . crucial" to the area. Actions are currently pending before the FCC on whether the station should have its license revoked due to the changed format.

Noncommercial SCA programs for blind

Newspaper readings, including editorials and advertisements, get necessary waivers by FCC from fairness and 315 requirements and from no-commercials rule

The FCC has ruled that the fairness doctrine and the equal-time laws do not apply to the subsidiary communications authorization (SCA) license.

The ruling came as the commission responded affirmatively to the request of noncommercial WETA-FM Washington for a declaratory ruling on the applicability of fairness and section 315 requirements to the station's proposed SCA service, which will provide programing for the blind, including reading from newspapers selected articles, editorials and advertisements.

Because of the latter, the commission also granted WETA-FM's SCA a one-year waiver of its rules prohibiting the broadcast of commercial spots on a noncommercial station. (In the proposed newspaper-reading context, the advertisements would not be paid-for spots.)

According to the commission, the SCA program services are not received by the general public and therefore do not fall within the originally intended scope of either the fairness doctrine or political equal time rules.

Commissioner Benjamin L. Hooks, in a concurring statement, applauded WETA-FM's proposal for a program service for the blind and suggested that other minority groups might profit by similar SCA uses. But Commissioner Hooks also expressed apprehension about any across-the-board exemption from fairness and equal political time rules regarding SCA's.

Frank keeps pushing on multiple showings

In a last-ditch effort to recruit support for his proposed addition to the FCC's prime-time access rule, Sandy Frank, head of his own program distribution firm, attracted some 30 representatives of program syndicators and producers, talent agents, advertising agencies and one major station group to a special meeting in New York last Tuesday.

Mr. Frank has been vigorously arguing for an FCC prohibition against multiple showings, or stripping, of the same program through the week in prime-time access periods. The FCC is in the final stages of revising its access rule (BROADCASTING, Nov. 18).

Former FCC Commissioner Kenneth Cox, attorney for Mr. Frank, told the

group that multiple showings stifle the development of diversified programing, one of the stated intents of the original prime-time access rule. An informal canvass of some distributors present indicated they had come to listen, but that their attendance did not necessarily indicate support for the Frank proposal. Some distribute programs that are stripped in many markets.

Marvin Shapiro, president of Group W, who attended the meeting, said, "Since Group W includes both TV stations and a production company, I think we would want to have the option to have multiple showings. That doesn't mean we would necessarily exercise that option."

Mr. Cox also said Frank would be petitioning for a rulemaking on its multiple-showings proposal after the commission formally promulgates the latest prime-time rule.

Program Briefs

What makes Sammy talk. Syndicast Services Inc., New York, is handling syndication of *Sammy and Company*, 90-minute weekly talk-variety show starring Sammy Davis Jr., which already has been sold in 40 markets including NBC-owned stations in New York, Los Angeles and Washington. Production begins Jan. 15.

Henson's horizons expand. ABC-TV has signed Jim Henson, creator of *Sesame Street's* Muppets, to develop half-hour pilot for prime-time comedy series aimed at adults. As part of contract, Mr. Henson will also do at least one *Movie of the Week* and one *ABC Afterschool Special*, and will "serve as a consultant for prime-time children's programs."

No smoking. CBS-TV will telecast six Women's Tennis Association events between Feb. 15 and April 5, 1975. Professionals, such as Billie Jean King, Chris Evert and Evonne Goolagong, are among 16 players who will participate. All telecasts will be aired on Saturdays, from 3:30 to 5 p.m., NYT. CBS sources say, however, that there'll be no on-air reference to its being The Virginia Slims Tournament because of federal law prohibiting any form of cigarette advertising.

Composite week. Dates in 1974 that will be used by FCC in compiling next year's annual programing report are: Sunday, May 5; Monday, March 11; Tuesday, Feb. 19; Wednesday, April 17; Thursday, Oct. 3; Friday, Sept. 20; Saturday, June 1. TV licensees must file data on those dates by Feb. 1, 1975.

Old shows never die. Richard Pack Productions, New York, has announced plans to produce half-hour TV version of popular network radio quiz series of late 1930's and early 1940's, *Information Please*, and offer it to TV stations for scheduling in prime-access time, starting in early 1975. Mr. Pack has acquired rights to *Information Please* from Mrs. Ann Golcnpaul, widow of Dan Golcnpaul, who created and produced series, which posed questions in arts, literature and current events.

Up from dark. Richard Webb, creator of *Capt. Midnight* character in television, has acquired rights to character from Ovaltine Co. and has formed Richard Webb Productions to produce new series on that personality. *Capt. Midnight* ran as syndicated radio series from 1938 to 1939, and then was a TV series on CBS from 1954 to 1958 followed by syndication under name of *Jet Jackson, Flying Commando*.

Another Ford's travels. NBC-TV will present 60 minutes' worth of highlights of Tennessee Ernie Ford and his troupe's performances in Russia. Telecast, on Wednesday, Jan. 8 (10-11 p.m., NYT), will be titled *Tennessee Ernie's Nashville-Moscow Express*. Tour was jointly sponsored by State Department, State of Tennessee and Opryland, U.S.A. American Express Co. (Ogilvy & Mather) will be sole sponsor of special.

Hartley himself. Ed Hartley, former talk host and air personality at Washington-area stations, has formed Profound Productions to syndicate weekly half-hour radio interview program from Washington. Titled *The Ed Hartley Show*, it is to be introduced in January. Rates will be based on market size. *Profound Productions*, P.O. Box 2281, Rockville, Md. 20852; (301) 770-4524.

20 years later. Ron Greenberg Productions, New York, in association with Universal Television, will produce pilot for ABC-TV for daytime half-hour series, *The All New 20 Questions*, modernized version of quiz program that ended on former DuMont Television Network in 1954 and earlier on radio. Cash prizes up to \$10,000 will be awarded to contestants who appear on series with celebrity panelists.

Hot special. Western International Syndication, Los Angeles, has acquired rights to syndicate one-hour TV special about world theatre premiere of 20th Century Fox-Warner Bros. "Towering Inferno" feature film, scheduled to be held Dec. 16 in Westwood Village, Calif.

Here's Burt. Western International Syndication, Los Angeles, announces that hour TV special starring Burt Reynolds has been sold out in prime time in more than 60 markets. Program, *Take Me Home Again*, began in some markets Nov. 18. Show was produced by Merv Griffin Productions.

Law split three ways. Three 60-minute segments of Universal's proposed series, *The Law* (which harvested critical acclaim when it ran as two-and-half-hour made-for-TV movie last month), will be telecast again for three consecutive weeks next April in *Petrocelli's* time period (Wednesday, 10-11 p.m., NYT).

Aloha special. Golden West Television Productions is taping *Polynesia: For the Fun of It*, one-hour, musical-variety special for regional network showing in the spring of 1975. Sponsor is Shurfine Central Corp., North Lake, Ill., food chain cooperative in more than 100 markets. Gary Blair is executive producer; featured are Vic Damone, Nancy Wilson, Ferrante and Teicher twin piano team.

More support for move to improve regulatory agencies

SeEVERS, KAUPER recite failings of present system at Senate hearing

Witnesses continued to endorse President Ford's proposal for a national commission on regulatory reform (BROADCASTING, Nov. 25) in continued hearings before the Senate Government Operations Committee last week.

Among the final witnesses was Gary SeEVERS, member of the President's Council of Economic Advisers. In his prepared statement, Mr. SeEVERS said: "I think the point is clear that regulation is costly, and, as a general rule, its costs to society far exceed the benefits it may bestow on the industry it regulates." He said regulation serves principally the producer rather than the consumer. Indeed, instead of constraining the economic power of the producer for the benefit of the consumer, he said, "regulation is essential to the industry's prosperity."

Mr. SeEVERS said he thinks regulation should be reformed, even eliminated where possible. "However, in all candor, I am not all that optimistic," he added. The reason, he said, is that regulation is strongly supported by a "highly organized constituency that has been most effective in blocking reform initiatives." Whereas the consuming public is "much less organized and . . . less efficient in expressing [its] views."

Although details may vary, the handful of bills introduced to date (S. 4145 and others) have one main ingredient in common—the creation of a commission to study and make recommendations to Congress and the President for improving the federal regulatory agencies (of which the FCC and the Federal Trade Commission are two) and in some cases the state and local regulatory agencies as well.

President Ford's purpose in suggesting the commission was to determine whether the regulatory agencies created to regulate industry in the public interest are actually adopting regulations which contribute to monopoly and inflation.

Another witness, Thomas KAUPER, assistant attorney general in the Justice Department's Antitrust Division, told the Senate committee that the principal deficiencies in the regulatory agencies stem from existing regulations favoring established industries rather than from weak agency structures. On that point, he added, "Alteration in agency structure might ameliorate this situation but only to a limited degree. It is more important to simplify or reinterpret the statutory tests, or eliminate regulation altogether." This was the second time in two weeks that Mr. KAUPER commented on legislation for a reform commission. His first testimony was before the Senate Commerce Committee the week before.

A common theme running through

much of the testimony on the proposal was that, where the public interest permits, many regulatory constraints should be lifted in hopes that the resulting competition will promote greater efficiency in the industries currently regulated.

Although testimony focused on the bill for a national commission, it was also aimed at three other measures before the Senate Government Operations Committee. One of those, S. 704, is designed to "restore the independence of certain regulatory agencies," including the FCC, and would among other things make the President's appointment of the FCC chairman subject to Senate confirmation. Another, S. 770, would establish an independent agency called the Intergovernmental Office of Consumer's Counsel to represent consumers before regulatory agencies such as the FCC. The last, S. 3604, would abolish regulatory agencies such as the Interstate Commerce Commission but would not affect the FCC.

Meanwhile, another bill (S. 4167), the fourth to establish a national commission on regulatory reform was introduced recently in the Senate by Senators Charles Percy (R-Ill.) and Sam Ervin (D-N.C.). This commission would have 12 members, as would two of the other proposed commissions. But unlike the others, this one would have only nine months to report its findings and suggestions for reform federal regulatory agencies. Then three months later, it would have to report again, this time on state and local agencies.

FCC fees still add up wrong to cable and broadcasters

New schedule is not as Supreme Court says it should be, comments at agency agree

Comments filed by last week with the FCC on its proposed new fee schedule all said one thing in common—the fees would not live up to the "value to the recipient" standard enunciated in the Supreme Court decision striking down the fee schedule established in 1970.

The National Association of Broadcasters argued that the commission interpreted "value to the recipient" as an authority to determine fees on the value of the services received without regard to the actual costs incurred by the commission to perform those services. Accordingly, NAB contended that the proposed assignment and transfer grant fees, which are based upon a percentage of the station's gross revenues for a three-year period, do not reflect the costs to the FCC. What in fact is being charged, said NAB, is a "tax" rather than a fee, which is in clear conflict with the Supreme Court ruling. That ruling declared illegal a fee schedule designed to recover 100% of the agency's costs.

NAB also argued that the proposed annual fees, which are based on the sta-

Expansion. Addition of 13 weekly radio news, documentary and public affairs series from BBC to 25 already available to U.S. radio stations through Broadcasting Foundation of America, New York, was announced last week by Howard L. Kany, BFA vice president and executive director. He said BFA, nonprofit educational distribution organization, also had received grant from Hoso Bunka Foundation, Tokyo, that would permit wider U.S. dissemination of weekly *Japanese Press Review*, and has completed agreements for additional programming from Belgian Radio, Radio Iran, Southeast Asia Treaty Organization (for programs of Thai and Filipino origin) and Tokyo Broadcasting System.

Financial topics. Frank Fitzgerald & Associates has begun taping of new batch of 130 two-and-one-half minute interview segments (26 weeks' worth) of *The Financial Page*, with *The Today Show's* newscaster Frank Blair as host. First 130 segments, according to Mr. Fitzgerald, are being financed by American Iron and Steel Institute and bartered to 236 radio stations in U.S. Interviewees are mostly establishment businessmen and economists, who discuss various financial-page topics.

Format switches. TM Programming Inc., Dallas, Tex., has announced seven sales. Beautiful music service was sold to WZOK(FM) Rockford, Ill.; WSGM(FM) Staunton, Va.; WIYD(FM) Palatka, Fla., and WRKT-FM Cocoa Beach, Fla. Stereo rock service was sold to KNCR(AM) Eureka, Calif., and KGOR(FM) Omaha, Neb. TM country was sold to KZZK(FM) Birmingham, Ala.

Mysterious Orient. Feature film on Hong Kong for TV showing in mid-1975 has been announced by Cathay Pacific, Hong Kong-British airline that is laying out the \$200,000 underwriting. Show, to be called "Hong Kong, Borrowed Place on Borrowed Time," is based on Richard Hughes' book and will star Hope Lange, American actress. Production will be by newly formed New Horizon Productions Ltd.

Sweet charity. Third annual national leukemia radiothon is scheduled for weekend of Feb. 8-9, 1975, with goal of \$750,000 for drive. Informal hookup of 80 radio stations last February raised \$216,059; in 1973, 37 radio stations interconnected in campaign and raised \$122,311.

CU keeps going. Consumers Union announced that station acceptance of first 26 weeks of filmed *Consumer Reports* has prompted CU to go into production with another 52 weeks worth. Each *Consumer Report* film clip runs about 90 seconds, and stations buy them at rate of two per week. First 52 reports started on air last June 19 and are now in 57 markets, among them WJBK-TV Detroit, KPX-TV San Francisco and WMAR-TV Baltimore, according to CU spokesman, who described reports as based on "Consumers Union laboratory tests and journalistic findings on all aspects of consumerism and the American marketplace." They're used in each station's local newscast and "may not be separately sponsored," spokesman said.

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tion's advertising rate card (for radio, 16.8 times the station's highest single one-minute spot and no less than \$36; for TV, 8.4 times the highest 30-second spot and not less than \$100), are also not predicated on any direct costs incurred by the commission.

The NAB argued further that assuming annual fees are permissible at all under the court's decision (a point not readily accepted by broadcasters and cable operators), then the proposed fee schedule is "excessive." The proposed fee schedule would result in about a 30% reduction of most fees broadcasters pay (BROADCASTING, Aug. 5). FCC estimates suggest that of \$9,003,540 in costs for broadcast activity for the 1975 fiscal year, the proposed fee would recoup \$7,098,969). In view of these amounts, NAB suggested, the proposed annual fees contemplate the recovery of costs associated with numerous protective services rendered by the commission on behalf of the public. NAB argued, for example, that enforcement of the fairness doctrine, political broadcasting rules, restrictions on multiple ownerships, prime-time access rule restrictions and the like are clearly aimed at public benefit and their expense should not be defrayed by broadcasters.

Accordingly, NAB recommended that the commission drop the proposed annual fees and adopt license renewal fees, which NAB said, would reflect no more than the costs attributable to application processing. License renewal fees could be based on a "flat" fee or graduated fee based on the various classes of broadcast

service similar to the fees for construction permit applications, said NAB.

Echoing the same view, the Washington law firm of Haley, Bader & Potts, which represents various broadcast clients, said a fee associated with license renewal would be more appropriate than annual fees. The law firm urged that such a fee be computed without a station's profitability in mind but be dependent only on market location, power authorization and other service-type factors.

Such a fee, the law firm said, would distinguish FCC expenses associated with broadcast applications from other expenses stemming from administrative support functions and public benefit. The present proposal, the law firm contended, represents only a "carrot" reduction with no basic change in philosophy of how to recoup the FCC's budget. Otherwise, the firm concluded, the new proposal is "not unlike putting a new coat of paint on a condemned house."

ABC followed up the NAB's position and agreed with the concept that the sum now proposed to be recouped by the FCC should be diminished by subtracting hearing costs and those costs associated with the administrative functions of the executive director's office. ABC's figuring would reduce the application costs set to be recouped by the commission from \$7,098,969 to \$2,656,311. ABC's estimate is based on the 1975 fiscal figures established by the FCC for hearing costs and support activities related to the executive director's office.

The network also proposed that the

commission inaugurate a separate phase of the current proceeding to take up the question of fee refunds.

Going slightly further, 15 broadcasters who filed jointly (including Forward Communications Corp., General Electric Broadcasting Co. and Group One Broadcasting Co.) suggested that refunds should equal all those fees paid under the disputed 1970 schedule, less the fees provided for under the 1963 fee schedule. They argued that the 1963 schedule, which sought to recoup 25% of the FCC's costs, was appropriate since it only assessed broadcasters for "direct, application-processing costs."

Other individual licensees restated the basic arguments set down by the NAB and ABC. Nationwide Communications Inc., Sonderling Broadcasting Corp., and Kikk Inc. claimed that the FCC proposal to assess grant fees in cases where ownership changes are made as gifts or dictates of a deceased person's will, should not be allowed. Such fees, they argued, might unduly interfere with estate planning and gifts designed for charitable and educational purposes.

But while broadcasters argued that the proposed fees bore no resemblance to the FCC's costs for providing those services, the National Cable Television Association submitted that virtually no commission service is designed to benefit the cable operator. According to NCTA, most FCC application-processing costs concern areas where the benefit is aimed at either the public or the broadcast industry. The exception to that rule, NCTA said, was the "handful" of processing services, such as CARS (cable antenna relay service) applications and certificates of compliance, which are paid on a direct basis through standard filing fees.

The annual fee, NCTA argued, represents the retention of the old fee schedule at merely a lower level, and will not solve the constitutional defects pointed out by the court.

The proposed CATV annual fee, which is based on 13¢ a subscriber (previously 30¢), according to NCTA, makes no attempt to distinguish whether individual operators availed themselves of any "specific service" from the commission during the year tabulated in the charge. And that, NCTA added, is in clear defiance of the court decision as well as the criteria of the 1952 Independent Office Appropriations Act, which states that fees may be collected only when a recipient is clearly identified, a measurable unit of service is involved, special benefit can be shown and direct and indirect cost to the government are involved.

NCTA's position was supported by Lamb Communications Inc., Liberty Communications Inc., Summit Communications Inc. and 77 other cable operators filing jointly.

No crossownership problem

The FCC has approved transfer of control of Warren Broadcasting Corp. (WTCL[AM] Warren, Ohio) from John A. Baglier to Niles Suburban Newspapers Inc. (BROADCASTING, July 8), despite the question of crossownership. Niles publishes several



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74-59

papers distributed in the Warren area, but the FCC found it represented only a fraction of the total newspaper circulation in Warren. The commission added that the various broadcast stations serving the Warren-Youngstown area allowed for substantial diversity of media. The FCC said the transfer grant was subject to the outcome of the rulemaking proceeding on newspaper-broadcast crossownership (BROADCASTING, Oct. 28).

Now Avco sells its San Antonio V

20th Century-Fox to pay close to \$10 million for WOAI-TV; this follows sale of WOAI(AM) and WWDC-AM-FM Washington

Avco Broadcasting has announced the sale of its WOAI-TV San Antonio, Tex., to 20th Century-Fox Film Corp. for nearly \$10 million. Earlier this year, Avco sold WOAI(AM) to Clear Channel Communications Inc. of San Antonio for \$1.5 million (BROADCASTING, May 6). Avco originally acquired both the radio and TV station in 1965 from Southland Industries for \$12 million.

Avco's WWDC-AM-FM Washington have also been sold to Capitol Broadcasting Co. for \$3.6 million (BROADCASTING, Oct. 14). Avco acquired those stations from the Ben Strouse family, also in 1965, through a stock transaction involving preferred stock valued in excess of \$3.5 million plus \$112,275 in Avco common.

Both the Washington station sales and the two in San Antonio are pending FCC approval. The WOAI(AM) sale has been bogged down by a citizen group challenge filed by the Bilingual Bicultural Coalition on the Mass Media alleging that the buyer failed to negotiate in good faith with the coalition and raising questions over ascertainment, programing and employment proposals (BROADCASTING, Oct. 28).

John T. Murphy, president of Avco Broadcasting, said no further sale negotiations are presently taking place. But he would not rule out that possibility, depending on future economic conditions. The announced sales, he said, were undertaken to alleviate economic problems of the parent company, Avco Corp., which manufactures electronic equipment and heavy machinery, is engaged in electronic and chemical research, and insurance and financial services. Avco Corp. also owns Avco Embassy Pictures and Carte Blanche and through Avco Film Productions is involved in film distribution and production. Avco Radio Television Sales Inc., a broadcast rep firm, was sold to Peter Lasker and other employes several months ago (BROADCASTING, May 20).

Avco's remaining broadcast properties: WLW(AM)-WLWT(TV) Cincinnati, WLWC(TV) Columbus and WLWD(TV) Dayton, all Ohio; WLWI(TV) Indianapolis; KYA-AM-FM San Francisco, and WRTH(AM) Wood River, Ill.

20th Century-Fox is publicly traded

on the New York Stock Exchange, and is involved in film production and distribution, as well as real estate, music publishing and recording. Through a subsidiary it owns KMSP-TV Minneapolis.

WOAI-TV is an NBC affiliate on channel 4 with 100 kw visual, 11.2 kw aural and antenna 1,476 feet above average terrain. Broker was Edwin Tornberg & Co.

Changing Hands

Announced

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

▪ WOAI-TV San Antonio, Tex.: Sold by Avco Broadcasting Corp. to 20th Century-Fox Film Corp. for price reportedly near \$10 million (see story this page).

▪ WLSH(AM) Lansford and WPAM(AM) Pottsville, both Pennsylvania: Control of Miners Broadcasting Services Inc. sold by executors of Kenneth F. Maguire estate (63.2% before, none after) to John W. Angst (36.8% before, 100% after) for \$629,047. Mr. Angst is vice president and general manager of stations. WLSH is daytimer on 1410 khz with 5 kw; WPAM is on 1450 khz with 1 kw day and 250 w night.

▪ KSDN(AM) Aberdeen, S.D.: Sold by Aberdeen News Co. (80% owned by Ridder Publications Inc.) to Green Bay Broadcasting Co. for \$375,000. Aberdeen News publishes *Aberdeen American*

News. Henry J. Schmitt, president, holds remaining 20% interest. Sale is part of Ridder's divestiture of all broadcast interests to clear way for merger with Knight Newspapers Inc. (BROADCASTING, Oct. 28). Ridder has sold WDSM-TV Superior, Wis., to RJR Communications Inc. for \$1.5 million (BROADCASTING, Sept. 23) and WDSM(AM) to WDSM Inc. for \$350,000 (BROADCASTING, Nov. 25)—the latter pending FCC approval. Other broadcast interests, which include KSSS(AM) Colorado Springs, and 26% of WCCO-AM-FM-TV Minneapolis, have been transferred to corporations controlled by Robert B. Ridder family in voting trust until the properties are sold. Principal in buyer of KSDN is Ben A. Laird (100%), who owns WDUZ-AM-FM Green Bay, Wis. KSDN is on 930 khz full time with 1 kw.

▪ WIXO(FM) New Orleans: Sold by Advance Communications Inc. to Peterson Broadcasting Corp. for \$335,000. Principals in seller are Lawrence J. Gutter (44%) and Alvin Golin (40%) who have advertising and public relations interests in Chicago. Messrs. Gutter and Golin acquired the station in 1972, and have requested FCC waiver of the three-year rule forbidding transfer of ownership within three years of acquisition. They say they can no longer sustain station's operating losses. Principal in buyer is Jon C. Peterson whose recent purchase of WYLD(AM) New Orleans from Rounsaville of New Orleans Inc. for \$970,000 (BROADCASTING, Oct. 21) is pending FCC approval. Mr. Peterson also has interests

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in outdoor advertising, electric sign manufacturing and a camp ground in Orlando, Fla., area. WIXO is on 98.5 mhz with 54 kw and antenna 290 feet above average terrain.

■ **WQQT(AM)** Savannah, Ga.: Sold by Norrell Broadcasting Group Inc. (100% before, none after) to Robert A. Powers (51%), Leonard A. Morton (39%) and John W. Collins (10%) for \$300,000. Seller is licensee of **WGRI(AM)** Griffin, Ga., and subsidiary of Norrell Southeastern Corp., Atlanta personnel placement service. Guy W. Millner (77%) and Robert J. Gibson (15%) are principals in Norrell Southeastern. Mr. Powers, principal in buyer, is general manager and vice president of Norrell Broadcasting Group. Messrs. Morton and Collins have businesses in Chattanooga and Atlanta, respectively. **WQQT** is on 1450 khz with 1 kw day and 250 w night.

■ **WRNB(AM)** New Bern, N.C.: Sold by William and Audrey Jefferay and George B. Nelson to Ted J. Gray Jr. for \$273,000 plus adjustments. Mr. Jefferay owns **WCBT(AM)** Roanoke Rapids, N.C. Mr. Nelson is general manager of **WRNB**. Mr. Gray owns **WKDE-AM-FM** Altavista and **WTTX(AM)** Appomattox, both Virginia, and **WCRE(AM)** Cheraw, S.C. **WRNB** operates on 1490 khz with 1 kw day and 250 w night.

■ **WTIF(AM)** Tifton, Ga.: Sold by Carl N. Todd (55%) and B.F.J. Timm (45%) to Radio Tifton Inc. for \$200,000. Mr. Timm owns **WANM(AM)**-**WGLF-FM** Tallahassee and **WOZN(AM)** Jacksonville, both Florida; and has interest in **WDMG(AM)** Douglas and **WRMN-AM-FM** Warner Robins, both Georgia. Principals in buyer are William Brown, Clifton G. Moor and Albert M. Cohen (33.3% each). Messrs. Brown and Moor are partners in engineering consultant firm. Mr. Brown also has interest in **WMOG(AM)** Brunswick, Ga. Mr. Cohen is general manager of **WACX(AM)** Austell, Ga. **WTIF** is on 1340 khz with 1 kw day and 250 w night.

Approved

The following transfers of station ownership were approved by the FCC:

■ **KWTO-AM-FM** Springfield, Mo.: Sold by Ozarks Broadcasting Co. to Salina Broadcasting Inc. for \$1.25 million. Principals in seller are Mildred L. Cox and Lester L. Cox, co-executors of estate of Lester E. Cox (49.9%). Mrs. Cox owns 12.5% and Mr. Cox owns 37.5% of **KOAM-AM-TV** Pittsburg, Kan. Mr. Cox has 25% interest in **KYTV(TV)** Springfield. Principal in buyer is James Stuart (83.5%). Mr. Stuart is chairman of board and majority stockholder in Stuart Stations, **KFOR(AM)**-**KHKS(FM)** Lincoln and **KRGI(AM)** Grand Island, both Nebraska; **KSAL(AM)** Salina, Kan.; **KMNS(AM)**-**KSEZ(FM)** Sioux City and **KOEL-AM-FM** Oelwein, both Iowa, and **WMAY(AM)** Springfield, Ill. **KWTO** is on 560 khz full time with 5 kw. **FM** is on 98.7 mhz with 100 kw and antenna 290 feet above average terrain.

■ **WTMA(AM)**-**WPXI(FM)** Charleston, S.C.: Sold by Turner Communications

Corp. to newly formed Charleston Communications Corp., of which Jack M. Rice and Charles E. Smith are principals, in stock transaction valued at \$502,790. **Turner**, which is publicly traded over the counter, redeemed 148,975 of its shares held by Messrs. Rice and Smith and their families in exchange for Charleston stations. Principal in seller is R.E. Turner III, who has majority interest in **WRET-TV** Charlotte, N.C.; **WTCG(TV)** Atlanta, and **WGOW(AM)** - **WYNQ(FM)** Chattanooga. Messrs. Rice, Smith have interest in advertising company. Mr. Rice also has interest in coal company, antique store and real estate. **WTMA** is on 1230 khz with 5 kw day, 1 kw night. **WPXI** is on 95.1 mhz with 10 kw and antenna 385 feet above average terrain.

■ Other station sales approved last week included: **KGAL(AM)** Lebanon, Ore.; **WTCL(AM)** Warren, Ohio, and **KTRI(AM)** Sioux City, Iowa. See page 49 for details.

Hope is dimming for all-channel bill

NAFMB sends out SOS as HR 2866 sinks under Rules' workload, lack of heavy committee support

The National Association of FM Broadcasters is sending out distress signals on the AM-FM bill (HR 2866).

And with reason. The House recessed last Tuesday for Thanksgiving and the bill was still in the Rules Committee. It is not likely to emerge after the recess, according to several Hill sources, because, as one said, Rules is "slamming the door on everything that is nonessential" in the remaining few weeks of the 93d Congress. Even if the bill had come up for a vote, it was given only a 50-50 chance of passage.

NAFMB Executive Director Abe Voron last week sent letters to the membership saying the fate of the bill was "very much in doubt." Mr. Voron wrote, "The automobile companies have been able to convince many members of the

Hill hopping hopefuls. Senator Howard Baker (R-Tenn.), the ranking minority member of the Senate Communications Subcommittee, is seriously considering abandoning the Commerce Committee for a seat on the more prestigious Foreign Relations Committee. The move, if taken, would create a third Republican vacancy on the full committee, the second on the subcommittee (**BROADCASTING**, Nov. 11). Observers say that Senator Robert Griffin (R-Mich.) would be the logical heir to Mr. Baker's seat on the subcommittee, and that if Mr. Griffin declines, Senator Ted Stevens (R-Alaska) would be next, then Senator J. Glenn Beall (R-Md.). Those who have expressed an interest in filling the Republican vacancies on the full committee include Senator Lowell Weicker (R-Conn.), who was bumped off the committee in 1973 after serving a year. Another is Senator William Brock (R-Tenn.).

Senate Rules Committee to vote against sending HR 2866 to the floor of the House. If they succeed, the all-channel bill will die." He asked stations to send telegrams to Rules members urging them, as he did, to "not become part of the consumer rip-off which the automobile monopoly is trying to perpetuate."

Media Briefs

On board. CBS-TV announces new affiliate: **WBKB-TV** Alpena, Mich., licensed to Thunder Bay Broadcasting Corp. on channel 11. Interconnection with CBS will take place in early summer 1975.

Early bird. FCC has amended its rules to incorporate provisions of Sept. 4 agreement between Bahamas and U.S., allowing presunrise operation by some U.S. class II stations with restricted operation on Bahamian I-A clear channel 1540 khz. Forty-one U.S. daytime stations are assigned to 1540 khz, but agreement will only apply to 26, since others are too close to **KXEL(AM)** Waterloo, Iowa, which operates on class I-B clear channel assignment on 1540 khz and which must be afforded nighttime skywave protection.

Due process. Wadeco Inc. has gone to Washington appeals court over FCC's Sept. 16 decision reaffirming grants of renewal to several Texas stations. Wadeco is challenging A. H. Belo Corp. for **WFAA-TV** Dallas partially on character qualification grounds, but commission, in granting other contested renewals, had disposed of issues related to Belo's character qualifications.

New job for Johnson

Former FCC Commissioner Nicholas Johnson, who failed last spring in a bid to win a Democratic congressional nomination in Iowa, will return to Washington in January to assume new duties as publisher of a biweekly magazine on the media that will be aimed at "media reformers." The new publication will be titled *Access*, and it will be under the wing of the National Citizens Committee for Broadcasting, of which Mr. Johnson is chairman and chief executive officer. Chuck Shepard, who served as NCCB's executive secretary during 1974, is editor of *Access*. He describes it as "a professional journalistic project specializing in news of importance to media reformers," one that will cover not only commercial broadcasting but cable television, the alternative video movement, listener-supported stations, media education, program-production reform and journalism. *Access* will appear 24 times each year, with issues in August and December being omitted. It will contain no advertising and will sell for \$20 a year.

Where the women are

A national professional registry of American Women in Radio and Television membership has been established as a recruiting source for use by station man-

All we did was help him get a drink of water in his own Herndon, California home.

Paul Henderson worked hard. He saved his money and he and his wife bought their dream house.

Then they watched that dream house turn into a nightmare.

The water company that services Paul's house is privately owned. And the owner of that company decided that Paul was an "undesirable person." So he simply refused to turn on the Henderson's water.

Paul took the water company to court. And we took Paul's case to the people on KFSN-TV Action News. We aired four film stories during our early and late segments, and four on our noontime "Answers and Action" program.

Finally, the owner of the water company turned on the Henderson's water.

But not before Paul, his wife and two kids had to move in with relatives. And not before almost every blade of grass, almost every bush, almost every tree on Paul's property died from lack of water.

In the scheme of community involvement, trying to help the Henderson family get their water running again may have been no big deal — except to the Henderson family.

But the "thank you" letter we got from Paul Henderson when it was all over proved that sometimes community involvement works very well, even when the community is a community of one.

KFSN-TV Fresno.

**One of the stations of
Capital Cities Communications
We talk to people.**

*While this is a true account, names and places have been changed to avoid influencing pending litigation.



agers, network executives and corporations nationally.

Mary Jean Parson, national chairwoman of AWRT's registry, notes "executives are urged to send the job information to more than one contact" in the seven regional areas listed below "as there are many women across the country who are eager to move onward and upward to better jobs."

Contacts are: Northeast—Jean Anwyll, Polaroid Corp., 549 Technology Square, Cambridge, Mass. 02139; South—Martha Henegar, director of public relations, Nashville State Technical Institute, 120 White Bridge Road, Nashville 37209; west central—Brenda Kay McConahay, KMA(AM), Elm & Lowell, Shenandoah, Iowa 51601; West—Teresa Drury, 9520 Amoret Drive, Tujunga, Calif. 91042; mideast—Shellie Burne Karabell, WHYY-TV, 4548 Market Street, Philadelphia 19139; east central—Adele Munger, WTMJ-AM-FM-TV, 720 East Capital Drive, Milwaukee 53201; Southwest—Linda Finley, Frates Properties, 5800 East Skelly Drive, Tulsa 74135.


Heard no evil. Mark Evans, vice president of Metromedia Inc., was called on last week as character witness for former Attorney General John Mitchell in Watergate coverup trial. Mr. Evans testified, "I have yet to hear anything negative" about Mr. Mitchell.

QUALITY TALKS FOR CFRS

Cimcoe, Ontario



Continental's new 5/10 kW AM transmitter is setting records for acceptance. It has performance and efficiency, with the cleanest sound around. Listen to Continental: quality talks.

Continental 
Electronics

CONTINENTAL ELECTRONICS MFG. CO.
BOX 17040 DALLAS, TEXAS 75217

The tough world out there in radio careers

Survey of station managers concludes that colleges do not prepare students for the real world of broadcasting

"We in the radio industry are guilty of being bad teachers . . . education has a long way to go to develop an individual who is ready to step out and succeed in broadcasting, especially in sales . . . the ethics of the industry stink. We cut rates, give deals, trade and slit our own throats."

The above statement, offered by a Wisconsin radio station manager, is one of 869 solicited in a study of the industry's hiring of college students, women and minorities. It describes a wide gap found between the business and the academic worlds.

Young people, the study finds, are often ill prepared for a career in radio upon their graduation from college. They are inappropriately idealistic when a sense of realism should prevail. They expect freedom to exercise creativity (and to be amply compensated in the process) when mundane assignments at low salaries often are the only ones available.

This naiveté, the study concludes, is largely the fault of schools that, in the opinion of the station executives polled, have placed insufficient emphasis on toning down their students' expectations. Indeed, the study indicates, colleges and universities may have been guilty of inflating them.

For women, the study finds, the prospects for a successful radio career are often dim. More station managers look unfavorably than favorably on women as broadcasters in general. And few feel that a female voice enhances a station's air sound. Minorities, on the other hand, are viewed—at least on the surface—as "assets" to the business, the study found.

The study was administered and written by Frederick N. Jacobs, an instructor in radio and television at Michigan State University. Research for the 102-page report was conducted earlier this year based on questionnaires from 869 radio station managers.

The premise behind the study, Mr. Jacobs writes, is a dilemma that has prevailed in the radio industry for some time. "In many respects," Mr. Jacobs submits, "broadcasting could be considered analogous to a very powerful magnet that attracts more and more university students with each passing year. Yet the simple fact remains that the job market is extremely difficult to penetrate."

But while colleges continue to expand their broadcast curricula, Mr. Jacobs notes, "few, (if any) of the academicians involved can be sure that any of these programs are meeting the needs of the commercial radio industry."

The managers' poll suggests Mr. Jacobs is right on. More than half (50.3%) of the respondents expressed an unfavorable attitude toward college students. Another

33.1% professed to be neutral. Only 16.5% responded positively.

More significant, however, is the fact that 63.2% of the subjects agreed that communications students don't really understand commercial broadcasting; 23.6% were neutral on the question and only 12.6% disagreed. And while less than half of the managers (45.5%) felt that colleges were not adequately preparing students for a radio career, another 36.4% were ambivalent and only 17.3% disagreed.

The Jacobs study attempts to dash the belief that a radio career is lucrative from its inception. On the contrary, Mr. Jacobs concludes that 87.3% of the stations polled pay starting newsmen less than \$150 per week, about 37% pay \$110 or less. For announcers, about 84% of stations pay \$150 or less per week; 40% pay \$110 or less.

Most respondents (74.2%) agreed that there is really no substitute for experience. Most, however, added that college training is a help. Some 60.7% felt that, for newsmen, a college degree in journalism is a vital asset; only 10.7% disagreed. In contrast, the managers were divided over the importance of a degree in broadcasting, per se, for emerging newsmen: 41.2% felt a general broadcast degree important and 37% disagreed.

For announcers, a good voice is a necessary consideration but most managers rejected the proposition that it negates the necessity of a good education. Only 23.7% felt an announcer without advanced schooling of some type could get by at their stations.

Other forms of prior experience for announcers given high marks by the managers included a stint at a campus radio station or at a public radio outlet. Some 69.4% of the managers felt a campus radio background important.

Most managers expressed an entirely different view regarding their criteria for a position in sales. Most (62.5%) felt no prior broadcast experience of any kind was necessary for a salesman. Nearly half (46%) did not feel a broadcast degree an important prerequisite; only 21.5% felt otherwise. Most managers, however, felt that a formal training in general salesmanship and business is a substantial consideration.

Women, the Jacobs study reveals, face a peculiar plight in seeking a radio career. Most managers (57.1%) expressed a neutral attitude toward women in the industry. However, 28.2% of the total were unfavorable, only 14.6% expressed clear support and a mere 3.2% indicated their support was strong.

Some 58.6% of the managers disagreed with a statement that most people like the "sound" of a woman on the air; only 8.5% agreed. But ironically, a good majority of the managers (65.5%) took exception to a statement that "women are not suited for news."

Racial minorities are claiming a place. Only 13.1% of the managers disagreed with the statement that minorities are becoming a "valuable asset" to the broadcast industry.

Tooting its horn on TV

Agency buys WOR-TV time to display work for its clients and winds up with new list of prospective accounts

Case & McGrath Inc., New York, takes to heart the old saying, "It pays to advertise but advertise where it pays." It plunked down \$4,000 to showcase TV commercials for some of its clients on WOR-TV New York on Nov. 19.

One week later Patrick J. McGrath, president and partner of the agency, said he was "very pleased with the results." One small company has engaged the agency on a fee basis, he reported, and five other advertisers have expressed interest in holding further discussions on possible assignments. Mr. McGrath said that in the first few days after the telecast, numerous advertising professionals phoned to compliment the agency on its commercials and its enterprise.

For its \$4,000 of time the agency received eight commercial positions within WOR-TV's showing of the movie, "Murder, My Sweet" and exposure for its work on TV spots for such clients as Kentile, Mennen, Nestle, Gravymaster Co. and Crown Foods. To alert advertisers to its presentation, the agency took out a full-page advertisement in the *New York Times* on the day of the telecast at a cost of \$10,000.

"A lot of people are surprised that we

spent only \$4,000 to sponsor a half-hour of a movie," he remarked. "But we weren't interested in reaching a lot of people. We wanted to reach only the advertising community. The ad in the *Times* told readers what we were going to do. I'd like to do this every six months. We can't always get into the offices of possible clients. Through TV we can reach them in their homes."

Push is on to regulate gas-mileage claims

Advocates want verification in auto labels and advertising

Calls from consumer groups for government regulation of fuel-economy claims in automobile advertising highlighted the opening of Federal Trade Commission hearings on such a proposed rule-making in Washington last week.

Representative Stewart B. McKinney (R-Conn.), opening witness at the Nov. 25-26 hearings, urged the commission to require the labeling of mileage statistics on all new cars, based on Environmental Protection Agency test results. His views were underscored by Elizabeth Langer, Consumer Federation of America, and Roger F. Telschow, Northern California Public Interest Research Group, who extended the proposals to include a call for use of EPA data in "any printed or electronic media advertising for automobiles" to the exclusion of any mileage figures

arrived at by individual automobile manufacturers.

Representatives of the manufacturers had not been heard from when the hearings adjourned last Wednesday, but a written statement from Ford Motor Co.'s vice president for marketing, M. S. McLaughlin, advocated use of the EPA tests in all fuel economy advertising, though cautioning against requiring manufacturers to advertise fuel economy statistics or any other feature of a car.

Four additional days of hearings begin today (Dec. 2), with Dr. Raymond E. Goodson, U.S. Department of Transportation, Robert Knoll of the Consumers Union Auto Test Division, and Charles J. Brady, General Motors engineering staff, scheduled to testify.

IBFM steps up effort on sole liability

Stations asked to approve plan whereby agencies, except those in money trouble, are responsible

A new move to obtain industry consensus on the question of liability for payment of media has been made by the Institute of Broadcasting Financial Management. IBFM, in a mailing to stations, asked broadcasters to adopt a plan making the agency "solely liable" for payment unless the agency becomes insolvent.

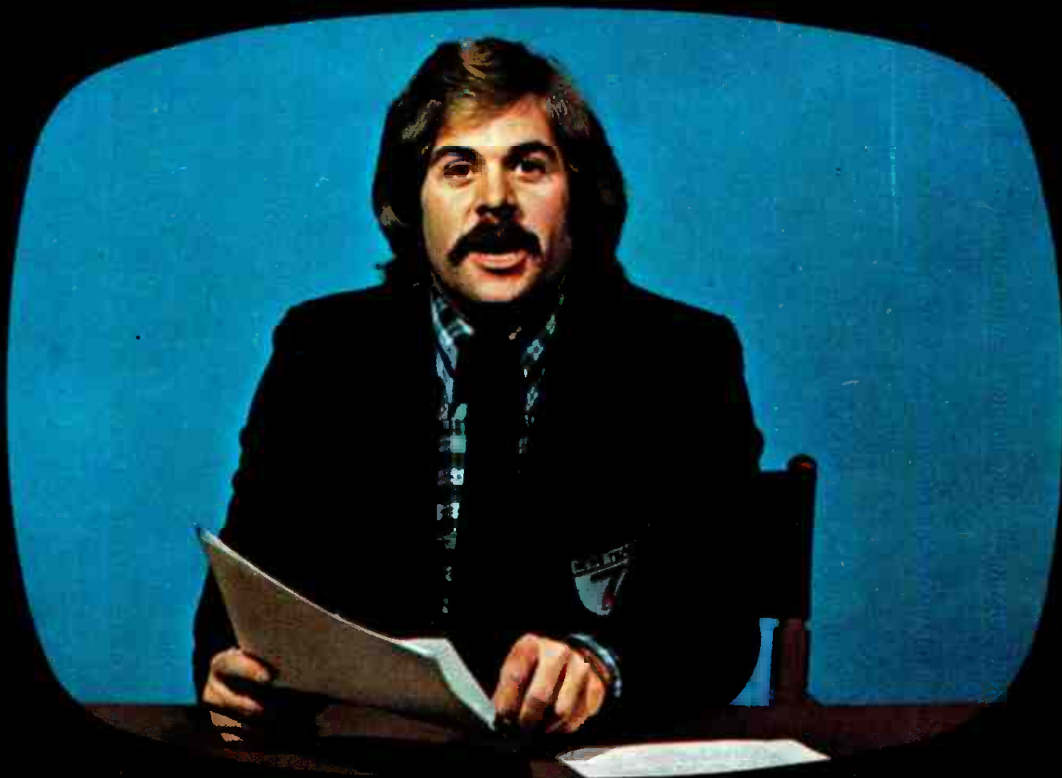
If the agency goes under, the advertiser would become liable for billings



TVB's team. After the conclusion of the Television Bureau of Advertising's annual meeting in Los Angeles last month, its officers and board held their own meeting. In attendance: (l-r, seated): David E. Henderson, president, The Outlet Co., Providence; Norman E. (Pete) Cash, vice chairman, TVB, New York; Kenneth M. Johnson, vice president and general manager, KTRK-TV Houston, and TVB board chairman; Roger D. Rice, president, TVB, New York; Walter E. Bartlett, senior vice president-television, Avco Broadcasting Corp., Cincinnati, and TVB secretary; Jack McGrew, executive vice president and manager, KPRC-TV Houston, and TVB chairman ex-officio. L-r, standing: Thomas Percer, executive vice president and general manager, WHNT-TV Huntsville, Ala.; Bruce McGorrill, station manager, WCSH-TV Portland, Me.; William B. Faber, president, WFLA-TV Tampa, Fla.; Richard A. O'Leary,

president, ABC Television Stations, New York; Norman Walt, president, McGraw-Hill Broadcasting, New York; C. P. Persons, Jr., executive vice president and general manager, WKRG-TV Mobile, Ala.; D. Thomas Miller, president, CBS Television Stations Division, New York; James C. Richdale Jr., president and general manager, KHOU-TV Houston; Henry A. Gillespie, senior vice president-marketing, Viacom Enterprises, New York; William G. Walters, president, Peters Griffin Woodward, New York; Marvin L. Shapiro, president, station group, and executive vice president, Westinghouse Broadcasting Co., New York; Robert L. Dudley, president, The Meeker Co., New York; Arthur Watson, executive vice president and general manager, WNBC-TV New York, and TVB treasurer; Robert C. Wiegand, vice president and general manager, WKRC-TV Cincinnati.

The 10:10 knockout on the 11 o'clock news: Channel 7.



"... we expect to have a filmed report for you later on."

Today, more people are seeing more news because of a portable color video tape system from Akai. The VTS-150. It can make the difference between news you can only talk about and news you can show. Here's some news it's been making:

Ray Karpowicz, General Manager KSD-TV

"One afternoon the Fairmont Racetrack in Illinois burned to the ground and KSD sent a crew out in a helicopter. Over the site, we

moved as slowly as possible and held the Akai VTS-150 to our chest to reduce vibration. The system worked to perfection and we had the story on at 6 o'clock."

Tony de Haro, News Director KRIS-TV

"At 4:30 P.M., a news conference was called by a local evangelist we were doing a series of investigative reports on. He stalled until 5:30 and didn't finish until 6:00, but we had the story on the

air at 6:17. It was only a matter of driving back to the station with the Akai VTS-150."

Steve Currie, Director of Broadcasting WCBD-TV

"When Gen. Alexander Haig visited 'The Citadel' in South Carolina, his press conference began at 4:30 P.M. We took an Akai VTS-150 with us and returned in plenty of time for the story to be televised during our 6:00 P.M. News."

The 10:10 knockout on the 11 o'clock news: Channel 4.



Ray Miller, News Director KPRC-TV

"The prison break attempt in Huntsville occurred in late afternoon nearly 100 miles from Houston. We flew the Akai to Huntsville, got some pictures, talked to a prison official, and got back to Houston in time for our 6:00 P.M. News."

The VTS-150. It weighs only 22 pounds. It costs only \$6995. Its 1/4" tape can be dubbed up to quad. Or with a time base corrector go

directly on air. It has automatic editing control. And a sound dubbing capability. It can go anywhere. Shoot anything. Edit anything. In a matter of minutes. We think it's revolutionizing broadcast journalism. Just watch.

AKAI

People watch the news to see the news.

2139 EAST DEL AMO BLVD., COMPTON, CALIF 90220



BAR reports television-network sales as of Nov. 17

ABC \$583,073,400 (30.3%), CBS \$693,343,300 (36.1%), NBC 646,774,600 (33.6%)

Day parts	Total minutes week ended Nov. 10	Total dollars week ended Nov. 10	1974 total minutes	1974 total dollars	1973 total dollars
Monday-Friday Sign-on-10 a.m.	117	\$ 639,600	3,274	\$ 21,689,100	\$ 22,282,700
Monday-Friday 10 a.m.-6 p.m.	850	9,193,700	45,510	403,236,400	347,822,500
Saturday-Sunday Sign-on-6 p.m.	302	6,650,000	13,025	198,583,300	192,650,500
Monday-Saturday 6 p.m.-7:30 p.m.	97	2,697,100	4,511	98,478,300	87,810,100
Sunday 6 p.m.-7:30 p.m.	12	448,900	617	14,923,700	15,250,800
Monday-Sunday 7:30 p.m.-11 p.m.	402	31,847,200	18,083	1,049,565,500	968,557,100
Monday-Sunday 11 p.m.-Sign-off	179	3,400,100	7,986	136,715,000	116,848,500
Total	1,959	\$54,876,600	93,006	\$1,923,191,300	\$1,751,222,200

Source: Broadcast Advertisers Reports

it had not paid to the agency, or for money it had paid the agency after learning that the agency's credit was "impaired" or after being told by media that the agency was "seriously delinquent."

The plan, IBFM noted, was originated by Metromedia (BROADCASTING, May 13, et seq.) and is also "the product of discussions with the members and legal counsel of advertiser and agency associations, as well as other broadcasters." It would apply only to local and national spot sales, leaving networks with their own policies. These generally tend toward making the advertiser responsible for payment although CBS makes agencies solely liable under certain conditions (BROADCASTING, May 27).

IBFM said its board of directors and that of Broadcast Credit Association, IBFM's subsidiary, "overwhelmingly" approved a resolution incorporating the plan at a meeting at Memphis. This followed a panel session devoted to the subject at IBFM's annual conference in early October, at which the membership approved the principle and asked that a resolution of support be prepared, IBFM officials said.

The plan would treat media buying

services as agencies so far as liability is concerned.

It also recognizes that "the acceptance of credit under any circumstances is subject to the discretion of individual stations."

The question of liability has been widely debated since U.S. Media International, a buying service, entered bankruptcy proceedings in October 1971 and the Lennen & Newell agency followed suit in April 1972. Many broadcasters pushed to make advertisers jointly liable with agencies, if not primarily liable, but agencies have just as forcefully insisted that they should be solely liable and not share that responsibility with their clients.

Tax refund ads squelched

Two income-tax preparation services have been found to have made false claims in broadcast commercials and other advertising. An administrative law judge of the Federal Trade Commission ruled against an "instant tax refund" offer that led customers of the tax services to believe that if their returns showed they were eligible, the services would advance them the amounts of their tax re-

funds in cash. What was being offered in fact were normal loans with finance charges, the judge found.

The two companies, Beneficial Corp. of Wilmington, Del., and its wholly owned subsidiary, Beneficial Management Corp. of Morristown, N.J., must discontinue the misrepresentation in "future" advertising, must discard the "instant tax refund" slogan and must obtain their customers' consent before using tax information for other purposes.

RAB's cure for car dealers

The Radio Advertising Bureau has created a two-part campaign to encourage automobile dealers to advertise on radio. RAB members will be receiving soon a package containing copy for a commercial that points up the value of buying a car at this time (copy runs 30 seconds and remaining 30 seconds will be used by dealers for specific tie-in messages) and a set of promotional ideas to generate showroom traffic. These will range from using the voices of car salesmen in radio commercials to radio-advertised events designed to lure prospective car buyers to showrooms.

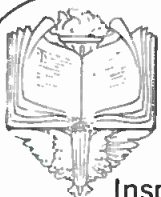
Post-Newsweek seeks solution to problem of political spots

Israel announces workshop that will explore alternatives

Larry H. Israel, president of the Washington Post Co., last week decried the growth of "spotsmanship" in political advertising and announced the formation of a conference of broadcasters and legislators to "devise better methods and to offer improved strategies for the coverage of elections in 1976."

Mr. Israel, the Pulse "Man of the Year," made his remarks in accepting the award at an Advertising Club of Washington luncheon Nov. 26. He called the spot announcement "an acceptable device for merchandising commercial products and services," but one which is "proving to be poisonous to the political process when used to market candidates." The time limitation of a political spot, he said, "at best leads to oversimplification, and at worst to distortion and demagoguery." Beyond these dangers, Mr. Israel pointed to the high costs of spot radio and television, which "unnecessarily contribute to the high cost of campaigning and thus to the need in the first instance for large war-chests of money."

The conference on these issues is to be initiated by the Post-Newsweek Stations, and is tentatively scheduled for the first quarter of 1975, in Washington. It is presently envisioned as being relatively small in size, and of a shirt-sleeve rather than of a formal nature. Based on his remarks last week, Mr. Israel's initial item for discussion will likely be "longer broadcast periods for candidates to be seen and heard, and improved for-



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Dirigo Media 207 - 773-9022

638 CONGRESS ST., PORTLAND, MAINE 04101



Israel

mats to help the public assess candidates."

Remarking on the division of his loyalties between print and electronic media, Mr. Israel addressed much of his speech to broadcasters. He took aim at the upholding of the fairness doctrine by the FCC and the Supreme Court, calling it an example of "a double standard which impairs true liberty in this country." He warned that failure to contest the doctrine in broadcasting may lead to its extension to the printed page as well. He also took issue with "overuse" of computer tabulations in election reporting, and with overuse of network television by various Presidents.

Mr. Israel called for a general assertion of the rights of broadcasters, claiming that the time for such an assertion is at hand: "The Watergate affair has sensitized Americans to the need to set politics right," he said, "and we must capitalize on that mood before it slips away."

The real vs. the fake

Supreme Court won't hear case of fur industry against TV ads for Timme imitations

Two television commercials that promoted the manufacture of fake furs so disturbed the American real-fur industry that a number of its members went to court in 1973 in an effort to block them. The effort failed, but the industry members did not give up until they had gone all the way to the Supreme Court, where they ultimately lost.

The commercials for E. F. Timme and Son Inc. played on the ecology theme, making the point that women wearing garments manufactured from the company's fake fur need not worry about lions or tigers being killed for their sake. One of the spots, which ran 30 seconds, won a number of awards, including *Esquire Magazine's* award for social responsibility in advertising.

A 60-second spot and the 30-second commercial ran on stations in New York and Los Angeles in September and October 1972. In addition, the 30-second spot ran on stations in those markets in June and September 1973.

The real-fur industry representatives—trade associations, unions and garment manufacturers—filed suit in U.S. District Court in New York, seeking an injunc-

THIS MIGHT WELL BE THE MOST IMPORTANT CONTRACT YOU COULD SIGN IN THE NEXT 100 YEARS.



You probably sign a lot of contracts...time orders, supplier contracts, sustaining program contracts, labor contracts. But, when you sign your lease contract for The American Legacy radio program you start in motion several important happenings—

1) You provide for your station a sustaining, saleable program that's hard for a sponsor to ignore...after all, there's never it's built around won't come up for another 100 years.

2) You provide an important public service, image building vehicle for your station... that still allows you to make a profit.

3) You receive a bright, customized jingle with your station's call letters.

4) You receive a series of programs that make 2 of our nation's most important years come alive—731 vignettes, one for every day—January 1st, '75-December

31st, '76. 1½ minute vignettes that are fully researched, authenticated and produced in the finest tradition of radio.

5) You receive promotional materials such as the newspaper slick kit and *The Musket*—a monthly newsletter with promotional ideas and complete news of the Bicentennial.

6) Exclusive access to products, give-a-ways and materials that allow you and your sponsor(s) to create promotions that pull and make people participate.

All of this at a price you can afford and The American Legacy is a market exclusive.

JOIN THE GROWING LIST OF FINE RADIO BROADCASTERS WHO HAVE JOINED THE AMERICAN LEGACY NETWORK...



SUITE 202 • 345 SOUTH STATE ST.
SALT LAKE CITY, UTAH 84111
PHONE: (801) 532-1776



Exclusive sales representative
Concerned Marketing Company
Dallas, Texas

tion. They charged that the commercials falsely implied that they were responsible for the illegal killing of endangered species for commercial purposes.

They noted that federal law protects tigers and leopards and that new coats made from the skins of such animals cannot legally be purchased in the U.S. And in their appeal to the Supreme Court, they said the public is left uninformed as to the fur industry's "stringent" trade regulations against the killing of any endangered species.

The fur-industry representatives brought their suit under the Trademark Act, which forbids false representations in connection with goods and services. The district court held that the commercials were false, but it dismissed the complaint on the ground that the law applies to representations made regarding the "inherent characteristic or quality" of the goods or services being advertised.

The U.S. Court of Appeals in New York affirmed the lower court's interpretation of the law. It even went further to reject the finding that the commercials were false.

So the fur-industry representative urged the Supreme Court to take the case. They continued to insist that the commercials were false, and they argued that the Trademark Act applies to any false statement in connection with one's goods and services "which damages another or which is believed to damage another." But the Supreme Court last week denied the petition for review.

"a complete package"



TBM-3700
Main channel frequency and modulation



TBM-2200A
Stereo modulation and pilot frequency



TBM-2000B
SCA frequency and modulation

for remote monitoring



TBM-2500C
RF amplifier

from the "FULL-CHOICE" line

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FM monitors

Cable's crusade for less regulation to resume in Anaheim

Lovett moderates panel that will include FCC, OTP spokesmen; Burch, Quello among speakers

The regulatory scheme of the FCC will again be the target of cable operators during the Dec. 4-7 convention of the California Community Television Association at the Disneyland hotel, Anaheim, Calif.

This was further stressed last week when it was announced that Bruce Lovett, American Television and Communications, who is chairman of the National Cable Television Association, will personally moderate a Thursday afternoon re-regulation panel, consisting of James Hudgins and Werner K. Hartenberger, both of the FCC, and Henry Goldberg of the Office of Telecommunications Policy.

Cable operators are seeking major changes in such regulations as channel capacity requirements, FCC jurisdiction over utilities, access channels availability, two-way capacity, carriage restrictions, certificates of compliance, limitations on duplication, and the imposition of technical standards.

Other major subjects to be discussed by the anticipated 2,000 registrants are expected to deal with copyright and pay cable. The latter is scheduled to begin at an "early bird" hour of 8:30 on Friday, Dec. 6, with such panelists as Gordon Stulberg, president of 20th Century-Fox; Geoffrey Nathanson, Optical Systems; Gerald Levine, Home Box Office; John Atwood, Theta Cable (Los Angeles); and Dr. Aaron Stern, former administrator of the Motion Picture Association's code and rating administration.

Notables who will address the CCTA meeting include Dean Burch, former FCC chairman and now White House counselor; FCC Commissioner James Quello; and Representatives Lionel Van Deerlin, George Danielson and John Moss, all California Democrats.

Cable firm questions TV's translator bid

Staunton Video Corp., cable operator in Staunton, Va., has petitioned the FCC to deny the application of WVIR-TV Charlottesville, Va., for a translator station to serve the Staunton area.

Staunton Video argued that the proposed translator would provide no better quality signal than the present off-the-air WVIR-TV signal. According to Staunton video, the station's translator application is an attempt to have the FCC require non-duplication protection of WVIR-TV programs by Staunton Video.

The commission in July had granted Staunton Video a waiver from its ex-

clusivity requirements with regard to WVIR-TV on the ground that the station did not project a grade-B contour over Staunton. The commission later reverse itself, according to Staunton, and said that WVIR-TV was entitled to protection on the condition that within 90 days it would file for a translator to serve the area. Staunton Video contested that decision, and its motion for reconsideration still pends before the commission.

Therefore, Staunton Video submitted that the FCC should not act on the construction permit application until it resolves the exclusivity issue.

Books

Legal Problems in Broadcasting. Daniel W. Toohey, Richard D. Marks and Arnold P. Lutzker, Great Plains National Instructional Television Library, University of Nebraska, Lincoln, Neb., 203 pp., \$5.95 (soft cover), \$8.75 (hard cover).

The three authors—young attorneys who are members of the District of Columbia bar—originally did a manual for public broadcasters in Nebraska; the aim was to provide program managers and producers with the basic information they needed to make their way through the thicket of legal problems associated with broadcasting, or at least to enable them to know when they had better seek legal counsel. The present book, an outgrowth of the manual, is designed for managers of commercial stations as well as non-commercial, for college-level students as well as interested laymen. And for all of them, it should prove useful. For not only does it deal with a wide variety of the problems broadcasters may confront in dealing with members of their communities or the FCC—its chapters deal with defamation, the right of privacy, the fairness doctrine, obscenity, violence, copyright, unfair competition, among others.

The Electronic Box Office: Humanities and Arts on the Cable, edited by Richard Adler & Walter S. Baer, Praeger Publishers, New York, \$12.50.

This collection of essays assesses the potential of cable as an alternative medium for the presentation of quality programming and as a source of revenue for the performing arts. It examines what's going on in innovative TV, including pay cable, and contains a summary of the Aspen Program Conference on the Humanities and the Arts on Cable, which called for the establishment of a nonprofit agency to promote the performing arts on cable.

Getting to Sesame Street: Origins of the Children's Television Workshop, by Richard M. Polsky, Praeger Publishers, New York, \$12.50.

Mr. Polsky's book is a history and analysis of the work of the Children's Television Workshop which led to the development of *Sesame Street*. It focuses on the formative years of the project, 1966-1968, and discusses reasons behind *Sesame Street's* success. It also affords a brief look at future prospects in the field.



An Open Memo

from Moreton Binn,
President of Atwood Richards

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Lack of funds may down ATS-6 satellite

Administration tells senators that aid must come from private sector

Ever since May, parts of some 20 states, including communities in Appalachia and Alaska, have been receiving educational and health care services by a direct-broadcast communications satellite launched by the National Aeronautics and Space Administration. The satellite is scheduled to be re-positioned next summer over India to provide educational television service there. And if the Americans now being served by ATS-6 bird are to continue to receive that service, private enterprise will probably step in.

Roy L. Ash, director of the Office of Management and Budget, stated that position for the Ford administration in a letter to Senator Lee Metcalf (D-Mont.) and 13 other Democratic and Republican senators, who had written to President Ford urging a continuation of the service now being provided by ATS-6.

The senators had noted that NASA had planned to replace ATS-6 with a second satellite, ATS-F Prime, but that those plans had been scrubbed because of a lack of funds. The senators said they were calling the matter to the President's attention because they felt the "promising start" made on providing health and educational benefits to the area should not be interrupted.

Mr. Ash, who said he was writing at the President's request, asserted that if satellites and the services they provide prove to be beneficial, "they should be provided on an operational basis by the private sector rather than by government-owned satellites which are experimental in design."

However, he said that the government could "play a stimulative and developmental role," and noted that the administration has submitted legislation (H.R. 17406) which would authorize the Department of Health, Education and Welfare to conduct demonstrations in the use of nonbroadcast communications (including satellites) for providing social services in remote areas. The authority would enable the government to provide financial assistance to health and educational organizations, such as those now using the ATS-6 services, in obtaining similar satellite communications capability from commercial sources.

Mr. Ash's role as the President's spokesman was unusual since that is the job the director of the Office of Telecommunications Policy normally performs on telecommunications matters. OTP has been without a director since September, when Clay T. Whitehead, the first person to hold the post, resigned. John Eger is now acting director.

An OTP official said Mr. Ash responded for the President because the decision to terminate the ATS program was basically OMB's. In any event his stated position had been foreshadowed in statements by Messrs. Whitehead and Eger.

Technical Briefs

Goldmark and cassettes. Goldmark Communications Corp., Stamford, Conn., announced it has developed for use with European TV standards its Transcan system of electronically transferring feature movies to video-tape cassettes for use in hotels, motels, airlines and pay cable systems. Joseph L. Stern, vice president for engineering, also said almost 4,000 cassettes of movies had been produced by original Transcan system, meeting U.S. TV standards. Goldmark reportedly has also set deal to develop cassette program origination system for North American Philips to introduce abroad for pay TV, hotel and motel uses.

Low-light tube. Amperex Electronic Corp., subsidiary of North American Philips Corp., has introduced intensified silicon-vidicon TV camera tube for use in low-light level TV systems. Series, S7000-S7004, has sensitivity of 300 microamperes per footcandle and resolution of 30% modulation depth at 400 TV lines per picture height. Four tubes differ in picture quality, expressed in terms of "blemish levels"—S7000 is priced at \$8,000; S7004 is \$2,000 (\$1,500 for 10 or more). Tubes are compatible with standard one-inch vidicon deflection yokes, allowing adaptation of conventional vidicon camera for low-light level application with minor modification. *Electro-Optical Devices division (Amperex), Slatersville, R.I. 02876. (401) 762-3800.*

Quad cassettes. 3M Co.'s magnetic audio/video division has introduced quadruplex video cassettes for use with Ampex ACR-25 broadcast recorder-player and compatible quad spools for both Ampex cassettes and respoolable RCA quad cartridges. Cassettes and spools are available in one- and three-minute versions. All spools are wound with Scotch 400 recording tape. *3M Co., Box 33600, St. Paul 55133.*

Dick Tracy come true?

Crystals manufactured in space may lead to even smaller broadcast-electronic equipment

A speck of crystal grown in space is seen as probably holding potential for further miniaturization of electrical power-consuming equipment, including broadcast equipment. A spokesman for the National Aeronautics and Space Administration said that if the indium-antimonide crystal can be produced in space in sufficient quantities, and "if it works as expected," it should have some application in areas throughout the electronics field, but that it is too early to say that it definitely will have.

One of the tiny crystals, grown aboard the Skylab space station last January in an experiment designed by the Massachusetts Institute of Technology, was presented to President Ford earlier this month. Scientists said then that it would permit today's hand computers to be reduced to about one-tenth their present

size, or to about the size of a large postage stamp.

The NASA spokesman, queried about potential applications in broadcasting, said space flights undertaking to produce the crystal in quantity probably would be started in the "early to mid-1980's." He also said the crystal might have "some trade-offs" that are not necessarily desirable: For instance, he suggested, people might not have much use for computers as small as a postage stamp.

The crystals, used to carry power current, are to be produced in space because there they do not develop the striations or bands that occur when they are produced in the presence of gravity. Officials presenting the sample to President Ford said it was by far the purest and of the longest life yet produced by man, and that it could be the start of a new \$1 billion to \$2 billion industry.

KAEC wins third round

For the second time, a jury in U.S. district court in Tyler, Tex., has awarded damages to the former licensee of KAEC-TV) Nacogdoches-Lufkin, Tex., in a suit charging that RCA delivered defective equipment that made it impossible for the ch. 19 station to stay on the air.

In the first trial, the judgment came to \$1 million—\$850,000 in actual damages, \$150,000 in punitive damages (BROADCASTING, June 7, Oct. 11, 1971). In the second trial, held after RCA won an appeal from the first, the award was for \$1.75 million—\$1 million in actual, \$750,000 in punitive damages—but RCA won a \$503,000 counterclaim on which it lost the first time around, according to RCA officials.

The suit was brought by Fredonia Broadcasting Corp., owner of KAEC, which suspended operations March 18, 1970. The suit originally sought \$2.4 million in damages. RCA spokesmen said last week they planned to seek yet another trial of the case. The verdict in the second trial was issued Nov. 14.

EIA adds its suggestions

The Electronic Industries Association has submitted a report to the FCC, supporting the move for revision of rules governing unattended operation of TV broadcast transmitting systems. The report, related to the National Association of Broadcasters' study on automatic TV transmission systems (released Aug. 19), deals primarily with the unattended transmitter portion of the proposed automatic system. EIA's recommendations include: a self-test feature to check automatic shutdown circuits; automatic control of aural and visual modulation levels; a requirement to shut down a transmitter if the carrier frequency error or maximum power output exceeds tolerance; and monitoring of seven TV transmitter-system performance parameters. The report is available at *EIA Communications Division, 2001 Eye St. N.W., Washington 20006.*

Music

Personality pays for top-40 WHYI

South Florida FM scores dramatic gains in ratings by giving money and time to air talent

WHYI(FM), a Fort Lauderdale/Miami top-40 station, is bucking the trend to de-emphasis of personality in top 40 with great success.

WHYI, known to its listeners as "Y 100," is ranked first with an 11 share in the June-August Pulse just released, a jump of 33 positions in the station's first year of operation. Acquired by Heftel Broadcasting for \$1 million in 1973, the station changed its call, improved its tower and transmitter and abandoned its good music format for top 40 in August of last year. Since then, the only deterrent to WHYI's upward mobility has been a May 1974 fire, allegedly the work of an arsonist, which destroyed a large part of the station's new studios in Hollywood, Fla., just before they were to be occupied, and delayed the move by three months.

Executive vice-president and general manager Bill Cunningham joined the station in February 1974, with program director Bill Tanner signing on in March. By the April-May ARB, WHYI had risen to second over-all in the market, and with rejoicing over the new Pulse results still in evidence, station officials are optimistic about the fall ARB sampling just concluded.

WHYI may in fact be the first FM top-40 outlet to achieve such ratings, and remarkably, the station has done so while rejecting the low-profile personality trend that is dominating contemporary formats. "We're a high-energy radio station," says Mr. Cunningham. "When our guys leave the studio after four hours, they're drained." And well they might be. He and Mr. Tanner are emphasizing personality with their announcers, and the importance of their air staff is indicated by a salary scale ranging up to \$30,000. Additionally, the station has spent over \$250,000 on station promotions in its one year, most of that in the first six months of operation.

This personality emphasis takes place within a rigid musical format. WHYI uses a 30-record list, and in a market with intense oldies competition, limits its oldies to number-one hits of the past decade. Within those strictures, however, the staff has an unusual amount of room to work, with talk and even an element of "craziness" sanctioned.

The station's rapid climb has quickly changed the competitive situation for the pop audience in Miami and Fort Lauderdale. In the past year, three of WHYI's top-40 competitors, WAXY(FM), WFUN(AM), and WSRF(AM), have switched to oldies formats, leaving Storz's WQAM(AM) and Bartell's WMYQ(FM) as WHYI's top-40 competition in the area. A progressive rocker, WSHE(FM), is also exerting considerable influence in the market.

The mood which WHYI's staff projects is similar to that of a football team in



High energy. WHYI(FM) executive vice-president and general manager Bill Cunningham (above) with his full-time air staff (below). From top to bottom: program director Bill Tanner (l) (6-10 a.m.) with news director Jim Reihle; Jay Marks (l) (10 a.m.-2 p.m.) with production director and weekend talent Cramer Haas; assistant program director Robert W. Walker (2-6 p.m.); Dave Dunaway (6-10 p.m.); and Lee Masters (10 p.m.-2 a.m.). Rick Elliott (2-6 a.m.) is not pictured.





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RECOMMENDED PUBLIC NOTICE

The Town of East Greenbush, in Rensselaer County, in the State of New York invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a "Request for Proposals" available from the undersigned. Applications will be accepted until Jan. 3, 1975 and all applications received will be available for public inspection during normal business hours at the Town Hall, Columbia Turnpike, East Greenbush, NY 12061.

Michael Van Voris
Supervisor
Town Hall
Columbia Turnpike
East Greenbush, NY 12061
518-477-4775

the midst of a winning streak, and their jubilation seems justified. Six request lines are kept busy at all hours by listeners. Concurrent with the station's ratings climb has been an impressive increase in billing, which has quadrupled to its present six-figure monthly level in the past 11 months. And inherent in the station's enthusiasm is the knowledge that its "personality" philosophy of top-40 programming has proved as successful as the low-profile view revered in many other markets. Whether that philosophy proves to be a local phenomenon or a signal of a countertrend in top 40, WHYI's success at present is real.

Breaking In

You're No Good—Linda Ronstadt (*Capitol*) ■ Apparently re-established on Capitol (from Asylum), Linda Ronstadt may well have her first substantial hit since *Different Drum* (with the Stone Poneys) six years ago. *You're No Good*, which has received some FM airplay in a rendition by a Southern band called Potliquor, has long been a highlight of Ms. Ronstadt's stage show, and is making progress as a single in C&W and pop. It enters the "Playlist" at 69 this week, and has been added by WHYY(AM) Montgomery, Ala., KING(AM) Seattle, and KYA(AM) San Francisco.

Ready—Cat Stevens (*A&M*) ■ Mr. Stevens is by now a proved hitmaker, though his albums have done better than his singles. And with *Another Saturday Night* (a Sam Cooke composition) dropping from the chart, this original effort is rapidly adding stations. Taken from his best-selling *Buddah and the Chocolate Box* LP, *Ready* has been added by WFLB(AM) Fayetteville, N.C., and KLUC(AM) Las Vegas, among others.

Extras. *The following new releases, listed alphabetically by title, are making a mark in BROADCASTING's "Playlist" reporting below the first 75:*

- A WOMAN'S STORY, Cher (MCA).
- BABY HANG UP THE PHONE, Carl Graves (A&M).

Tracking the 'Playlist.' After a number of weeks of relatively steady gains and declines, the "Playlist" for Dec. 2 is in upheaval. Bobby Vinton's jump of three places to the top spot is overshadowed by the rapid rises of the Three Degrees' *When Will I See You Again* (two) and Carl Douglas's *Kung Fu Fighting* (three). *You Ain't Seen Nothin' Yet* by Bachman-Turner Overdrive slips to four after two weeks at the top, but still appears likely to become the group's best-selling single to date. Billy Swan's *I Can Help* makes another strong gain to six, as does Helen Reddy's *Angie Baby*, bolted at 10. *You're the First, the Last, My Everything* from Barry White and Paul McCartney's *Junior's Farm* continue among the hottest records on the chart, moving to 15 and 16 respectively, but "hottest single" honors for the week must go to Elton John's re-make of *Lucy in the Sky with Diamonds*, which jumps from 67 to 19, one of the largest one-week advances of the fall. New releases from Rufus, the Rolling Stones, and the Carpenters appear ready to break into the top 20, with Stevie Wonder's *Boogie on Reggae Woman* also rising quickly, bolted at 32. Six singles dominate the new additions to the middle range of the chart. The Righteous Brothers, Barry Manilow, Gloria Gaynor, Elvis Presley, Andy Kim, and the J. Geils Band all make impressive gains, while a bit further down the list new releases from the Guess Who and the Stylistics are making strong showings. Few singles debut on this week's "Playlist," as most holiday releases have been out for several weeks by now, with a follow-up effort—*Touch Me by Fancy*—the notable exception, bolted at 58. Also making first appearances this week are *Doctor's Orders* from Carol Douglas, Linda Ronstadt's *You're No Good*, Lynyrd Skynyrd's *Free Bird*, and *Charmer* from Tim Moore.

- BEST OF MY LOVE, Eagles (Asylum).
- BLACK LASSIE, Cheech & Chong (Ode).
- HEARTBREAK KID, Bo Donaldson & the Heywoods (ABC/Dunhill).
- I CAN FEEL THE FIRE, Ron Wood (Warner Bros.).
- MORNING SIDE OF THE MOUNTAIN, Donny & Marie Osmond (MGM).
- MY EYES ADORED YOU, Frankie Valli (P.S.).
- SALLY G, Paul McCartney & Wings (Apple).
- SUNSHINE ROSES, Gene Cotton (Myrrh).
- THE ENTERTAINER, Billy Joel (Columbia).
- WHATEVER YOU GOT, I WANT, Jackson Five (Motown).

Music Briefs

Midday for Morrow. Cousin Brucie Morrow has moved from his current evening slot to 10 a.m.-2 p.m. on WNBC(AM) New York. Station said Mr. Morrow's main appeal is to women in audience, and that he'll be better able to reach them in mid-morning slot. He will continue his playlist *Countdown* program 4-8 p.m. Saturday afternoons. Move was effective today (Dec. 2) and marks Mr. Morrow's first absence from evening New York radio in more than decade. WNBC also announced plans to modify top-40 format, to 50-50 balance of current hits and oldies, in effort to appeal to older (20-35 year old) audience.

Traveling. Broadcast Music Inc. said that as part of its observance of nation's bicentennial it will make available exhibits of Carl Haverlin Collection of BMI Archives for tours of colleges and universities, music schools, libraries and civic organizations in 1976. Collection has more than 6,000 items including rare books, music, papers, letters and autographs dating from late 18th century and covering not only musical field but also historical and literary interests. They were collected under direction of Carl Haverlin, BMI president 1947-63. Applications for free displays should be directed to Oliver Daniel, vice president, BMI, 40 West 57 Street, New York 10019.

The Broadcasting PlaylistTM Dec 2

These are the top songs in air-play popularity on U.S. radio, as reported to *Broadcasting* by a nationwide sample of stations that program contemporary, "top-40" formats. Each song has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played and for the part of the day in which it appears. (M) indicates an upward movement of 10 or more chart positions over the previous *Playlist* week.

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
4	1	My Melody of Love (3:08) Bobby Vinton—ABC/Dunhill	1	1	1	1
8	2	When Will I See You Again (2:58) Three Degrees—Philadelphia Int'l.	4	4	2	2
14	(M) 3	Kung Fu Fighting (3:18) Carl Douglas—20th Century	7	2	5	3
1	4	You Ain't Seen Nothin' Yet (3:29) Bachman-Turner Overdrive—Mercury	2	5	3	4
7	5	Longfellow Serenade (3:30) Neil Diamond—Columbia	3	3	10	7
11	6	I Can Help (2:57) Billy Swan—Monument	8	7	6	6
5	7	Tin Man (3:25) America—Warner Brothers	5	6	11	10
3	8	Everlasting Love (2:20) Carl Carlton—Back Beat	6	8	7	11
12	9	Do It Till You're Satisfied (3:09) B. T. Express—Scepter	15	11	4	5
20	(M) 10	Angie Baby (3:29) Helen Reddy—Capitol	9	9	12	9
9	11	Cats in the Cradle (3:29) Harry Chapin—Elektra	11	10	9	8
6	12	Whatever Gets You Thru the Night (3:20) John Lennon—Apple	10	12	8	13
17	13	Wishing You Were Here (2:54) Chicago—Columbia	14	13	14	12
2	14	Jazzman (3:43) Carole King—Ode	12	14	16	15
18	15	You're the First, the Last, My Everything (3:25) Barry White—20th Century	13	15	13	16
22	16	Junior's Farm (4:20) Paul McCartney & Wings—Apple	17	17	15	14
10	17	Back Home Again (4:42) John Denver—RCA	16	16	18	19
16	18	Life Is a Rock (But the Radio Rolled Me) (2:54) Reunion—RCA	18	18	19	18
67	(M) 19	Lucy in the Sky with Diamonds (5:58) Elton John—MCA	21	20	17	17
23	20	I've Got the Music in Me (3:40) Kiki Dee—MCA	23	23	20	20
27	21	Laughter in the Rain (2:50) Neil Sedaka—MCA	19	19	21	23
21	22	Sha-La-La (Make Me Happy) (2:56) Al Green—Hi	20	21	22	21
35	(M) 23	You Got the Love (2:54) Rufus—ABC/Dunhill	24	22	23	22
25	24	Only You (3:16) Ringo Starr—Apple	22	24	24	25
31	25	Ain't Too Proud to Beg (3:29) Rolling Stones—Rolling Stones	27	26	25	24
32	26	Please Mr. Postman (2:48) Carpenters—A&M	25	27	26	29
24	27	Love Me for a Reason (3:45) Osmonds—MGM	26	28	28	27
13	28	I Honestly Love You (3:35) Olivia Newton-John—MCA	28	25	29	26
15	29	The Bitch Is Back (3:50) Elton John—MCA	31	29	27	28
34	30	Bungle in the Jungle (3:20) Jethro Tull—Chrysalis	32	33	30	30
26	31	After the Goldrush (2:04) Prelude—Island	30	32	31	36
55	(M) 32	Boogie on Reggae Woman (4:05) Stevie Wonder—Tamia	34	30	33	32
36	33	Fairy Tale (3:11) Pointer Sisters—Blue Thumb	29	36	32	35
30	34	Do It Baby (2:55) Miracles—Tamia	38	31	34	33
38	35	I Feel a Song (in My Heart) (2:48) Glady's Knight & The Pips—Buddah	40	35	36	34
19	36	Can't Get Enough (3:20) Bad Company—Atlantic	58	34	47	31
64	(M) 37	Dream On (2:58) Righteous Brothers—Haven	39	39	39	40
37	38	One Man Woman, One Woman Man (2:57) Paul Anka—United Artists	37	37	43	44
60	(M) 39	Mandy (3:15) Barry Manilow—Bell	43	41	38	41
28	40	The Need to Be (3:53) Jim Weatherly—Buddah	36	42	41	52
29	41	Nothing from Nothing (2:40) Billy Preston—A&M	35	52	35	53

Over-all rank	Title (length) Artist—label	Rank by day parts				
Last week	This week	6-10a	10a-3p	3-7p	7-12p	
61	(M) 42	Never Can Say Goodbye (2:55) Gloria Gaynor—MGM	45	38	42	51
52	43	Promised Land (2:50) Elvis Presley—RCA	47	44	40	42
58	(M) 44	Fire Baby I'm on Fire (3:25) Andy Kim—Capitol	48	43	44	46
57	(M) 45	Must of Got Lost (2:53) J. Geils Band—Atlantic	53	53	37	37
41	46	Ride'em Cowboy (3:52) Paul Davis—Bang	50	45	52	43
39	47	Beach Baby (3:02) First Class—U.K. Records	56	40	57	38
48	48	So You are a Star (3:45) Hudson Brothers—Casablanca	46	51	50	45
33	49	Carefree Highway (3:45) Gordon Lightfoot—Reprise	33	47	62	61
65	(M) 50	Dancin' Fool (3:15) Guess Who—RCA	52	48	48	50
44	51	Rockin' Soul (2:59) Hues Corp.—RCA	41	50	53	47
53	52	Dark Horse (3:52) George Harrison—Apple	55	49	46	49
63	(M) 53	Heavy Fallin' Out (3:28) Stylistics—Avco	54	46	55	48
49	54	Sweet Home Alabama (3:20) Lynyrd Skynyrd—MCA	44	64	45	66
56	55	La La Peace Song (3:24) Al Wilson—Rocky Road	49	54	60	67
40	56	Then Came You (3:53) Dionne Warwick & the Spinners—Atlantic	42	59	66	65
43	57	(You're) Having My Baby (2:32) Paul Anka—United Artists	57	55	61	59
—	(M) 58	Touch Me (2:45) Fancy—Big Tree	59	62	54	56
46	59	Another Saturday Night (2:28) Cat Stevens—A&M	51	*	51	*
42	60	Skin Tight (2:05) Ohio Players—Mercury	*	*	49	39
69	61	Willie & the Hand Jive (3:10) Eric Clapton—RSO	63	61	56	57
67	62	Let's Straighten It Out (3:14) Latimore—Glades	66	58	59	55
45	63	People Gotta Move (3:18) Gino Vanelli—A&M	62	56	63	60
—	(M) 64	Doctor's Orders (2:56) Carol Douglas—RCA	61	60	65	64
59	65	Play Something Sweet (3:32) Three Dog Night—ABC/Dunhill	60	57	67	*
—	66	Evil Bolt-Weevil (2:20) Grand Canyon—Bang	71	69	58	58
70	67	Woman to Woman (3:54) Shirley Brown—Truth	68	68	68	62
51	68	You Haven't Done Nothin' (3:20) Stevie Wonder—Tamia	64	66	69	70
—	69	You're No Good (3:35) Linda Ronstadt—Capitol	67	63	71	68
71	70	Early Morning Love (2:44) Sammy Johns—GRC	65	65	70	72
74	71	I Shot the Sheriff (3:19) Eric Clapton—RSO	69	67	72	69
—	72	Free Bird (4:41) Lynyrd Skynyrd—MCA	*	*	64	63
47	73	Can't Get Enough of Your Love Babe (3:15) Barry White—20th Century	70	75	72	73
72	74	Nobody (3:27) Doobie Brothers—Warner Brothers	*	70	75	75
—	75	Charmer (2:51) Tim Moore—Asylum	74	73	*	74

Alphabetical list (with this week's over-all rank): After the Goldrush (31), Ain't Too Proud to Beg (25), Angie Baby (10), Another Saturday Night (59), Back Home Again (17), Beach Baby (47), Boogie on Reggae Woman (32), Bungle in the Jungle (30), Can't Get Enough (36), Can't Get Enough of Your Love Babe (73), Carefree Highway (49), Cats in the Cradle (11), Charmer (75), Dancin' Fool (50), Dark Horse (52), Do It Till You're Satisfied (9), Do It Baby (34), Doctor's Orders (64), Dream On (37), Early Morning Love (70), Everlasting Love (8), Evil Bolt-Weevil (66), Fairy Tale (33), Fire Baby I'm on Fire (61), Free Bird (72), Heavy Fallin' Out (53), (You're) Having My Baby (57), I Can Help (6), I Feel a Song (in My Heart) (35), I Honestly Love You (28), I Shot the Sheriff (71), I've Got the Music in Me (20), Jazzman (14), Junior's Farm (16), Kung Fu Fighting (3), La La Peace Song (55), Laughter in the Rain (21), Let's Straighten It Out (62), Life Is a Rock (But the Radio Rolled Me) (18), Longfellow Serenade (5), Love Me for a Reason (27), Lucy in the Sky with Diamonds (19), Mandy (39), Must of Got Lost (45), My Melody of Love (1), Never Can Say Goodbye (42), Nobody (74), Nothing from Nothing (41), One Man Woman, One Woman Man (38), Only You (24), People Gotta Move (63), Play Something Sweet (65), Please Mr. Postman (26), Promised Land (43), Ride'em Cowboy (46), Rockin' Soul (51), Sha-La-La (Make Me Happy) (22), Skin Tight (60), So You are a Star (48), Sweet Home Alabama (54), The Bitch Is Back (29), The Need to Be (40), Then Came You (56), Tin Man (7), Touch Me (58), Whatever Gets You Thru the Night (12), When Will I See You Again (2), Willie & the Hand Jive (61), Wishing You Were Here (13), Woman to Woman (67), You Ain't Seen Nothin' Yet (4), You Got the Love (23), You Haven't Done Nothin' (68), You're the First, the Last, My Everything (15), You're No Good (69).

Just what did Super K say?

Could the ultimate diplomat have been so undiplomatic in meeting with network brass?

Secretary of State Henry Kissinger invited top network executives to lunch at the State Department on Nov. 15 for a quiet, off-the-record talk. On that, all accounts agree. But after that, sharp differences appear in the recounting.

Some versions make it appear that the secretary was at least mildly critical of network reporting of international affairs and that the network people, as one in attendance put it, "gave as good as they got." Others suggest such characterizations are overblown, that the luncheon was almost purely "social."

The guests were William Paley, chairman of CBS Inc., who attended with Bill Leonard, of CBS News; NBC's chairman, Julian Goodman, vice chairman, David Adams, and president, Herbert Schlosser; ABC's chairman, Leonard Goldenson, and president, Elton Rule; Hartford Gunn, president of the Public Broadcasting Service, and James Karayn, of the National Public Affairs Center for Television. (The last two attended in place of Henry Loomis, president of the Corporation for Public Broadcasting, who was unable to accept an invitation.)

Some reports of the luncheon indicated that Secretary Kissinger expressed concern about what he saw as a lack of awareness on the part of the public as to problems confronting America and the world—inflation and the crises in energy and food, among them—and asked why the networks do not do more to increase the public's understanding.

Then, according to one version, the network people said they had covered those issues in their news reports and had succeeded in elevating public understanding of the problems to the point where the public now looks to the government for a solution, and sees none forthcoming. "So there is nothing further to report," the secretary is said to have been told. To which Secretary Kissinger is said to have remarked, "I thought I was presenting a problem to you, and you're presenting a problem to me."

Not all of those in attendance were aware of any heavy give and take. One described it as "very casual," and said, "There was no feeling of the administration wanting a point of view expressed." Nor, he said, "was there anything about what we should do."

The meeting with the network officials was one in a series Secretary Kissinger has been having with opinion molders. He has met previously with members of Congress and a group of academicians. And he is understood to stress in these sessions his theme of the interdependence of the world's nations.

The secretary is reported to have touched on that subject again in his

meeting with the network officials. But one government official familiar with Secretary Kissinger's style, said, "I can't imagine that he got into how the networks cover the news. He just doesn't do that sort of thing."

Some observers express the view that the network officials might have been somewhat more sensitive to remarks about the public's understanding of world events than the secretary realized. The meeting preceded by a week one the presidents of the commercial network companies were to have with FCC Chairman Richard E. Wiley on the subject of sex and violence on television (BROADCASTING, Nov. 25).

Newark criticizes news efforts of its stations

The five commercial radio stations licensed to Newark, N.J., devote precious little time to news and far less to local and state news, according to a report by the Office of Newark Studies, a research arm of Rutgers University working for Newark Mayor Kenneth A. Gibson.

The report, based on monitoring done last March, said less than 10% of airtime was news and most of that came from national networks or wire services. Only two stations—WNJR(AM) and WFME(FM)—had reporters in the field or did on-the-spot interviews, the report said.

The report also praised WNJR's subsequent municipal election-night coverage, based on additional monitoring, calling it "almost model coverage with frequent and lengthy reports." It also noted that WVNJ-AM-FM had expanded their news operations since the monitoring was conducted, but said this "should have no bearing on this report." The fifth station covered was WHBI(FM).

Officials of the Office of Newark Studies, noting that New Jersey station licenses come up for renewal next year, said copies of the report were being given to the managements of the five stations, in hopes of stimulating additional news and public affairs programming, and that copies would also be sent to community groups to assist in their reviews of station performance in connection with license-renewal applications.

FCC rejects Driver appeal

The FCC has denied Rodney D. Driver a review of an Aug. 7 Broadcast Bureau ruling that denied his fairness complaint in which he alleged network news suppression of events in Indochina.

Mr. Driver claimed that ABC, CBS and NBC, individually, presented only one side of a controversial issue, i.e., the networks' treatment of the continuing wars in Vietnam and Cambodia which, according to Mr. Driver, advanced the view that the U.S. was no longer involved.

The bureau ruled that Mr. Driver not only had failed to furnish evidence that the networks presented only one view but that he had not adequately identified or defined the particular issues he believed were of controversial importance.

'CBS Evening News' feels hot breath on Cronkite's neck

NBC pushes leader on ratings, and itself gets ABC pressure

Interpreting the three-network evening newscast ratings competition is a little like psychoanalyzing Mona Lisa's smile. If happiness and serenity are sought, they belong to CBS, whose *Evening News* won 21 of the past 28 weeks (May 1-Nov. 22) according to National Nielsens. If it's subtlety and intrigue, look to NBC, whose *Nightly News* has rarely been more than one share point from CBS, and which conquered five and tied two (with CBS) of the remaining seven weeks over the period cited. If courage and perseverance are the diagnosis, check ABC, whose *Evening News* had an unusually successful ratings run earlier this fall, nearly tying NBC more than once, though later leveling off to an average five-point share deficit compared to the other two networks.

All this is subject to the arcane pattern of upsets characteristic of network news ratings, for, if it's mystery that's seen in that smile, it has to do with the capricious nature of the subject. Taken as a whole, network news ratings figures don't align themselves with the intensity of the news events. And they are subject to irregular takeovers by NBC. For example, by this time last year, the networks had spent the month covering the progress of such scintillating events as the famed "Saturday Night Massacre" (firing of former special Watergate prosecutor Archibald Cox) and the subsequent impeachment clamor, plus the unfolding drama of the presidential tapes. ABC *Evening News's* Nielsen average for Oct. 29-Nov. 23, 1973, was 12.0, compared to 12.3 for the Oct. 28-Nov. 22, 1974 period. CBS scored 15.0 for the period last year and 15.7 this year; NBC had the only decline, with an average of 15.2 for the four weeks last year and 14.6 this year. NBC *Nightly News* won two of the four weeks for the 1973 period cited, and captured one of the highest ratings of the season with a 16.1/28 for the Oct. 29-Nov. 2 ('73) week, which immediately followed the Oct. 27 "massacre." CBS *Evening News* drew the same share (28) for the Oct. 28-Nov. 1, 1974 period with a 15.5 rating.

Television news ratings traditionally build during the fall period, reaching a peak by the end of November. The highest ratings for the second half of this year have been a 15.9/26, attained by CBS during the Nov. 4-8 and Nov. 18-22 weeks. The three networks have each taken approximately the same audience share over the fall, 1974, period as they did for the same period last year, with CBS now averaging about a 27, NBC a 26 and ABC a 22.

"Political events don't affect TV news viewerships," a Nielsen spokesman said. "There are no patterns or correlation" be-

tween events and audience size, he said, a fact which "has blown many a graduate thesis out of the water." The biggest factor, the spokesman added, "is still the weather."

Lengthy vacations by the newscast anchorman also exert an unpredictable influence over the ratings competition. Many a broadcaster has deemed the presence of Walter Cronkite as essential to the good Nielsen showing of the CBS *Evening News*. However, summer TV audience unsteadiness aside, the *Evening News* steadily maintained its ratings lead last summer during the entire time Mr. Cronkite was on his nearly three-month summer vacation. "The Cronkite vacation didn't affect anything," the Nielsen source declared. "If anything, the CBS ratings were higher while he was away." Vacations by NBC and ABC anchorman, who

are allotted one-third the time off taken by Mr. Cronkite, were too short to produce ratings effects.

The last time CBS was defeated in the newscast ratings this year was the second and third weeks of September, when *NBC Nightly News* took over with an approximate .5 rating lead (NBC's 12.5 and 12.2 over CBS's 12.1 and 11.7 for the Sept. 10-14 and Sept. 17-21 weeks, when ABC drew a 11.0 and 10.4). However, CBS and NBC tied for first place during the Oct. 22-26 week, with a 13.3/27 ABC had 11.2/23 for that week. NBC News's sporadic takeovers are seemingly unpredictable, and, according to one network newscaster, quoting, "full of sound and fury, signifying nothing."

ABC News made some remarkable gains over the past half-year, reaching a high point over the month of September.

ABC Evening News ratings average for the four weeks ending Oct. 4 was an 11.1/24, compared to CBS's 12.6/27 and NBC's 12.5/26. The first week of September, ABC came within seven-tenths of a rating point of overhauling second place NBC (a 10.2 compared to a 10.9), but both were doused by CBS, whose 12.9 for that week (Sept. 2-6) was the highest rating of the summer. *ABC Evening News* average for that month was 2.9 rating points and four share points higher than the September 1973 average, while *CBS Evening News* was down three share points, and NBC down one share point, for the same period compared.

The latest Niensens available, by the way, gave *CBS Evening News* a 15.9/27, NBC a 15.2/26 and ABC an 11.7/20 (a low share for ABC this season).

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

Company	Period/Ended	CURRENT AND CHANGE					Per Share	YEAR EARLIER		
		Revenues	Change	Net Income	Change	Per Share		Revenues	Net Income	Per Share
Burnup & Sims	6 mo. 10/31	56,995,900	- 4.2%	2,282,000	- 35.9%	.28	59,481,300	3,563,200	.42	
Gulf & Western	year 7/31	2,295,519,000	+ 19.3%	224,712,000	+ 26.8%	5.35	1,927,165,000	177,212,000	4.06	
International Video Corp.	3 mo. 10/26	7,263,000	+ 13.8%	83,000*	+295.2%	.03	6,377,000	21,000**	—	

* includes extraordinary credit of \$40,000 from operating loss carryforward.

** includes \$9,000 extraordinary credit from loss carryforward.

Broadcasting's index of 138 stocks allied with electronic media

Stock symbol	Exch.	Closing Tues. Nov. 26	Closing Wed. Nov. 20	Net change in week	% change in week	High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)		
Broadcasting												
ARC	ARC	N	13 3/4	14 1/2	- 3/4	-	5.17	28 3/8	13 3/4	5	16,582	228,002
CAPITAL CITIES	CCR	N	27 1/2	21 7/8	+ 5/8	+	2.85	39 1/4	19 1/2	8	7,164	161,190
CBS	CBS	N	30 1/4	29 1/4	+ 1	+	3.41	40	25	9	28,092	849,783
CONCERT NETWORK*	CON	N	1/4	1/4			.00	7/8	1/4		2,200	550
COX	COX	N	9 3/4	9 3/8	+ 3/8	+	4.00	19 3/8	9 3/8	5	5,831	56,852
GROSS TELECASTING	GGG	A	6 3/4	7 1/8	- 3/8	-	5.26	13 5/8	6 1/2	5	800	5,400
LIN	LINR	O	2 5/8	2 5/8			.00	5 3/4	2	3	2,297	6,029
MONEY*	MOPN	O	1 1/2	1 1/2			.00	3 5/8	1 1/2	4	385	577
PACIFIC & SOUTHERN**	PSOU	O	4 3/4	4 3/4			.00	6 1/4	3 1/8	1	1,750	8,312
RAHALL	RAHL	O	2	1 3/4	+ 1/4	+	14.28	6	1 3/4	4	1,297	2,594
SCRIPPS-HOWARD	SCRP	O	14	14			.00	17 1/2	13 1/2	6	2,589	36,246
STARR	SBG	M	3 3/4	3 5/8	+ 1/8	+	3.44	9	3 1/4	3	1,069	4,008
STORER	SBK	N	12 1/8	12 1/2	- 3/8	-	3.00	17 3/8	11 1/4	5	4,751	57,605
TAFT	TFH	N	12	12			.00	23 3/8	12	4	4,011	48,132
WOODS COMM.*		O	3/4	3/4			.00	1	1/4	6	292	219
TOTAL									79,110	1,465,499		

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	7/8	7/8			.00	2 1/2	3/4	4	1,259	1,101
AVCO	AV	N	2 3/4	2 3/4			.00	8 7/8	2 3/4	8	11,481	31,572
BARTLETT MEDIA	BMC	A	7/8	7/8			.00	2 3/8	5/8	1	2,257	1,974
JOHN BLAIR	BJ	N	4	3 3/4	+ 1/4	+	6.66	7 1/2	3 1/2	3	2,403	9,612
CAMPDOWN INDUSTRIES*		O	1/8	1/8			.00	7/8	1/8	2	1,138	142
CHRIS-CRAFT	CCN	N	1 3/4	1 3/4			.00	4 1/4	1 5/8	7	4,162	7,283
COMBINED COMM.	CCA	A	5 1/8	5 1/8			.00	13	5 1/8	3	3,280	16,810
COWLES	CWL	N	4 5/8	4 3/8	+ 1/4	+	5.71	7 1/8	4	8	3,969	18,356
DUN & BRADSTREET	DNB	N	16 1/8	18	- 1 7/8	-	10.41	36	16 1/8	11	26,555	428,199
FAIRCHILD IND.	FEN	N	4 1/2	4 3/8	+ 1/8	+	2.85	6 3/4	4 1/8	6	4,550	20,475
FUQUA	FOA	N	4 1/8	4 1/4	- 1/8	-	2.94	10 3/4	4 1/8	2	7,273	30,001
GANNETT CO.	GCI	N	22 1/4	20 5/8	+ 1 5/8	+	7.87	38 1/4	20 5/8	15	21,080	469,030
GENERAL TIRE	GY	N	11 5/8	11 7/8	- 1/4	-	2.10	18 1/4	11 5/8	3	21,515	250,111
GLOBETROTTER	GLBTA	O	1 5/8	1 5/8			.00	4 3/4	1 5/8	2	2,731	4,437
GRAY COMMUN.*		O	6	5 7/8	+ 1/8	+	2.12	8 1/2	5	4	475	2,850
HARTE-HANKS	HHN	N	7 3/4	7 3/4			.00	14 1/4	7 1/8	6	4,340	33,635
JEFFERSON-PILOT	JP	N	29	27 3/8	+ 1 5/8	+	5.93	38 1/4	20 1/2	13	24,195	701,655
KAISER INDUSTRIES*	KI	A	4 7/8	5 1/8	- 1/4	-	4.87	8 1/2	4 3/4	3	27,487	133,999
KANSAS STATE NET.*	KSN	O	3 1/8	3 1/8			.00	3 7/8	3 1/8	5	1,741	5,440
KINGSTIP	KTP	A	2 1/2	1 1/2	+ 1	+	66.66	6 3/4	1 1/2	4	1,154	7,885
LAMB COMMUN.**		P	1 1/4	1 1/4			.00	1 1/4	1 1/8	25	475	593

Stock symbol	Exch.	Closing Tues Nov. 26	Closing Wed. Nov. 20	Net change in week	% change in week	1974 High	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)			
LEE ENTERPRISES	LNT	A	12 1/4	12	+	1/4	+	2.08	16 1/4	10 3/4	8	3,352	41,062
LIBERTY	LC	N	8 1/4	8 3/8	-	1/8	-	1.49	15 5/8	8 1/4	3	6,632	54,714
MCGRAW-HILL	MHP	N	5 3/4	5 3/4				.00	9	5 3/4	5	23,426	134,699
MEDIA GENERAL	MEG	A	16	16 1/4	-	1/4	-	1.53	26 1/2	16	7	3,552	56,832
MEREDITH	MDP	N	9	9 1/2	-	1/2	-	5.26	11 3/8	8 1/4	4	2,966	26,694
METROMEDIA	MET	N	5 3/8	5 1/8	+	1/4	+	4.87	10 5/8	4 1/2	5	6,447	34,652
MULTIMEDIA	MMED	O	9 1/4	9 1/2	-	1/4	-	2.63	14 1/4	8 3/4	6	4,388	40,589
NEW YORK TIMES CO.	NYKA	A	8 1/4	8 1/4				.00	13 3/4	8	5	10,231	84,405
OUTLET CO.	OTU	N	7 3/4	7 1/2	+	1/4	+	3.33	9 3/4	7	3	1,379	10,687
POST CORP.	POST	O	5 3/4	5 3/4				.00	16 1/2	4 3/4	4	882	5,071
PSA	PSA	N	4 3/4	4 1/2	+	1/4	+	5.55	10	4 1/2	6	3,181	15,109
REEVES TELECOM	R8T	A	1	1 1/8	-	1/8	-	11.11	1 3/4	1	11	2,376	2,376
RIDDER PUBLICATIONS	RPI	N	10 7/8	10 3/8	+	1/2	+	4.81	16 5/8	9 1/4	7	8,305	90,316
ROLLINS	ROL	N	12 3/8	11 1/2	+	7/8	+	7.60	19 3/4	6 1/2	10	13,341	165,094
RUST CRAFT	RUS	A	5 5/8	5 3/4	-	1/8	-	2.17	10 1/4	5 5/8	4	2,366	13,308
SAN JUAN RACING	SJR	N	7 5/8	8 5/8	-	1	-	11.59	13 3/8	7 5/8	5	2,191	16,706
SCHERING-PLOUGH	SGP	N	55	53 5/8	+	1 3/8	+	2.56	74 3/8	44 3/4	26	53,823	2,960,265
SONDERLING	SDB	A	4 1/8	4 3/4	-	5/8	-	13.15	10	4 1/8	3	788	3,250
TECHNICAL OPERATIONS	TO	A	3 1/8	3	+	1/8	+	4.16	6 3/4	3	3	1,344	4,200
TIMES MIRROR CO.	TMC	N	11	10 1/2	+	1/2	+	4.76	17 5/8	9 1/4	7	31,385	345,235
TURNER COMM.***	O	N	3 3/8	3 3/8				.00	4	3	6	1,373	4,633
WASHINGTON POST CO.	WPO	A	18	18 1/4	-	1/4	-	1.36	24 3/8	14 3/4	6	4,749	85,482
WOMETCO	WOM	N	6 5/8	6 5/8				.00	10 1/4	6 1/4	5	6,034	39,975
TOTAL									368,031	6,405,514			
Cablecasting													
AMECO**	ACO	D	5/8	1/2	+	1/8	+	25.00	1 7/8	1/8		1,200	750
AMER. ELECT. LABS	AELBA	O	1	1				.00	2 1/8	3/4	3	1,672	1,672
AMERICAN TV & COMM.	AMTV	O	7	7				.00	19 1/4	5 3/4	15	3,192	22,344
ATHENA COMM.***	O	D	1 1/4	1 1/4	+	1	+	400.00	1 1/4	1/4		2,374	2,967
BURNUP & SIMS	BSIM	O	2 7/8	2 3/4	+	1/8	+	4.54	24 1/8	2 3/4	3	7,933	22,807
CABLECOM-GENERAL	CCG	A	1 3/4	1 5/8	+	1/8	+	7.69	4 1/2	1 5/8	10	2,560	4,480
CABLE FUNDING*	CFUN	O	4 3/4	4 3/4				.00	7 3/8	3 7/8	22	1,121	5,324
CABLE INFO.**	O	O	1 1/4	1/4	+	1	+	400.00	1 1/4	1/4	4	663	828
CITIZENS FIN.**	CPN	A	1 1/8	1 1/8				.00	4 1/4	1 1/8	2	2,697	3,034
COMCAST*	O	O	1 1/2	1 1/2				.00	2 1/2	1 1/2	6	1,705	2,557
COMMUNICATIONS PROP.	COMU	O	1 1/2	1 1/2				.00	3 3/8	1	30	4,761	7,141
COX CABLE	CXC	A	4 3/8	4 5/8	-	1/4	-	5.40	15 1/4	3 3/4	8	3,560	15,575
ENTRON*	ENT	O	1/2	1/2				.00	7/8	3/8	4	1,358	679
GENERAL INSTRUMENT	GRL	N	6 1/8	5 7/8	+	1/4	+	4.25	17 1/8	5 7/8	3	7,060	43,242
GENERAL TV*	O	O	3/8	3/4	-	3/8	-	50.00	1 1/2	3/8	19	1,000	375
SCIENTIFIC-ATLANTA	SFA	A	4 3/4	5	-	1/4	-	5.00	9 1/2	4 5/8	5	917	4,355
TELE-COMMUNICATION	TCOM	O	1 1/4	1 1/4				.00	5 3/4	1	1	5,181	6,476
TELEPROMPTER	TP	N	1 7/8	1 7/8				.00	8 1/4	1 7/8	1	16,013	30,024
TIME INC.	TL	N	26	28	-	2	-	7.14	40 1/4	26	5	9,986	259,636
TOCOM*	TOCM	O	2 3/4	2 3/4				.00	4 7/8	2 1/2	7	634	1,743
UA-COLUMBIA CABLE	UACC	O	5	4 7/8	+	1/8	+	2.56	6	3 3/4	10	1,795	8,975
UNITED CABLE TV CORP	UCTV	O	1 5/8	1 3/4	-	1/8	-	7.14	4 5/8	1/4	9	1,879	3,053
VIACOM	VIA	N	3 3/8	2 5/8	+	3/4	+	28.57	7 1/2	2 5/8	5	3,850	12,993
VIKOA**	VIK	A	1	1 1/4	-	1/4	-	20.00	4	7/8	1	2,534	2,534
TOTAL									85,645	463,564			
Programing													
COLUMBIA PICTURES	CPS	N	1 7/8	1 7/8				.00	4 3/4	1 5/8	6	6,748	12,652
DISNEY	DIS	N	23 1/8	22	+	1 1/8	+	5.11	54 1/2	21 5/8	15	29,155	674,209
FILMWAYS	FWY	A	2 5/8	2 3/8	+	1/4	+	10.52	6	2 1/8	4	1,791	4,701
FOUR STAR	O	O	1/8	1/4	-	1/8	-	50.00	1 3/8	1/8		666	83
GULF + WESTERN	GW	N	22 7/8	21 3/4	+	1 1/8	+	5.17	29 1/8	18 3/8	4	14,088	322,263
MCA	MCA	N	26	25 5/8	+	3/8	+	1.46	26 1/2	19 1/4	6	8,401	218,426
MGM	MGM	N	17 1/2	16 7/8	+	5/8	+	3.70	17 1/2	9 1/4	6	5,918	103,565
TELE-TAPE***	O	O	1/4	1/4				.00	3/4	1/8		2,190	547
TELETRONICS INTL.*	O	O	1 1/4	1 3/8	-	1/8	-	9.09	4 1/8	1 1/4	3	943	1,178
TRANSAMERICA	TA	N	6 1/8	6 1/8				.00	10 3/8	5 1/2	6	65,115	398,829
20TH CENTURY-FOX	TF	N	4 5/8	4 3/4	-	1/8	-	2.63	9 1/8	4 5/8	7	8,240	38,110
WALTER READE**	WALT	O	1/4	1/4				.00	1/2	1/8		4,467	1,116
WARNER	WCI	N	8	7 5/8	+	3/8	+	4.91	18 1/2	6 7/8	3	16,317	130,536
WRATHER	WCO	A	1 5/8	1 1/2	+	1/8	+	8.33	8 1/8	1 1/2	163	2,229	3,622
TOTAL									166,268	1,909,837			
Service													
BRDD INC.	O	O	12	11 5/8	+	3/8	+	3.22	14 1/4	10	6	2,513	30,156
COMSAT	CQ	N	30 1/4	27 1/4	+	3	+	11.00	40 3/8	23 3/4	7	10,000	302,500
CREATIVE MANAGEMENT	CMA	A	5 3/8	5 1/2	-	1/8	-	2.27	7 1/4	3	7	1,016	5,461
DOYLE DANE BERNBACH	DOYL	O	6 1/2	6 1/4	+	1/4	+	4.00	11 1/2	5 3/4	4	1,796	11,674
ELKINS INSTITUTE**	ELKN	O	1/8	1/8				.00	5/8	1/8		1,897	237
FOOTE CONE & BELDING	FCR	N	6 3/4	6 5/8	+	1/8	+	1.88	11 1/4	6	4	2,065	13,938
GREY ADVERTISING	GREY	O	5 3/4	5 3/4				.00	8 3/8	5 3/4	3	1,255	7,216
INTERPUBLIC GROUP	IPG	N	9	9 1/4	-	1/4	-	2.70	13	8 1/2	4	2,319	20,871
MARVIN JOSEPHSON*	MRVN	O	4 1/2	4 1/2				.00	8 1/2	3 1/4	3	802	3,609
MCI COMMUNICATIONS	MCIC	O	2 1/2	2 1/2				.00	6 1/2	1		12,912	32,280
MOVIELAR	MOV	A	1/2	1/2				.00	1 5/8	1/2	4	1,407	703
MPO VIDEOTRONICS	MPO	A	1 1/2	1 3/8	+	1/8	+	9.09	2 5/8	1 1/8		539	808
NEEDHAM, HARPER	NDHMA	O	4	4				.00	7 1/2	4	2	918	3,672
A. C. NIELSEN	NIELB	D	7 7/8	8 7/8	-	1	-	11.26	28	7 7/8	7	10,598	83,459
OGILVY & MATHER	OGIL	O	10	10 1/4	-	1/4	-	2.43	17 1/4	10	4	1,807	18,070
PKL CO.***	PKL	O	1	1				.00	1 3/4	1/4	6	818	818

The radio news business...

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That special report will headline the January 6 issue, but that won't be all between those covers.

There'll also be a looking-backward news perspective on the principal stories of 1974.

And a looking-forward business perspective on what's in store for 1975.

Along with a double measure of the good news and bad news that makes *Broadcasting* all news all year long.

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Stock symbol	Exch.	Closing Tues Nov. 26	Closing Wed. Nov. 20	Net change In week	% change In week	High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
J. WALTER THOMPSON	JWT	N 6 1/8	6 1/2	- 3/8	- 5.76	12	6	14	2,624	16,072
UNIVERSAL COMM.***	O	5/8	5/8		.00	3/4	1/2	1	715	446
WELLS, RICH, GREENE	WRG	N 8 5/8	8 3/8	+ 1/4	+ 2.98	9 5/8	5 1/2	4	1,632	14,076
TOTAL									57,633	566,066
Electronics										
AMPEX	APX	N 3 1/8	3 1/8		.00	4 7/8	2 7/8	3	10,883	34,009
CCA ELECTRONICS***	CCAE	O 1/8	1/8		.00	1 1/8	1/8		881	110
CETEC	CEC	A 1 3/8	1 3/8		.00	2 1/8	1 1/8	7	2,333	3,207
COMU, INC.	COH	A 1 7/8	1 7/8		.00	3 7/8	1 3/4	5	1,542	2,891
CONRAC	CAX	N 11 7/8	11 3/4	+ 1/8	+ 1.06	21	10	5	1,261	14,974
GENERAL ELECTRIC	GE	N 35 1/8	33 3/4	+ 1 3/8	+ 4.07	65	30	11	182,048	6,394,436
HARRIS CORP.	HRS	N 14 5/8	14	+ 5/8	+ 4.46	33 1/2	13 1/8	5	6,224	91,026
INTERNATIONAL VIDEO	IVCP	O 1 3/4	1 3/4		.00	7 1/2	1 3/4	6	2,728	4,774
MAGNAVOX	MAG	N 5 1/2	5 5/8	- 1/8	- 2.22	9 7/8	4	31	17,799	97,894
3M	MMM	N 53	50 1/2	+ 2 1/2	+ 4.95	80 1/2	48 5/8	19	113,729	6,027,637
MOTOROLA	MOT	N 42 1/2	42 1/2		.00	61 7/8	35 1/2	14	27,968	1,188,640
OAK INDUSTRIES	OEN	N 6 1/8	6 1/8		.00	12 7/8	6 1/8	2	1,639	10,038
RCA	RCA	N 11	10 1/2	+ 1/2	+ 4.76	21 1/2	10 1/2	5	74,661	821,271
ROCKWELL INTL.	RQK	N 18 1/2	18 3/8	+ 1/8	+ .68	28 3/8	18 3/8	4	30,356	561,586
RSC INDUSTRIES	RSC	A 7/8	1/2	+ 3/8	+ 75.00	2 1/8	1/2	4	3,458	3,025
SONY CORP.	SNE	N 5 1/8	4 7/8	+ 1/4	+ 5.12	29 7/8	4 3/4	10	165,625	848,828
TEKTRONIX	TEK	N 21	19 5/8	+ 1 3/8	+ 7.00	47 3/4	19 5/8	8	8,651	181,671
TELEMATION	TIMT	O 1 1/4	1 1/4		.00	2 3/4	1 1/4	7	1,050	1,312
TELEPRO IND.***	O 5	5			.00	8	2 1/2	31	475	2,375
VARIAN ASSOCIATES	VAR	N 6 7/8	6 7/8		.00	13 1/4	6 3/8	6	6,617	45,491
WESTINGHOUSE	WX	N 9	8 7/8	+ 1/8	+ 1.40	26	8 7/8	6	87,876	790,884
ZENITH	ZE	N 11 1/2	11 1/8	+ 3/8	+ 3.37	31 5/8	11 1/8	5	18,797	216,165
TOTAL									766,601	17,342,244
GRAND TOTAL									1,523,288	28,152,724

Standard & Poor's Industrial Average

77.6

75.7

+1.9

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-Over the counter (bid price shown)
P-Pacific Coast Stock Exchange
††Stock did not trade on Wednesday; closing price shown is last traded price.

Over-the-counter bid prices supplied by Hornblower & Weeks, Hemphill-Noyes Inc., Washington.
Yearly highs and 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.
†††Stock split.

* P/E ratio computed with earnings figures for last 12 months published by company.
† No annual earnings figures are available.
** No P/E ratio is computed; company registered net losses.

Fates & Fortunes®

Media



Curran

Don B. Curran, president, Kaiser Broadcasting Co., Oakland, Calif., elected VP of Kaiser Industries Corp., majority owner of broadcasting company.

Charles K. Murdock, Avco Broadcasting's senior VP-radio and general manager, WLW(AM) Cincinnati,

elected to board of directors, Avco Broadcasting Corp. **Clifford M. Hunter**, VP-general manager, KYA-AM-FM San Francisco, elected to board, Avco Radio Corp., wholly owned subsidiary of Avco Broadcasting.

Ken J. Swetz, division sales manager, Katz Radio, New York, named VP and general manager, filling post that had been vacant since last year when **Sal Agovino** was appointed president.

Herm Reavis, general manager, WSLC-

(AM) Roanoke, Va., and **John Willett**, general manager, WSLQ(FM) Roanoke, elected VP's of parent Bass Brothers Telecasters for AM and FM broadcasting, respectively.

Tom Maloy, account executive, Ohio National Life Insurance Co., named promotion manager, WXIA-TV Atlanta.

John F. Harvey, VP-finance and treasurer, Schering-Plough Corp., Bloomfield, N.J., elected VP-finance, The Times-Mirror Co., Los Angeles.

New officers of Greater Miami Radio Broadcasters Association: **Phil Costin**, WIOD(AM), president; **Norm Feuer**, WLYF(FM), VP, and **Jack Nobles**, WQBA(AM), secretary-treasurer.

Carl Stephens, on staff of WFA-TV Montgomery, Ala., named director of broadcast operations.

Peggy Scott, special events coordinator and staff writer, Henry Thorpe and Associates Inc., Rocky Mount, N.C., named promotion assistant, WFBC-TV Greenville, S.C.

Henry J. Smith, publications editor, New

Jersey Public Broadcasting Authority, Trenton, named director of information, research and development, Jerseyvision, which operates noncommercial WNJT-TV Trenton, WNJM-TV Montclair, WNJB-TV New Brunswick and WNJS-TV Camden.

OTP realignment. **William Fishman**, acting chief FCC tariffs and services division, named assistant director for international communications of Office of Telecommunications Policy, Washington. **Bromley Smith**, OTP assistant director for international communications and management, named to new position of assistant director for administration and executive direction. **Bryan M. Eagle**, executive assistant to John M. Eger, acting OTP director, promoted to special assistant. **Dale Hatfield**, deputy chief of Department of Commerce's OTP support division, Boulder, Colo., named acting chief of newly established office of studies and analysis.

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Dolores Richards, public information officer, Model Cities Department, Charlotte, N.C., joins noncommercial **WTVI(TV)** Charlotte, as promotion manager.

Broadcast Advertising

Don Dalton, VP and director of sports, Major Market Radio, Chicago and New York, named national sales manager, **KFI(AM)** Los Angeles.

Matt Mills, account executive, **WRCP(AM)** Philadelphia, named sales manager, **WRCP-AM-FM**.

Lewis C. Greist, account executive, **WWSH(AM)** Philadelphia, named general sales manager.

Gina Burks, national sales assistant, **KTVV(TV)** Austin, Tex., named national sales manager.

Joseph G. Antelo, account executive, **WGN Continental Sales Co.**, New York, named Eastern division sales manager-television. He succeeds **Robert A. Innes**, named station manager, **KWGN(TV)** Denver (BROADCASTING, Nov. 18).

Jay C. Adair, account executive, **Meeker Co.**, Los Angeles, station representative, named manager. Meeker's San Francisco office.

William R. Spendlove, formerly station manager, **KLOK(AM)** San Jose, Calif., named area sales manager in Santa Clara county for **KNEW(AM)** and **KSAN(FM)**

San Francisco-Oakland. Both are Metro-media-owned stations.

Kennett C. Johnson, VP-general manager, creative services, **Gardner Advertising**, St. Louis, elected senior VP.

Elwood Gair, senior VP and director, **Foote, Cone & Belding**, New York, elected executive VP and director, **SSC&B**, New York.

Charles R. Tweedle, account executive, **Avco Radio Sales**, Detroit, named assistant sales manager of office there.

Elizabeth Harrington, account supervisor, and **Dan Bryant**, personnel director, **J. Walter Thompson Co.**, Chicago, elected VP's.

Roy E. Clark, creative group head, **D'Arcy, MacManus & Masius**, St. Louis, named creative director, **DM&M** Los Angeles. **Richard P. Ryan** and **Richard Papke**, account executives, **D'Arcy-MacManus & Masius**, St. Louis, named account supervisors.

Peter Stassi, senior broadcast buyer, **Needham, Harper & Steers**, New York, joins **Kenyon & Eckhardt Advertising**, New York, as spot broadcast supervisor. **Jim Gross**, director of corporate communications, **Fairfield Noble Inc.**, New York, joins **Warren, Muller, Dolobowsky**, New York, as head of agency's broadcast production department.

Judith Stockton, associate research director, **Grey Advertising**, New York, named VP-marketing and research director, **Ketchum, MacLeod & Grove**, New York.

Joanie O'Laughlin, local traffic manager, **XETV(TV)** Tijuana, Mexico-San Diego, named national sales coordinator.

Michael J. Plumstead, account executive, **WIFI(FM)** Philadelphia, named senior account executive, **WRCP-AM-FM** Philadelphia.

Harvey Kurek Ovshinsky, television writer-consultant, **Video Group Inc.**, Detroit, resigns to direct own company, **Creative Media Inc.**, 1408 Nicolet, Detroit 48207, (313) 961-5640.

Lee S. Simonson, account executive, **WGMS-AM-FM** Washington, named retail sales director.

Programing

Jim Mahanay, assistant program director, **WKY-TV** Oklahoma City, named program director, **WTRX(AM)** Flint, Mich.

David Evans, with **KTRN(AM)** Wichita Falls, Tex., named program director, **KHOG(AM)** Fayetteville, Ark. Both are **Broadcast Associates Inc.** stations.

Steven Wilson, anchorman - producer, **KQTV(TV)** St. Joseph, Mo., joins **WKBW-TV** Buffalo, N.Y., as producer.

Thomas N. Todd, promotions and research manager, **WFBC-TV** Greenville, S.C., named program director.

Flora Harmon, staff member, promotion department, **WUAB-TV** Philadelphia, appointed program/promotion coordinator, **WPHL-TV** Philadelphia.

Jerry Clifton, program director, **wxLO(FM)** New York, named to same post at

WMYQ(FM) Miami Beach, Fla. Both are **Bartell Broadcasting Corp.** stations.

John J. Poister Jr., operations manager, **WMBA(AM)** Ambridge, Pa., named to same post, **WIXZ(AM)** McKeesport, Pa.

Al Stewart, production manager, **KOMO-TV** Seattle, named to newly created post of station services manager, succeeded by **Patrick Michael Scott**, formerly producer-director, **KOMO-TV**.

Phil Snow, on staff, **WSFA-TV** Montgomery, Ala., named sports director.

Sylvia J. Clark, national music director, **Pacific & Southern Radio**, named music director, **Burns Media Consultants Inc.**, Los Angeles.

Roger Simm, sports director, **KPHO-TV** Phoenix, joins **WFSB-TV** Hartford, Conn., as assistant sports director.

Eric Marengi, community services director, **WLLH(AM)** Lowell, Mass., named operations manager.

Harry Handley, director of public relations, **WXIA-TV** Atlanta (BROADCASTING, Nov. 4), named executive producer.

Jim O'Brien, afternoon drive DJ, **WBYY(AM)** Nashville, named music director.

Broadcast Journalism

Len O'Connor, news analyst and commentator who left **WMAQ-TV** Chicago after fairness-doctrine dispute (BROADCASTING, Oct. 14), appointed commentator for **WGN-AM-TV** Chicago.

Donald L. Keough, assistant director of communications, **Citizens Conference on State Legislatures**, named news director, **WROC-TV** Rochester, N.Y.

Larry Lyle, reporter, **wckT(TV)** Miami, joins **WJKS-TV** Jacksonville, Fla., as news director. **Mike Sullivan**, assistant news director, **WTTB(AM)** Vero Beach, Fla., joins **WJKS-TV** news department.

James T. Connor, national assignment editor, **Television News Inc.**, New York, and **Steven R. Shusman**, news producer, **KYW-TV** Philadelphia, both join **WKYC-TV** and **NBC News** bureau in Cleveland as producers. **James W. Scott**, independent motion picture producer, New York, joins **WKYC-TV** and **NBC News** bureau as associate producer. **Peter Menkes**, assistant assignment editor, **Television News Inc.**, New York, joins **WKYC-TV** and **NBC News** bureau, as assignment editor.

John Wallace, news director, **KYNO(AM)** Fresno, Calif., joins **KFSN-TV** Fresno as anchorman.

Marc Howard, co-anchor and reporter, **WPIX-TV** New York, joins **WFSB-TV** Hartford, Conn., as anchorman.

Jim Bradley, news technical director, **WALA-TV** Mobile, Ala., named assistant news director and assignment editor.

David Hartman, variously radio-TV coordinator for Senator **John Tunney** (D-Calif.), press secretary to Senator **Birch Bayh** (D-Ind.) and media consultant to former New York Mayor **John Lindsay**, joins news department, **WIOD(AM)** Miami.

Karl von Schallern, VP of **Syndicated Programs International**, named Midwest

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field representative, Television News Inc., New York.

Cable

Robert E. Montesano, studio director, General Television, St. Cloud, Minn., named program production manager for local origination programming.

Matthew W. Plonsky, Northeast district operations manager, Anixter-Pruzan, CATV distribution division of Anixter Bros. Inc., Skokie, Ill., named product manager.

Joel A. Linsider, assistant counsel to former Governor Nelson Rockefeller, New York, named deputy counsel to New York State Commission on Cable Television.

Equipment & Engineering

Jerry D. Stahler, director of engineering services, CBS Television Stations, New York, named director of technical operations, KNXT(TV) Los Angeles.

Gordon H. Schutte, marketing supervisor, 3M Company's professional and broadcast markets, magnetic audio/video products division, St. Paul, named marketing manager.

Louis P. Chenevert, chief engineer, WRLP(TV) Greenfield, Mass., named chief engineer, WWLP(TV) Springfield, Mass. He is succeeded by **Ralph L. Joy**, in transmitter design and manufacturing and CATV engineering, formerly with WWLP. Both are Springfield Television Broadcasting Co. stations.

Dale L. Morrell, engineer, KAKE-AM-TV Wichita, Kan., named assistant chief engineer.

Fletcher R. Smith, director of engineering, Summit Communications Inc., Winston-Salem, N.C., elected VP, engineering of Summit, broadcast and cable operator.

Herb R. Hammer, account executive, Meltzer, Aron & Lemen Advertising, San Francisco, named corporate news manager, Ampex Corp., Redwood City, Calif.

Deborah Hargrove, in production and engineering, WGHP-TV High Point, N.C., joins WFBR(AM) Baltimore as engineer.

Daniel E. Denham, VP of 3M Company's recording materials group, St. Paul, elected chairman of board, International Tape Association.

Allied Fields

Robert M. Newton, account executive, Robert Taplinger Associates, New York, named manager, media relations, American Management Associations, New York.

Hugh B. Calkin, manager, advertising and sales promotion, General Electric's information services division, Rockville, Md., named manager, marketing communications, MCI Telecommunications, New York.

Vernon J. Burns, manager, engineering services, Control Data Corp., Minneapolis, joins subsidiary, Arbitron Meter Services, Beltsville, Md., as VP.

Deaths

Stanley J. Keyes, 61, retired president of Adams & Keyes Inc. advertising agency, which later merged into Clyne Dusenberry Inc., New York, died Nov. 17 of heart attack in Rye, N.Y. Survivors include his wife, Louise, one son and two daughters.

Lazarus (Lou) Frankel, 63, public relations executive of Doremus & Co., New York, one-time director of press information, WCBS(AM) New York, died Nov. 19 of cancer in Memorial Sloan-Kettering Cancer Center in that city. He is survived by his wife, Blanche, and two daughters, Mrs. Susan Moger and Mrs. Evelyn Marder.

Victor M. Ratner, 70, promotion and advertising executive and consultant, died Nov. 23 of heart ailment at St. Clare's hospital, New York. He was with CBS from 1930 until early 1940's, serving as director of promotion, and from 1947 to 1949 as VP, promotion. During World War II he was civilian information specialist and afterward operated his own company before rejoining CBS. From there he joined Macy's as VP in charge of sales promotion, public relations and advertising, subsequently was VP at McCann-Erickson, Benton & Bowles and Grey Advertising and also was consultant on communications to New York University. In recent years he had been consultant in New York. Survivors include wife, former Letitia Ide; son, Timothy; daughter, Stephanie LaFarge, and brother, Herbert.

For the Record®

As compiled by BROADCASTING, Nov. 18 through Nov. 22 and based on filings, authorizations and other FCC actions.

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, 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 action

■ San Francisco—Bahia de San Francisco Television Co. FCC granted UHF ch. 60 (746-752 mhz); ERP 833.4 kw vis, 176.7 kw aur. HAAT 1250 ft.; ant. height above ground 226 ft. P.O. address c/o Reynold V. Anselmo, 250 Park Avenue, N.Y. 10017. Estimated construction cost \$382,500; first-year operating cost \$341,640; revenue \$360,000. Legal counsel McKenna, Wilkinson & Kittner, Washington; consulting engineer Jules Cohen & Associates, Washington. Principals: Reynold V. Anselmo (21%), Frank Fouce Jr. (10%), James Jacobson (15%), Daniel Villanueva (10%), Lawrence B. Alexander (30%), et al. Messrs. Anselmo, Fouce Jacobson and Villanueva have interest in Spanish International Communications Corp., licensee of KMEX-TV Los Angeles, KFTV(TV) Hanford, Calif., KWEX-TV San Antonio, Tex.,

WLTV(TV) Miami and WXTV(TV) Paterson, N.J. Mr. Villanueva has 10% interest in Telecorpus Inc. Mr. Alexander has interest in Hollywood television production company. Action Nov. 13.

AM action

■ WRRR Frederiksted, St. Croix, V.I. — FCC granted Carlos A. Lopez-Lay mod. of CP to change frequency from 1090 khz to 1290 khz. Action Nov.

12.

AM starts

■ KVOK Kodiak, Alaska—Authorized program operation on 560 khz. 1 kw. Action Nov. 4.

■ WLCB Buffalo, Ky.—Authorized program operation on 1430 khz. 500 w-D. Action Nov. 12.

■ KLFJ Springfield, Mo.—Authorized program op-

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eration on 1550 khz, 500 w-D. Action Nov. 1.

FM applications

■ *Ignacio, Colo.—Southern Ute Tribe seeks 91.3 mhz, 10 w., HAAT 55 ft. P.O. address: Southern Ute Tribal Affairs Bldg., Ignacio 81137. Estimated construction cost \$16,885; first-year operating cost \$10,000. Principal: Leonard C. Burch, tribal council chairman. Ann. Nov. 20.

■ Calais, Me.—WQDY Inc. seeks 92.7 mhz, 3 kw., HAAT 300 ft. P.O. address: 281 Main St., Calais. Estimated construction cost \$46,523; first-year operating cost \$3,180; revenue not given. Format: contemp./MOR. Principals: Robert E. and Mildred Smith (99.9%), et al. own WQDY(AM) Calais and WHOU(AM) Houlton, both Maine. Mr. and Mrs. Smith also have 99.9% interest in WMKR(AM) Millinockett, Me. Ann. Nov. 20.

■ Houlton, Me.—WHOU Inc. seeks 100.1 mhz, 3 kw., HAAT 300 ft. P.O. address: Box 71, Houlton 04730. Estimated construction cost \$54,599; first-year operating cost \$3,500; revenue not given. Format: pops/C&W. Principals: Robert E. and Mildred Smith (99.9%), et al. (see above). Ann. Nov. 20.

■ Sparks, Nev.—Beck Enterprises seeks 98.3 mhz, 3 kw., HAAT minus 385 ft. P.O. address: 2300 Budrow, Reno 89502. Estimated construction cost \$21,525; first-year operating cost \$36,000; revenue \$48,000. Format: C&W/pop/folk/jazz. Principals: Donald S. Beck (92.5%), et al. Mr. Beck is account executive at KWRL(AM) Reno and has major interest in outdoor advertising company. Ann. Nov. 20.

■ Ship Bottom, N.J.—Jersey Shore Broadcasting Corp. seeks 100.1 mhz, 3 kw., HAAT 300 ft. P.O. address: 20 1 St., Seaside Park, N.J. 08752. Estimated construction cost \$77,950; first-year operating cost \$63,770; revenue \$70,000. Format: contemp./MOR/top 40/rock. Principals: Joseph J. Knox Sr. and wife Elizabeth M. and son Joseph Jr. and his wife Joan B. (75% jointly). Brent G. McNally (25%). Mr. Knox Sr. and wife own candy manufacturing and retail store. Mr. Knox Jr. is branch manager of savings and loan association; his wife, law student. Mr. McNally is security manager of department store. Ann. Nov. 22.

■ Aberdeen, S.D.—Dakota-North Plains Corp. seeks 94.9 mhz, 40.4 kw., HAAT 202 ft. P.O. address: Box 910, Aberdeen 57401. Estimated construction cost \$54,319; first-year operating cost \$10,000; revenue \$15,000. Format: duplicating AM 100%. Principals: L. T. Lausten, president (82%), et al. own KKA(AM) Aberdeen. Dakota-North Plains is diversified printing company. Ann. Nov. 22.

■ Huntingdon, Tenn.—Magic Valley Broadcasting Co. seeks 100.9 mhz, 3 kw., HAAT 300 ft. P.O. address: 439 Mebanewood Dr., Huntingdon 38344. Estimated construction cost \$33,647; first-year operating cost \$36,274; revenue \$72,753. Format: C&W. Principal: Mr. Vickers (100%) owns auto dealership, farm and rental company. Ann. Nov. 22.

■ *Philippi, W.Va.—Alderson-Broddus College seeks 91.3 mhz, 10 w., HAAT 46 ft. P.O. address: Box 456, Philippi 26416. Estimated construction cost \$5,178; first-year operating cost \$1,000. Principal: Nicholas Loudin, advisor. Ann. Nov. 20.

FM actions

■ Brattleboro, Vt.—Southern Vermont Broadcasters. Broadcast Bureau granted 96.7 mhz, 3 kw. HAAT 169 ft. P.O. address: Box 819, Brattleboro 05301. Estimated construction cost \$32,409; first-year operating cost \$2,976; revenue \$10,000. Principal: John K. Healy, president and general manager of WTS(AM) Brattleboro. (BPH-9038). Action Nov. 15.

■ *Madison, Wis.—Back Porch Broadcasting. Broadcast Bureau granted 89.7 mhz, 2.85 kw. HAAT 149 ft. P.O. address: R.R. 2, Midtown Road, Madison 53711. Estimated construction cost \$3,200; first-year operating cost \$6,800. Principal: Michael O'Connor, president (BPED-1816). Action Nov. 14.

FM start

■ KHFX Yuba City, Calif.—Authorized program operation on 103.9 mhz, ERP 3 kw, HAAT 110 ft. Action Nov. 12.

Ownership changes

Applications

■ WWFL(AM) Clermont, Fla. (1340 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Lake County Broadcasting Corp. from J. Olin Tice Sr. and Jr. (100% before; none after) to Leisure Time Communications Inc. (none before; 100% after) for \$165,000. Sellers: Messrs. Tice Sr. and Jr. own WCAY(AM) Cayce, S.C. Buyers: Joseph F. McInerney, Henry A. Berliner Jr. and Richard M. Messina (1/3 each) also own WDMV(AM) Pocomoke City, Md., and WIVI-FM St. Croix, Virgin Islands. Ann. Nov. 20.

■ WGTX(AM)-WQUH(FM) DeFuniak Springs, Fla.—(AM: 1280 khz, 5 kw-D; FM: 103.1 mhz, 3 kw)—Seeks transfer of control of Euchee Valley Broadcasting Co. from R. Dean Hubbard (51% before; 20% after) to Kentucky-Tennessee Coals (49% before; 80% after) for \$72,000. Principal: Stammer Collins is president and 90% stockholder of Kentucky-Tennessee, coal mining company. Ann. Nov. 20.

■ WTIF(AM) Tifton, Ga. (1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Radio Station WTIF Inc. to Radio Tifton Inc. for \$200,000. Sellers: Carl N. Todd (55%) and B. F. J. Timm (45%). Mr. Timm owns WANM(AM)-WGLF(FM) Tallahassee, WQZN(AM) Jacksonville, both Florida; and has interest in WDMG(AM) Douglas and WRMN-AM-FM Warner Robins, both Georgia. Buyers: William Brown, Clifton G. Moor and Albert M. Cohen (33.3% each). Messrs. Brown and Moor are partners in engineering consultant firm. Mr. Brown also has interest in WMOG(AM) Brunswick, Ga. Mr. Cohen is general manager of WACX(AM) Austell, Ga. Ann. Nov. 20.

■ WIXO(FM) New Orleans (98.5 mhz, 54 kw)—Seeks assignment of license from Advance Communications to Peterson Broadcasting Corp. for \$335,000. Sellers: Lawrence J. Gutter (44%) and Alvin Golin (40%) have advertising and public relations interests in Chicago. Buyer: Jon C. Peterson (100%) is also seeking assignment of license of WYLD(AM) New Orleans. Mr. Peterson also has interests in outdoor advertising, electric sign manufacturing and campground in Orlando, Fla. area. Ann. Nov. 20.

■ KIKN(AM) Sinton, Tex. (1590 khz, 1 kw-D, 500 w-N)—Seeks assignment of license from Dynamic Broadcasting Corp. to Allen E. Schepper for \$500,000. Sellers: R. Miller Hicks, Sam Winters, Neal Spelce, and C. Ronald Rogers (25% each). Sales of Dynamic's other station, KJOE(AM) Shreveport, La., is pending before FCC. Buyer: Mr. Schepper is former executive of Capital Cities Communications. Ann. Nov. 20.

■ KUTA(AM) Blanding, Utah (790 khz, 1 kw-D)—Seeks assignment of license from San Juan Broadcasting Co. to Blue Mountain Broadcasting for \$90,000. Sellers: Robert D. and Willa-Don Holmes, Calvin and Carolyn Black. Messrs. Holmes and Black have interest in KPGE(AM) Page, Arizona. Buyers: George C. Walton (51%), Edward S. Boyle and Earl E. Stevens (24.5% each). Mr. Walton is announcer, salesman and copywriter. Mr. Stevens is announcer and salesman both at KUTA. Mr. Boyle owns insurance and investment companies. Ann. Nov. 20.

Actions

■ KTRI(AM) Sioux City, Iowa (1470 khz, 5 kw)—Broadcast Bureau granted assignment of license from Sioux City Broadcasting Co. to Radio Communications Inc. Consideration: \$400,000. Sellers: John C. Lennon, Eugene F. and Fred T. Kelly, four brothers. Kellys have no other broadcast interest. Buyers: Carl K. Kjeldseth, president (30%), Chesterman Co. (51%) and Merle D. Oakes, vice president (19%) own KRIB(AM) Mason City, Iowa. Cy B. Chesterman and son Cy W. own Chesterman Co., soft drink bottling concern in Sioux City. Mr. Kjeldseth is general manager and Mr. Oakes is sales manager at KRIB (BAL-8266). Action Nov. 18.

■ KCMT-FM-TV Alexandria and KNMT Walker, both Minnesota—Broadcast Bureau granted transfer of control of Central Minnesota Television Co. from Thomas Barnstable Jr., Bruce Barnstable, Harris Widmer, Philip Vogel and Rozel Barnstable as executors to same parties as trustees. (BTC-7538). Action Nov. 18.

■ KWTO-AM-FM Springfield, Mo. (AM: 560 khz, 5 kw-DA-N; FM: 98.7 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Ozarks Broadcasting Co. to Salina Broadcasting for \$1,250,000. Sellers: Mildred L. Cox and Lester L. Cox (49.9%), co-executors of estate of Lester E. Cox, et al. Mrs. Cox has interest in KOAM-AM-TV Pittsburg, Kan. Mr. Cox has interest in KYTV-TV Springfield. Buyers: James Stuart (83.47%), et al. Mr. Stuart has interest in several stations, including KFOR(AM)-KHKS(FM) Lincoln, Neb. and KMNS(AM)-KSEZ(FM) Sioux City, Iowa (BAL-8220). Action Nov. 18.

■ WTCL(AM) Warren, Ohio (1570 khz, 500 w, DA-D)—Broadcast Bureau granted transfer of control of Warren Broadcasting Corp. from John A. Baglier (50.1% before, none after) to Niles Suburban Newspapers Inc. (38.4% before, 88.5% after) for \$70,700. Buyer: Niles, a publisher of suburban newspapers, is 100% owned by L. W. Stauffer, who owns individually 6.4% of Warren. Action Nov. 20.

■ KGAL(AM) Lebanon, Ore. (AM: 920 khz, 1 kw-DA-1)—Broadcast Bureau granted assignment of license from Labanon Broadcasting Co. to Juniper Broadcasting for \$340,000. Seller: Western Communications (100%), newspaper publishing concern, also owns KATA(AM) Arcata, Calif. Buyers: Gary L. and Sharon L. Capps (25% each), Inland Radio (50%). Gordon L. Capps controls Inland Radio. Capps family has interest in KSRV(AM) Ontario, Ore. and new FM in Twin Falls, Iowa (BAL-8159). Action Nov. 18.

■ WTMA(AM)-WPXI(FM) Charleston, S.C. (AM: 1250 khz, 5 kw-D, 1 kw-N; FM: 95.1 mhz, 10 kw)—Broadcast Bureau granted assignment of license from Turner Communications Corp. to Charleston Communications Corp. through exchange of stock amounting to \$502,790. Sellers: R. E. Turner III, William Saunders, Jim Thrash, et al. own WTCG (TV) Atlanta and WGOW(AM)-WYNQ(FM) Chattanooga. Buyers: Jack Rice (36.9%), Charles E. Smith (29.7%), et al. Messrs. Rice and Smith, former stockholders of Turner Communications, have interest in advertising company. Mr. Rice also has interest in coal company, antique store and real estate firm (BAL-8240). Action Nov. 18.

■ WTAP-TV (ch. 15) Parkersburg, W. Va.—Broadcast Bureau granted assignment of license from Broadcasting Services to PMA Communications for \$300,000. Seller: R. L. Drake (100%). Buyers: George R. Abels, Sherman A. Grimm and eight Parkersburg and central Ohio businessmen (10% each). Mr. Abels has interest in food processing firm and Mr. Grimm is general manager of WTAP-TV (BALCT-552). Action Nov. 15.

Facilities changes

TV application

■ WSAV-TV Savannah, Ga.—Seeks CP to change aur. ERP to 20 kw and HAAT to 1476 ft.; change trans. location to Sawdust Pike and Little Neck Rds.. Pooler-Burroughs Division, 12 miles west of Savannah. Ann. Nov. 20.

AM applications

■ WQYK Tampa, Fla.—Seeks mod. of CP to make changes in MEOV's Ann. Nov. 21.

■ KOLM Rochester, Minn.—Seeks CP to make changes in ant. system, increase tower height and increase radiation efficiency during non-critical hours. Ann. Nov. 21.

■ KVVYL Holdenville, Okla.—Seeks CP to make changes in ant. system. Ann. Nov. 19.

■ WEKO Cabo Rojo, Puerto Rico—Seeks mod. of

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CP to make changes in nighttime DA pattern. Ann. Nov. 19.

AM actions

■ **WBRI Indianapolis**—Broadcast Bureau granted CP to install new aux. trans. with 1 kw DA-D (BP-19832). Action Nov. 15.
 ■ **WGUF Gulfport, Miss.** — Broadcast Bureau granted mod. of CP to change ant.-trans. site to 1500 22nd St., Gulfport, and change main studio location and remote control point, to be determined; conditions (BMP-13879). Action Nov. 15.

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **KKYX San Antonio, Tex.** (BP-19,482), Nov. 12; **KTNC Falls City, Neb.** (BP-19,159), Nov. 7; **WABH Deerfield, Va.** (BP-19,678), Nov. 11; **WEGA Vega Baja, Puerto Rico** (BP-19,486), Nov. 4; **WNVY Pensacola, Fla.** (BP-19,707), Nov. 12; **WWWB Jasper, Ala.** (BP-19,607), Nov. 8.

FM action

■ **WLOX Biloxi, Miss.**—Broadcast bureau granted mod. of license to operate trans. by remote control from DeBuys Rd., Biloxi (BRC-3742). Action Nov. 14.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **KSMK Truckee, Calif.** (BPH-9169), Nov. 11; **KXXY Oklahoma City** (BPH-9050), Nov. 8; **WJKL Elgin, Ill.** (BPH-9100), Nov. 8; **WTTN-FM Watertown, Wis.** (Doc. #19,161), Nov. 11; **WVUD-FM Kettering, Ohio** (BPH-8547), Nov. 8; **WWWB-FM Jasper, Ala.** (BPH-8769), Nov. 8.

In contest

Designated for hearing

■ **Tallahassee, Fla., FM proceeding:** Capital City FM, Phillips Radio and Amrad Corp., competing for 103.1 mhz (Docs. 20237-9)—Broadcast Bureau designated for hearing mutually exclusive applications. Issues include financial and ascertainment qualifications. Action Nov. 19.
 ■ **Richlands, Va., FM proceeding:** Clinch Valley Broadcasting Corp. and High Knob Broadcasters, competing for 105.5 mhz (Docs. 20240-1)—Broadcast Bureau designated for hearing applications of Clinch Valley and High Knob. Motion by Pocahontas Broadcasting Co. to stay processing of High Knob's application was dismissed. Action Nov. 15.

Case assignments

Chief Administrative Law Judge Arthur A. Gladstone made following assignments on date shown:
 ■ **KSWR(AM) Rifle, Colo., renewal proceeding:** Oil Shale Broadcasting Co. (Doc. 20231)—Designated ALJ Walter C. Miller to serve as presiding judge, and scheduled hearing for Jan. 27, 1975. Action Nov. 13.
 ■ **Philadelphia, Miss., FM proceeding:** Philadelphia Broadcasting Co. and H & G C Inc., competing for 102.3 mhz (Docs. 20219-20)—Designated ALJ Jay A. Kyle as presiding judge, and scheduled hearing for Feb. 3, 1975. Action Nov. 13.
 ■ **St. Charles and Florissant, Mo., FM proceeding:** Contemporary Media, St. Charles Broadcasting Co., Changing Waves, all for St. Charles; and Florissant Broadcasting Co., Florissant, competing for 97.1 mhz (Docs. 20226-9)—Designated ALJ David I.

Kraushaar to serve as presiding judge; scheduled hearing for Jan. 27, 1975. Action Nov. 19.

Procedural rulings

■ **Sacramento, Calif., FM proceeding:** Royce International Broadcasting, seeking new FM (Doc. 19611)—ALJ Lenore G. Ehrig rescheduled hearing for Dec. 11, in lieu of Dec. 20. Action Nov. 13.
 ■ **Glenwood Springs, Colo., FM proceeding:** Colorado West Broadcasting and Glenwood Broadcasting (KGLN[AM]), competing for 92.7 mhz (Docs. 19588-9)—Review board denied petition by Colorado West to add character qualifications issue against Glenwood Broadcasting. Action Nov. 18.
 ■ **WDAX(AM) McRae, Ga., renewal proceeding:** Entertainment Communications (Doc. 20013)—ALJ Earnest Nash scheduled hearing to commence on Jan. 6, 1975, in Atlanta, and ordered that no more postponements would be permitted. Action Nov. 19.
 ■ **WCFL(AM) Chicago, renewal proceeding:** Chicago Federation of Labor and Industrial Union Council (Doc. 20064)—FCC granted request of three Chicago public interest groups for waiver of FCC's procedural rules to permit them to present facts and issues on whether license renewal of WCFL is in public interest. Stating that they did not have financial resources to proceed, groups requested that commission waive three of its rules dealing with hearing process. Action Nov. 15.
 ■ **Lake Charles, La., FM proceeding:** United Broadcast Industries, Dixie Broadcasters, Amalgamated Research and Development and D. J. of Lake Charles, competing for new FM (Docs. 20114-7)—ALJ Byron E. Harrison scheduled hearing for Jan. 7, 1975. Action Nov. 15.
 ■ **Carlisle, Pa., FM proceeding:** WIOO Inc., seeking new FM (Doc. 19468)—Review board denied as irrelevant request by WIOO Inc. that official notice be taken of criminal indictment for fraud of Alexander Contract, former applicant for FM in Carlisle. Action Nov. 15.
 ■ **Puerto Rico, AM proceeding:** Cavallaro Broadcasting Corp., competing for 1030 khz, at San Juan; Figueroa and Associates, at Rio Grande; Boricua Broadcasting Corp., at San Juan; Vieques Radio Corp., at Isabel Segunda (Docs. 19897-8, 19900-1)—ALJ Chester F. Naumowicz Jr. deferred action on petition by Vieques Radio to amend its application to specify new frequency, until Vieques files affidavit as to what consideration has been promised or received in connection with its amendment. Action Nov. 20. FCC denied application by Boricua for review of review board order that enlarged issues against Figueroa. Action Nov. 12.
 ■ **KUPY(AM) Puyallup, Wash., renewal proceeding:** KAYE Broadcasters (Doc. 18929)—FCC ruled on requests by KAYE Broadcasters for clarification, and Benedict P. Cottone for reconsideration, of FCC's exclusion of Cottone from any further participation as counsel. FCC concluded that exclusion of Cottone from this hearing was not disciplinary or punitive matter and that Cottone's request for reconsideration of that order should be denied. Action Nov. 20.

Dismissed

■ **Buena Vista, Va., AM proceeding:** Harry R. Peyton and WANV Inc., competing for 1270 khz at Buena Vista (Docs. 20036-7)—ALJ Thomas B. Fitzpatrick terminated proceeding by granting application of WANV Inc. Peyton application dismissed Oct. 24. WANV Inc. granted 1270 khz, 1 kw. P.O. address Box 97, Waynesboro, Va. 22980. Estimated construction cost \$50,000; first-year operating cost \$50,000; revenue none. Principals: Mr. Robert Rogers, president, et al. (100%). WANV Inc. is licensee of WANV(AM) Waynesboro, Va. Action Nov. 20.

Initial decision

■ **WEAU-TV Eau Claire, Wis., renewal proceeding:**

Call letters

Applications

Call	Sought by
	New TV
*KQSD-TV	State Board of Directors for Educational Television, Lowry, S.D.
	New AM
WEQO	Country Roads Broadcasting Corp., Whitley City, Ky.
	New FM's
KPAS	El Paso Broadcasting Corp., El Paso, Tex.
*WKET	Kettering City School District, Kettering, Ohio
WCVM	Addison Broadcasting, Middlebury, Vt.
*WVMH-FM	Mars Hill College, Mars Hills, N.C.
*WAHS	Avondale School District, Auburn Heights, Mich.
WJJR-FM	Buffalo Valley Broadcasting Co., Milliflburg, Pa.
	Existing AM
WUSS	WLDB Atlantic City, N.J.
	Existing FM's
WGTC	WTTV-FM Bloomington, Ind.
WSCQ	WAEK West Columbia, S.C.
WNTQ	WDDS-FM Syracuse, N.Y.

Grants

Call	Assigned to
	New FM's
KACV-FM	Amarillo Junior College District, Amarillo, Tex.
*KCSO	Chinle Elementary School District, Chinle, Ariz.
KVLR	Knutsen-Leighton, Detroit Lakes, Minn.
WSLY	Grantell Broadcasting Co., York, Ala.
	Existing FM's
WIRX	WSJM-FM St. Joseph, Mich.
WJAI	WCTM-FM Eaton, Ohio
KIMN-FM	KFML-FM Denver
WDMT	WELW-FM Cleveland

WEAU Inc., (Doc. 19927)—ALJ Herbert Sharfman in initial decision granted WEAU-TV one-year license and fined it \$1,000 because of its "network clipping" practices. Ann. Nov. 19.

Fines

■ **KDON(AM) Salinas, Calif.**—Broadcast Bureau notified Forrest Cal-Central Corp. that it incurred apparent liability for forfeiture of \$1,000 for failing to operate with authorized power and failing to have operator signed on duty in operating logs. Action Nov. 14.
 ■ **WSMB(AM) New Orleans**—Commission denied application of Peter H. Beer for review of Sept. 13 Broadcast Bureau ruling denying his fairness doctrine complaint against WSMB. FCC said that criticism of official's wisdom, judgment or actions is not necessarily personal attack. Action Nov. 13.
 ■ **WNEW-FM New York**—Broadcast Bureau notified Metromedia Inc. that it incurred apparent liability for forfeiture of \$500 for permitting operator not holding proper form of license to be in charge of trans. Action Nov. 14.
 ■ **WIFM-AM-FM Elkin, N.C.**—Broadcast Bureau notified Tri-County Broadcasting that it incurred apparent liability for forfeiture of \$750 for operating stations with power in excess of that authorized. Action Nov. 14.
 ■ **WRMT(AM) Rocky Mount, N.C.**—Broadcast Bureau ordered Atlantic Radio Corp. to forfeit \$2,000 for operating at unauthorized times. Action Nov. 14.
 ■ **WSJS(AM) Winston-Salem, N.C.**—Broadcast Bureau notified Triangle Broadcasting Corp. that it incurred apparent liability for forfeiture of \$1,000 for operating with ant. input power in excess of that authorized or by making incorrect entries in log. Action Nov. 13.
 ■ **WSTA(AM) Charlotte Amalie, V.I.**—FCC reduced from \$2,000 to \$1,000 forfeiture assessed against V.I. Industries, licensee of WSTA, for broadcasting lottery announcements. Fine was reduced because of financial hardship. Action Nov. 19.

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SUBSCRIBER SERVICE

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- 2 years \$45
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- 1975 Cable Sourcebook \$10.00 (If payment with order: \$8.50)
- 1975 Yearbook \$17.50 (If payment with order: \$15.00)
- Payment enclosed
- Bill me

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ADDRESS CHANGE: Print new address above and attach label from a recent issue, or print old address including zip code. Please allow two weeks for processing.

Other action

■ WMRE(AM) Monroe, Ga.—License forfeited and call letters deleted; application for renewal denied by commission. Ann. Nov. 19.

Allocations

Petitions

FCC received following petition to amend TV table of assignments (ann. Nov. 22):

■ Double Ilelix Corp.—Seeks to assign ch. *18 to St. Louis, and substitute ch. *56 for ch. *18 at Edwardsville, Ill. (RM-2477). Ann. Nov. 22.

FCC received following petition to amend FM table of assignments (ann. Nov. 19):

■ J. Boyd Ingram, Jackson, Miss.—Seeks to assign ch. 269A to Raymond, Miss. and delete ch. 269A from Canton, Miss. (RM-2237).

Actions

FCC took following actions on FM allocations:

■ California—Broadcast Bureau proposed amendment exchanging ch. 253 for 276A at Cathedral City, ch. 298 for 253 at El Centro, and ch. 276A for 252A at Indio. Action was in response to petition by Glen Barnett, licensee of KWCY-AM-FM Cathedral City, proposing to substitute Class B for Class A channel (Doc. 20242). Action Nov. 12.

■ Pearsall, Tex.—Broadcast Bureau proposed assignment of ch. 237A as first assignment to Pearsall, deleting that channel at Uvalde, Tex. and replacing it at Uvalde with ch. 285A. Action was in response to petition by Walter H. Herbolt Jr. and Ranton Montemayor, licensees of KVVW Pearsall. Action Nov. 11.

Rulemaking

Actions

■ FCC adopted rule changes permitting TV stations to broadcast vertical interval reference signal to monitor color quality of their transmissions (Doc. 19907). Action Nov. 12.

■ Commission amended its rules to reduce required inspection, calibration and testing of TV remote control equipment and trans. from five days per week to once each week. It also deleted requirement for trans. backup facilities. Action Nov. 19.

Translators

Applications

■ Northern Television, Delta Junction Pipeline Camp, Alaska—Seeks ch. 55, rebroadcasting KFAR-TV and KTVF Fairbanks, Alaska (BPTT-2737). Ann. Nov. 19.

■ WLUC Inc., Manistique, Mich.—Seeks ch. 55, rebroadcasting WLUC-TV Marquette, Mich. (BPTT-2739). Ann. Nov. 22.

■ K10JD, K12JN Schurz, Nev.—Broadcast Bureau granted CP's for translators on ch. 10, rebroadcasting KCRL-TV, ch. 12, rebroadcasting KTVN, both Reno (BPTT-5083-4). Action Nov. 7.

■ K10JC Silver Springs, Nev.—Broadcast Bureau granted CP for translator on ch. 10, rebroadcasting KCRL-TV Reno (BPTT-5063). Action Nov. 7.

■ South Lane Television, Cottage Grove, Ore.—Seeks ch. 69, rebroadcasting KPTV Portland, Ore. (BPTT-2731). Ann. Nov. 18.

Actions

■ K09MB Marshall and Pilot village, and K11MG St. Mary and Pitkas, all Alaska—Broadcast Bureau granted CP for translators on chs. 9 and 11 respectively, rebroadcasting KYUK-TV Bethel, Alaska (BPTT-5079-80). Action Nov. 14.

■ K60AR Alturas and Likely, Calif.—Broadcast Bureau granted CP for translator on ch. 60, rebroadcasting KMED-TV Medford, Ore. (BPTT-2691). Action Nov. 14.

■ K08IF Clifton, Kan.—Broadcast Bureau granted CP for translator on ch. 8, rebroadcasting KHAS-TV Hastings, Neb. (BPTT-5020). Action Nov. 14.

■ K11MF, K13MY Quarts creek, Pipe creek, Bobtail creek and Libby dam site trailer park, Mont.—Broadcast Bureau granted CP for translators on ch. 11, rebroadcasting KSPS-TV, and on ch. 13, rebroadcasting KREM-TV, both Spokane, Wash. (BPTT-5098-9). Action Nov. 5.

■ K60AQ Eureka, Nev.—Broadcast Bureau granted CP for translator on ch. 60, rebroadcasting KTVN Reno (BPTT-2556). Action Nov. 11.

■ K55AO Panaca, Nev. and K67AL Ely, Nev.—Broadcast Bureau granted CP for translator on chs. 55 and 67, rebroadcasting KLVX Las Vegas (BPTT-2645-6). Action Nov. 11.

Summary of broadcasting

FCC tabulations as of Oct. 31, 1974

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,403	2	17	4,422	54	4,476
Commercial FM	2,548	0	57	2,605	166	2,771
Educational FM	685	0	26	711	92	803
Total radio	7,636	2	100	7,738	312	8,050
Commercial TV	698	1	11	710	34	757
VHF	507	1	6	514	5	521
UHF	191	0	5	196	29	236
Educational TV	221	0	18	239	9	252
VHF	88	0	7	95	2	98
UHF	133	0	11	144	7	154
Total TV	919	1	29	949	43	1,009

* Special temporary authorization

** Includes off-air licenses

■ W55AB Riverhead, N.Y.—Broadcast Bureau granted CP for translator on ch. 55, rebroadcasting WSNL-TV Patchogue, N.Y. (BPTT-2633). Action Nov. 13.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Nov. 20 (stations listed are TV signals proposed for carriage):

■ Ceres Cable Co., 212 N. Irwin St., Hanford, Calif. 93230, for Ceres (CAC-4485) and Stanislaus county (CAC-4486), both California: Add KMUV-TV Sacramento, California.

■ LVO Cable of Hayward, and LVO Cable of San Leandro, Box 3423, Tulsa, Okla. 74101, for Hayward (CAC-4502) and San Leandro (CAC-4503), both California: Add KMUV-TV Sacramento, California.

■ West Hawaii Cable Vision, Box 362, Hilo, Hawaii 96720, for Captain Cook (CAC-4475), Kailua-Kona (CAC-4476), Keauhou (CAC-4477), Kalaoa (CAC-4478), Waikoloa (CAC-4479), Kawaihae-Puako (CAC-4480), Honaunau (CAC-4481), Kealahou (CAC-4482), Holualoa (CAC-4483) and Kamuela (CAC-4484) all Hawaii: Add KHON-TV, KITV, KHET Honolulu.

■ Emmitsburg Cable TV, 2661 Garfield Ave., Silver Spring, Md. 10910, for Emmitsburg, Md. (CAC-4487): WMAR-TV, WMPB, WBAL-TV, WJZ-TV, Baltimore.; WRC-TV, WTTG, WETA-TV, WMAL-TV, WTOP-TV Washington; WWPB, WHAG-TV, Hagerstown, Md.; WITF-TV Hershey, Pa.

■ Wolverine Cablevision, 357 W. Columbia Ave., Battle Creek, Mich. 49015, for Albion, Mich. (CAC-4474): Add WGN-TV Chicago; CKLW Windsor, Ontario.

■ Canandaigua Video Corp., Box 311, Liberty, N.Y. 12754, for Canandaigua, N.Y. (CAC-4490): WROC-TV, WHEC-TV, WOKR, WXXI Rochester, N.Y.; WSYR-TV, WHEN-TV, WNYN Syracuse, N.Y.; WOR-TV, WPIX-TV N.Y.

■ K & K Cable TV, 4th St. and Second Ave., Devils Lake, N.D. 58301, for Devils Lake (CAC-3531): Delete CKY Brandon, Manitoba, and add CBWT Winnipeg, Manitoba.

■ Chester County Broadcasting Co., Box 231, Coatesville, Pa. 19320, for East Fallowfield township, Pa. (CAC-4488): Add WOR-TV, WPIX-TV New York.

■ Shows Inc., 360 S. Monroe St., Denver 80209, for North Versailles township (CAC-4493), Wilkins township (CAC-4494), Trafford borough (CAC-4495), East McKeesport borough (CAC-4496), East Pittsburgh borough (CAC-4497), Churchill borough (CAC-4498), Turtle Creek borough (CAC-4499), Rankin borough (CAC-4500) and Braddock borough (CAC-4501), all Pennsylvania: Add WKBF-TV Cleveland; WUAB, Lorain, Ohio.

■ Coastal Cable Co., Drawer B, Jackson, Tenn. 38301, for Atlantic Beach, S.C. (CAC-4489): WWAY-TV, WECT, WUNJ-TV Wilmington, N.C.; WCIV, WCSC-TV, WITV, WCBD-TV Charleston, S.C.; WBTW, WJPM-TV Florence, S.C.; WIS-TV Columbia, S.C.; WRET-TV Charlotte, N.C.

■ Community Tele-Communications, Box 10727, University Park Station, Denver 80210, for Vernal (CAC-4491) and Uintah county (CAC-4492), both Utah: Add KTXL Sacramento, Calif.; KTVU Oakland, Calif.

Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Teleprompter of Manatee County, portions of Manatee county (CAC-3943) and Bradenton (CAC-3944), both Florida; Platte County Communications Co., Weston, Mo. (CAC-3985); Auburn Telecable Corp., unincorporated areas of Lee county (CAC-3997), Auburn (CAC-3998) and Opelika (CAC-3999), all

Alabama; United States Cablevision Corp., Chamblee (CAC-4017) and Doraville (CAC-4018), both Georgia; Belle Glade Community Television Co., South Bay, Fla. (CAC-4049); Bridgeport Cable TV, Bridgeport, Neb. (CAC-4052); Central Plains Cable TV, Gregory, S.D. (CAC-4106); Paw Paw Lake Area Cable TV Co., Coloma township (CAC-4112) and Watervliet (CAC-4114), both Michigan; Noble Cable TV, Kendallville, Ind. (CAC-4131); Madisonville Cablevision, Madisonville (CAC-4165), Earlinton (CAC-4166); Mortons Gap (CAC-4167) and portions of unincorporated areas of Hopkins county (CAC-4168), all Kentucky; Nationwide Cablevision, Millbrae, Calif. (CAC-4186); Teleprompter of Va., Slate Creek, Va. (CAC-2947); Michigan Cable TV, Ypsilanti (CAC-3496) and Ypsilanti township (CAC-3497), both Michigan; Cable TV Service Co., Teutopolis, Ill. (CAC-3609); Satellite Systems Corp., Redstone Arsenal-Huntsville, Ala. (CAC-3726); Lake Cable TV, Painesville township, Ohio (CAC-3792); Cable Antenna Systems, Seymour Johnson AFB, N.C. (CAC-3796); Warner-CCC, Palm Springs, Calif. (CAC-3798); Loganville Cable TV, Loganville borough, Pa. (CAC-3818); Teleprompter of Manatee County, Holmes Beach (CAC-3940), Anna Maria (CAC-3942) and Bradenton Beach (CAC-3941), all Florida; Ultra Com of Rockmart, Rockmart (CAC-4194) and unincorporated areas of Polk county (CAC-4195), both Georgia; Ultra Com of Okmulgee, Okmulgee, Okla. (CAC-4199); Warner Cable of Fox River Valley, Oshkosh, Wis. (CAC-4204); Tele-Cable of Thom-A-Lex, unincorporated areas of Davidson county, N.C. (CAC-4206); Fort Smith TV Cable Co., Ft. Smith, Ark. (CAC-4210); Wonderland Ventures, Mt. Morris, Mich. (CAC-4215); Enterprise-Joseph Cablevision, Enterprise (CAC-4256) and Joseph (CAC-4257), both Oregon.

■ Gibson City, Ill.—FCC denied application of Cable Television Co. of Illinois for certificate of compliance to add WSNS-TV Chicago to its cable system at Gibson City. Gibson City is located in Springfield-Decatur-Champaign major TV market. Application was opposed by Midwest Television, licensee of WCIA Champaign. FCC said Cable Television Co. of Ill. already carries three grandfathered distant independent signals. Action Nov. 12.

■ Bellaire and Neffs, Ohio—Commission granted certificates of compliance to Bellaire Tele Cable Co. to add *WOUC-TV Cambridge, Ohio, and WPGH-TV Pittsburgh on its cable system at Bellaire and Neffs (CAC-3000, 3018). Action Nov. 21.

■ Perkasio and Sellersville, Pa.—Commission granted applications of Suburban Cable TV Co. for certificates of compliance to reinstitute service and to add three signals to its 12-channel cable systems in boroughs of Perkasio and Sellersville, located in Philadelphia-Burlington, N.J. major TV market. Action Nov. 13.

■ Seattle—Commission granted applications of United Community Antenna Systems and Community Telecable of Seattle for certificates of compliance to add CHAN-TV Vancouver, British Columbia, to their cable systems in Seattle. Action Nov. 19.

Other action

■ Lyons and McPherson, Kan.—Commission authorized Lyons CATV and McPherson CATV, operators of cable systems in Lyons and McPherson respectively, to continue to carry WDAF-TV Kansas City, Mo., in place of distant signal of KWGN-TV Denver. Action Nov. 19.

In contest

■ Manchester, N.H.—ALJ Herbert Sharfman terminated proceeding since Continental Cablevision of New Hampshire and United Cable Co. of New Hampshire have agreed to settlement (Doc. 20029). Action Nov. 12.

Rulemaking

■ Commission deleted its mandatory origination rule and adopted new rules requiring any cable system with 3,500 or more subscribers to have equipment available for local production and presentation of cablecast programs, and to permit local nonoperator production and presentation of such programs (Doc. 19988). Action Nov. 22.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

Help Wanted Management

Sales-oriented Manager for Pacific Northwest country western daytimer. Excellent opportunity. Salary and commission. Send resume to Box M-174, BROADCASTING.

Aggressive salesperson for small-market, recreational area daytimer. Account list established. Potential for advancement to Sales Manager and/or Station Manager. Management level includes profit sharing. Have the potential? All details and history first letter. Box N-8, BROADCASTING.

Immediate opening for motivator sales manager. Need a hard-working pro. Enjoy the benefits of the Big Sky Country and be pleasantly surprised at the salary. KOYN, Box 956, Billings, MT.

Sales Manager—Southeast. CCA, media-merchandising firm, 21st year, successful operation, has new opening for mature, Southern broadcaster. Clients: radio, television, newspapers, CATV. Residence required. Territory: Alabama, Georgia, Louisiana or Mississippi. Management experience, asset, not requirement. Sales experience, mandatory. Well-groomed, ability to address, motivate groups of clubwomen. On-the-street sales experience required. Full-time travel necessitates late-model car. Self-starter, ambition and need for \$25,000 minimum income. Salary during training, substantial draw thereafter. No ceiling, earning potential. Reply, pix, full detail, background. Applicants subject to careful scrutiny. Apply John Gilmore, president, Community Club Awards, Box 151, Westport, CT 06880. 203-226-3377.

Expanding radio and television group needs two exceptional account executives. If you have earned a degree in the past three years, have superior intelligence and the desire to get ahead, you may be one of the two. Contact Rick Davenport, Ron Curtis and Company, 5725 East River Road, Chicago, IL 60631.

No. 1 rated station in fine Southeastern market needs sales manager. Station is black-formatted and requires a person with heavy sales background with some experience in selling black radio. We'll pay what it takes to get the right person. Contact Rick Davenport, 312-693-6171.

Help Wanted Sales

Northeast Group needs aggressive, take-charge Sales Manager for AM-FM combination. Local sales development and management potential a must. Live and work where air is still air and money isn't bad either. 15-20K. More if job gets done. Equal Opportunity-Affirmative Action Employer. Box M-121, BROADCASTING.

Top contemporary in medium market is seeking knowledgeable, aggressive salesperson. Opening in 3 to 6 months, created by promotion within company. Take over existing list. Resume, sales record and references in first letter. Box M-130, BROADCASTING.

Experienced account executive for #1 station will earn \$10,000-15,000 first year. Air experience desirable but not necessary. Excellent growth opportunity. Send resume to GM, WDXI, Jackson, TN 38301.

Salesperson wanted. Salary plus commission. Send resume to Manager, WNCT Radio, P.O. Box 898, Greenville, NC 27834.

Immediate opening for one account executive. Must have substantial broadcast sales background, strong on client service, capable of generating and managing new billing, and have a strong aversion to boredom. Send resume to: Tice and Associates Advertising, Suite F, 1509 N. Main, Santa Ana, CA 92701.

Help Wanted Announcers

Announcer, Maryland country station. Will train talented beginner. Also, opening for salesperson or combo position: Announcer-Salesperson. Box M-153, BROADCASTING.

Immediate opening for experienced announcer with 1st phone. Up-tempo/MOR North Carolina station. Above average pay. Equal opportunity employer. Resume to Box M-215, BROADCASTING.

Night cooker who can follow instructions. Experience and voice necessary. Northeast. Send resume to Box M-222, BROADCASTING.

Announcer-Program Director, must be experienced Top 40 format. Northeast. Box M-223, BROADCASTING.

Help Wanted Announcers Continued

Small market Maryland station. Immediate opening for first phone announcer with programming ability. Must have a car. Box N-13, BROADCASTING.

Numbers needed! Got 'em and making \$10,000? Get 'em here and make \$12,000! Making \$12,000? What do you need? We're Modern Country in 170,000 metro-area. Need morning or afternoon drive. Send resume. An equal opportunity employer. Box N-20, BROADCASTING.

Announcer for top rated medium market Texas contemporary station. Top salary, retirement, hospitalization, and other benefits. Send resume, picture in complete confidence. Start the new year with a good opportunity. Box N-24, BROADCASTING.

Radio as a career? Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact program director, Art Brooks, KPOW, Box 968, Powell, WY 82435. An Equal Opportunity Employer.

Announcer for aggressive MOR music station in beautiful vacationland where there are no big city problems. Require conversational DJ format and more than three years experience. No beginners. Contact Charlie Persons, KVBR, Brainerd, MN.

Mature, experienced person for news and DJ combination. MOR format. Apply to George Taylor, WALE, Fall River, MA 02722. EOE.

Southeast Medium Market. Top notch country station needs morning drive personality, a mature entertainer and real communicator. The right person would double as PD. If you are interested in a real people radio station and can handle replacing a real professional, send tape and resume to Buster Pollard, WBHP, P.O. Box 547, Huntsville, AL 35804/Equal opportunity employer.

Experienced Announcer for #1 station will earn \$10,000-15,000 first year. Sales opportunity also, will train if necessary. Excellent growth opportunity. Send resume, air tape to GM, WDXI, Jackson, TN 38301.

The Best is looking for the Best. WIOD, South Florida's dominant full-service MOR station, is looking for the best afternoon-drive person in the United States. Our location and facilities are the finest in the country (we do our thing on our own island in the middle of Biscayne Bay). You'll work with a close-knit group of dedicated professionals who are accustomed to being nothing less than #1. We're part of Cox Broadcasting, and we'll be 50 years old next year. Top pay and fringes for the right person. Don Reed, Program Manager, WIOD, POB 1177, Miami, FL 33138.

Opportunity of a lifetime. Number one station for 28 years. Contemporary music. Experienced announcer with creative production ability. Send tape and resume to: Robert McKay, III., WKRM, P.O. Box 113, Columbia, TN 38401.

First phone, combo, MOR, stable operation, equal opportunity employer. Send tape, resume, salary requirement. Jack Sullivan, WOKW, Box 1410, Brockton, MA 02403.

Five Figure Salary, for creative, entertaining morning personality. 24 hour mod-country offers great position for right person. Strong production necessary. No beginners please. Free hospital, dental, life insurance and yearly bonus at Christmas. Non-returnable tape and resume to Mike Malone, WUNI Radio, P.O. Box 4614 Mobile, AL 36604. An Equal Opportunity Employer.

Immediate opening first ticket with other talents. 5 KW AM in Tidewater, Virginia. E.O.E. 804-488-8364. Ask for General Manager.

Help Wanted Technical

Chief Engineer, experienced in proof, FCC, maintenance, managing men and construction, for Indiana, Ohio, Kentucky area station. AM-FM-automation etc. Box M-170, BROADCASTING.

Immediate opening in Missouri for experienced broadcast engineer as chief of AM/FM stereo. Need knowledge of automation, solid state electronics and belief in running a good shop. E.O.E. Reply to Box M-193, BROADCASTING.

Midwest AM-FM planning to build new studios. Need experienced phone first. Permanent position. Write Box N-3, BROADCASTING.

Help Wanted Technical Continued

Engineer/Announcer Combo, for top rated West Texas C & W. New equipment, maintenance & airwork required. Send resume & salary requirements to Box N-16, BROADCASTING.

Radio engineer/technician with first phone needed by KYAK, Anchorage, Alaska, for 50,000-watt DA II, two tower AM adding 25,000 watt ERP FM in 1975. You will work and orient under experienced, long time chief. Air ability could be helpful. \$1,100 per month, medical/vacation benefits and assistance in relocating minimum offer for experienced man. 2800 E. Dowling Road, Anchorage, 99507. 907-344-2522. Mr. Fleming.

Chief engineer. WHK 5 KW DA-N WMMS 32 KW-FM Cleveland, Ohio. Experience in directional, FM and audio required. An equal opportunity employer. Salary open, commensurate with experience. Address resume to Tom L. Bracanovich, WHK/WMMS, 5000 Euclid, Cleveland, OH 44103.

Immediate opening for 1st class engineer for eastern AM station. Send resume to WSER, Inc., P.O. Box 38, Elkton, MD 21921.

WSTU, Stuart, Florida looking for chief engineer. Work with professionals on Florida's Gold Coast. Between Fort Pierce and West Palm Beach. Five figure salary. Many extra benefits. Send resume to Harvey Glascock, President, P.O. Drawer 417, Stuart, FL 33494.

Chief engineer. Southeast, AM/FM. Experienced in proof, FCC, maintenance, transmitting, remote control, audio equipment. No air or board work. Send resume including references, salary requirements to Jim Ragan, 1202 Stahlman Building, Nashville, TN 37201.

Midwest 5k/1k seeks qualified chief engineer. If you know the Rules, can handle full responsibility and have some directional experience, call the Manager, 812-425-2221. E.O.E.

Wanted chief engineer. Must be tops in character and ability. Big gospel AM station in southwest. Send resume to Box 5283, Longview, TX 75601.

Help Wanted News

Morning shift plus news. Serious attitude news and work. Some college radio preferred. Small market. Northeast. Box M-219, BROADCASTING.

News director. Midwest background only. Very strong local news. \$8,000.00 up. Resume, salary requirement first letter. Box N-10, BROADCASTING.

Announcer/Newsreader who'd like small station operation. \$150 with experience. Third endorsed. Send tape, resume, writing sample to WHTG AM/FM Eatontown, NJ 07724.

Help Wanted Programing, Production, Others

Major market black rocker seeks PD, air talent, copy writer. Immediate and future needs. Resume, references, picture. No poets please. Box K-202, BROADCASTING.

Beautiful music operations manager. Mature, responsible, professional to lead staff. Production. Creative copy. Good pay. Midwest metro. Box M-65, BROADCASTING.

Q-rock programmer with ideas, voice, maturity. Total responsibility at #1 midwest metro. Air shift. Pros only. Box M-67, BROADCASTING.

Printer. Experienced printer/supervisor. Should have 5 yrs. exper. with 2-4 color offset printing. Sal. comm. w/exper. Organize, supervise and operate active 2 press "in-house" print shop. Send resume w/sal. requirements to Box M-221, BROADCASTING. E.O.E.

Florida's Gold Coast!! WFTL is looking for creative, talented, adult production person. Send samples and resume to: Mike O'Shea, P.D., WFTL Ft. Lauderdale, FL.

Producer/Announcer at public AM-FM. Ability to produce and voice classical music and magazine format materials. Good voice, degree, 3rd phone, experience required. \$7,800-\$11,200, excellent benefits. Quality, aggressive operation. Affirmative action/E.O.E. Person calls, mornings, qualified people only: Mike Mottler, WILL-AM-FM, Urbana, IL. 217-333-0850.

No. 1 rated adult contemporary needs program director/morning drive announcer who is talented in all areas. Background must withstand rigorous check; air sound must be of major market quality. Contact Rick Davenport, 312-693-6171.

Help Wanted Programing, Production, Others Continued

Group owned radio rep firm seeks qualified research director for New York office. Great working conditions, full company benefits, salary negotiable. Call Ms. Fredette 212-489-9650.

Situations Wanted Management

Presently employed and secure. Excellent references. 15 years experience as general manager. Expert FCC knowledge. Top sales record. \$30,000 plus incentives. Box M-180, BROADCASTING.

Station Manager/Sales Manager. Age 39 with proven track record in management from small to large markets. Top references. Box M-209, BROADCASTING.

Enthusiastic manager and radio pro desires management opportunity in market of 150,000-200,000. Experienced programing, sales, & management. Results oriented. Let's make money together. Box N-9, BROADCASTING.

Born again broadcaster, experienced SM, ND, Pbp; seeks medium, large market growth opportunity. Box N-30, BROADCASTING.

General manager who gets totally involved in station and community is seeking a step up in the industry. Very successful at present but want to go to work with better company. P.O. Box 826, Hagerstown, MD 21740.

Situations Wanted Announcers

DJ, 3rd phone, tight board, good news and commercials, ready now, anywhere. Box H-5, BROADCASTING.

Fast talking DJ, solid news, good commercials, tight board, endorsed third. Immediately, anywhere. Box M-190, BROADCASTING.

Bright MOR air personality. First phone, experienced. Also production, news. All considerations appreciated. Box M-199, BROADCASTING.

Broadcasting veteran seeks change! Desire 3 hour MOR or Country air shift, plus sales or program director position. Also do good adult production work. Experienced as idea and promotion man, program director, salesman, production and announcing. Box M-205, BROADCASTING.

Top 40 jock with 4 months experience seeks new employment. Have done production and some news. Box N-11, BROADCASTING.

First-phone announcer. Nine years experience, includes production, music-directing, automation, FM, studio engineering, six years I.B.E.W., and more. Mature approach to broadcasting. Rock, MOR, solid gold, C&W. Will relocate. Box N-12, BROADCASTING.

Number one station top ten market. Part-time announcer seeks full time in top 50 market. MOR/contemporary. Warm personality, great production. Some management experience. Tape, resume, references available on request. Box N-27, BROADCASTING.

Modern country personality. PD, sales experience. Good numbers in female 18-49. Went small to medium east coast. Box N-31, BROADCASTING.

Experienced music director/DJ. Vast knowledge all music. Last 2 years L.I., N.Y. market, wants to relocate. Adaptable to your needs. 24, married. Box N-32, BROADCASTING.

First phone jock, great voice for soul or top 40. Try me, smooth delivery, very tight board, no bad habits. Sim Garrett, 312-239-7140, 1201 W. 97th Place, Chicago, IL 60643.

First phone CIE Grad, soul, top 40 prod. 4 yrs. exp. Black and versatile. "Mosquito," Rm. 127, 2110 Walton Way, Augusta, GA 404-733-3655.

Professional air personality with PD experience. Heavy emphasis on wit and humor. Looking for rock or solid gold in medium or major market. 3rd. Jim 303-798-6185.

All around pro announcer. 7 yrs. full time experience. Warm, friendly, humorous personality, award winning production, excellent newscast. Currently employed at medium market station. Also telephone talk experience. Fred, 413-592-9240.

5 years experience. Tight board. Excellent copy, production. College grad. Kurt Gebauer, 201-835-4361.

Energetic personable announcer. Tight, creative production, previous music director, dependable. 23, 3rd, married, prefer warm climate. Jeff Prentice, 330 James Street, Clayton, NY 13624. 315-782-6540.

Young deejay, news, excellent voice, third. Paul Smith, 307C Coronado, Imperial Beach, CA 92032. 714-423-2194.

Announcer, looking for first break. Good news, commercials, production, tight board, will relocate. Tom Giambone, 2570 Poplar St., Bronx, NY 10461. 212-892-7363.

Situations Wanted Technical

Chief, AM, FM, stereo, directional, top power, automation, proffs. Box M-210, BROADCASTING.

Operator-engineer, w/1st. Larry Scott, 408 E. Altadena Dr., Altadena, CA 91001.

Situations Wanted News

Sports director, pbp all sports. Looking for the station that respects sports. Experience on the high school and college level. Experienced jock and news too. Box M-141, BROADCASTING.

Top-ten market radio news director desires to relocate in any size market in Southeastern United States. Strong resume. Excellent references. Box M-220, BROADCASTING.

News director, 17 years management of news chain. Awards, editorials, heavy news background. 1st phone, married, minimum salary, \$15,600. Box N-5, BROADCASTING.

Young, major market booth announcer, weekend sports sub., with newsroom, field experience, wants smaller market play-by-play and news. 3 years radio play-by-play, major college schedule. Degree. Box N-6, BROADCASTING.

Member award-winning small market news team seeking challenging position in larger market. News-casts, live coverage, interviews, you name it. College grad., references. Box N-15, BROADCASTING.

News director-operations manager. Solid radio-television background. Want stable, major-medium market operation. RTNDA, SDX, MENSA, 1st phone. Consider telephone talkshow. Box N-34, BROADCASTING.

Alert, bright, anchorman, reporter. Two years, 50,000 watter. 24, married, bachelor science. Want medium-metro. 604-658-5637.

Big voice, hard working newsman, pbp sports, 1st phone, degree, married. Phone 415-776-3231.

Sportscaster. Personable, loyal and dedicated with entertaining ability. 3 years PBP experience: football, basketball, baseball. I enjoy people and talk shows. College grad., 3rd endorsed, will relocate, available now. Peter Cooney, 36 Tanager Rd., Attleboro, MA 02703, or call 617-222-4796.

Situations Wanted Programing, Production, Others

Former, prominent Alabama broadcaster desires relocation in Dixie radio. Thoroughly experienced in all phases. Have first. Mature, reliable, stable. Take charge or work with reputable operator. Box M-138, BROADCASTING.

Fourteen years experience radio-TV. Ten years with one company. All phases on and off air including station management. Strong programing, operations background. Excellent interviewer, commercial delivery. Box M-179, BROADCASTING.

Black R&B Jock has first phone. Worked in New York City. Would like M.D. or Program Dir. Box M-186, BROADCASTING.

Responsible, experienced. Will take charge of programing to improve sound, build audience. B.S. Box N-7, BROADCASTING.

I'll move your tale for you! Major market advertising/promotion director seeks new story to tell. Creative, young & successful. Experienced radio/TV/agency. BS marketing. BS radio/TV. Box N-22, BROADCASTING.

Seeking position as program/operations manager of adult contemporary MOR or top 40 station in medium or major market. 8 years experience, with administrative ability and complete understanding of all areas of programing. Dedicated professional currently at 50 KW major market station. Looking for good broadcasters who want to build a top rated facility. All replies confidential. Box N-33, BROADCASTING.

I want to move to Chicago. Will consider any possibilities. First phone, broadcasting degree, FM experience, female, 25. Call 317-251-8353 after 5 or write Box N-38, BROADCASTING.

Carl Truman Wiglesworth. Former P.D. of KIMN and WKLO. Available now to program station of any format. Call 504-241-9374.

P.D., M.D., production, news experience. Former GM wants back in creative side. College grad. 5 years air experience. Kurt Gebauer, 201-835-4361.

Top-40 programmer can build your air sound and rating into a saleable product. Excellent references and credit. Willing to relocate. Box 1334, Bakersfield, CA 93302.

First phone professional looking for program director position at Contemporary station. Nearly five years experience in all areas including Music Director and sales. Contract Henry Kastell, 1204 Hawk Avenue, Virginia Beach, VA 23456. 804-427-6475.

TELEVISION

Help Wanted Management

Business manager/controller. Expanding broadcasting and communications public company seeks professional, experienced television business manager/controller. Home office, New York area. Excellent opportunity for right individual. Knowledge: budgeting, cost control, financial and operating controls, government reports, taxes, labor negotiations, credit and collection. Excellent salary, stock options, benefits and growth opportunity. Report directly to president of company. Broadcast experience essential. All replies held in strictest confidence. An equal opportunity employer. Send replies to Box M-200, BROADCASTING.

Help Wanted Sales

Major Market UHF independent television station in the East seeks aggressive, hardworking salesperson who can show immediate and dynamic sales growth from an established list. Excellent income and management potential. Write Box M-59, BROADCASTING.

Experienced retail TV executive salesperson to fill immediate opening in large Northeast Market. An equal opportunity employer. Box M-77, BROADCASTING.

Excellent opportunity for an aggressive individual with unusually dynamic sales drive and imagination. Will consider persons without prior broadcast sales background. Attractive income and management potential. Write: General Sales Manager, WSNL-TV, Channel 67, Central Islip, New York 11722.

Help Wanted Technical

Independent UHF seeks maintenance supervisor with active maintenance experience on studio cameras, film chains and 2" VTR's. M.O.R. salary offered. Equal opportunity employer. Box M-217, BROADCASTING.

Opening for transmitter and studio engineer with radio and television station. Maintenance ability and first class license required. Excellent working conditions, paid vacation, pension plan, health insurance and many other benefits. Station has new equipment, including a new Gates Television transmitter. Technical school graduate will be considered. Send resume to director of Engr., KLOE AM-TV, Box 569, Goodland, KS 67735.

Experienced engineer for TV studio maintenance, microwave, cameras, tape recorders. Call Chief Engineer, KRDO-TV, 303-632-1515.

Accepting applications for control room operator-technicians with first class license. Experienced or will consider recent broadcast or technical school graduates as trainees. Contact chief engineer, WCOV-TV, P.O. Box 2505, Montgomery, AL 36105. Phone 205-288-7020. Equal opp. employer.

TV Engineer. Excellent opportunity for first class licensee with fundamental knowledge and ability to learn and advance quickly under tutelage of chief engineer. Profit sharing, retirement and other long-range benefits. WSAV-TV, Savannah, GA.

Assistant chief engineer, VHF, TV, and AM. NBC affiliate, require first phone, 5 years experience. Some AM helpful, VTR and color camera experience a must. Write chief engineer, Box 1501, Yuma, AZ or call 602-782-3881.

Help Wanted News

Florida VHF needs sports photographer capable of performing interviews/developing reports. Growth opportunity. This is an equal opportunity station. Send resume. Box K-194, BROADCASTING.

Versatile TV personality. Strong in weathercasting, but capable in sports, newsfilm, anchor work. Excellent opportunity for experienced personality in small or medium market to move up. Send resume to Box M-216, BROADCASTING.

Need hard-driving news director-anchorman for progressive Pacific Northwest TV station. Must administer and ramrod news operation. Salary open. Opportunity unlimited. Reply Box M-218, BROADCASTING.

Newsperson. Opening for reporter with on-air abilities available with young aggressive news department. Female applicants will be equally treated. Send resume and on-air VTR to news director, Box 198, La Crosse, WI 54601.

Help Wanted Programing, Production, Others

An over 100 station in the southeast has an opening for a creative services director. This is a demanding job that requires a person with above average leadership abilities and experience in television writing, 16 mm. and 35 mm. filming, and videotape production. Must be a good organizer to obtain the maximum output from the people and equipment in the department. Salary open. An equal employment opportunity employer. Box M-152, BROADCASTING.

Help Wanted Programing, Production, Others Continued

Traffic mgr. for VHF network affiliated, top-15 market, group-owner. Must be experienced all phases of operations. Work for sales and programing. Computer experience helpful. Equal opportunity employer. Box M-189, BROADCASTING.

Production Manager/Director, progressive, innovative, Midwest affiliated V. Must be creative leader in all production areas, Code, FCC. Salary dependent upon qualifications. Box M-192, BROADCASTING.

Traffic Manager for major midwestern NBC affiliate in top-25 market. Must be experienced and able to take charge. All replies confidential. Box M-204, BROADCASTING.

Producer/Director. Public and instructional TV and film. BA required, min. 2 yrs. professional experience. Approx. \$10,000. Equal Opportunity Employers. Larry Reid, WBGU, 419-372-0121.

Producer/director. WSUI-TV has opening for creative PD with experience in both studio and film production. University owned station, full color. Salary competitive. Prefer someone with commercial television experience. Master's degree necessary. Equal opportunity employer. Send resume, including references, to David Rochelle, Director of Broadcasting Service, 1056 Communications Building, Southern Illinois University, Carbondale, IL 62901.

TV Art Director: Midwest PBS VHF. Experience in illustration, set design, publication and promotion layout, supervise art department. Creative environment, pleasant working conditions, excellent benefits. Send resume immediately to Don Swift, Personnel Services, 52 Gregory, Urbana, IL 61801. We are an affirmative action/equal opportunity employer.

Situations Wanted Management

General Manager with strong production; program background. Sales exp. includes station and Rep. Have put 3 V's on air in last 5 years. One Indie and two ABC net operations. If you need help in any department, contact me. My references can stand the test. Box M-173, BROADCASTING.

General Manager—Sales Manager, etc. Thoroughly experienced and successful all phases, including station-ownership. Special expertise in management, sales management—sales (national, regional, local), programing, film-buying and booking, production, network newscasting—announcing, promotion, community involvement; challenges. Outstanding credentials! Since 1944 have practiced radio 12 years; television 18 years. Age—45. Degreed. Sales and programing specialist! Accustomed to formidable challenges and much responsibility. Aggressive, quality competitor ready for new challenge, offering opportunity to earn commensurate income. Can increase, substantially, your profits and prestige. Box N-4, BROADCASTING.

Executive position wanted by single woman. Background in Radio/TV/Market Research, Advertising, PR. For resume, write Box N-30, BROADCASTING.

Situations Wanted Announcers

Versatile, Experienced TV announcer. Great voice. Excellent on-camera appearance. Married. Let me "freshen your air." Box N-28, BROADCASTING.

Situations Wanted Technical

First phone, radar endorsement, color operations and maintenance experience. Resumes. All offers considered. Box M-143, BROADCASTING.

Studio Technician—First phone, seven years operations—camera, VTR, switching. Presently unemployed. Box M-202, BROADCASTING.

Situations Wanted News

Move over Howard! News, sports, writing, film, editing experience, immediate delivery! 1-314-838-3640 or Box M-148, BROADCASTING.

Washington group correspondent seeks major or medium market TV anchor-reporter slot. Box M-183, BROADCASTING.

Anchoring-Reporting Top-40. If you want a solid, creative, employed newsman, try Box M-195, BROADCASTING.

Major Market general assignment announcer, 20-year pro, seeks active news or host position, anywhere. Money secondary. Box N-14, BROADCASTING.

Meteorologist. Young, college degree. Strong background in radio, some CATV. Personable, clear delivery. Box N-18, BROADCASTING.

Outstanding news director/anchorman, highly professional on-air presentation, excellent organizational ability, desires relocation. Box N-23, BROADCASTING.

Situations Wanted News Continued

Network TV-Radio news correspondent, 10 years experience including overseas & documentaries plus network-local N.Y. anchor. Want major market TV anchor with opportunity produce investigative docs., east-west coasts. Box N-35, BROADCASTING.

Producer, Reporter, Director. Black, experienced. TV-radio. Box N-36, BROADCASTING.

Young professional anchorman-reporter looking to jump to larger market. 504-834-2635.

Situations Wanted Programing, Production, Others

Fourteen years experience radio-TV. Ten years with one company. Strong experience talk show host, station and agency commercials, programing, plus news anchor. Box M-179, BROADCASTING.

Experienced Producer-Director looking. Married. University broadcasting degree. 4 years present station in competitive medium market. VTR available. Box M-208, BROADCASTING.

Production Manager, employed major market wants to relocate. Heavy sports, commercial background. Excellent credentials and track record. Box N-19, BROADCASTING.

Film, experienced video 16 mm, stills. Documentary, commercial, industrial. Responsible, young, creative. Degree. Resume. Box N-25, BROADCASTING.

Professional Graphic Artist, Christian family man over 15 years TV experience. Creative design, promotion, production techniques, VTR/16mm animation, air brush, set design construction and lighting. Prefer southwest. Don Schendel, 915-751-7212.

Producer/Director/Writer—M.A. radio-TV-film. Director experience including news, tape, live, at top-40 VHF. Write Dale Laackman, 10229 Riley, Zeeland, MI 49464.

CABLE

Help Wanted Technical

TV Engineer to maintain full color CATV studios with Helical VTR's. Chance to get in on ground floor of rapidly growing independent operation. Full company benefits. Send resume including salary requirements to Amherst Cablevision, 602 Grover Cleveland, Amherst, NY 14226 or call 716-837-1120.

WANTED TO BUY EQUIPMENT

Wanted: Old Collins 21-A 5' kw. A.M. Transmitter. Box 52, Greenville, S.C.

Microwave, RCA type TVM-6 with audio sub-carrier for 7 GHz band; interested only in first class equipment capable of meeting FCC Proof Requirements. Advise with best asking price and availability. Chief Engineer, WCCO-TV, 50 South 9th St., Minneapolis, MN 55402.

Field Strength meter for AM and FM wanted. Must be in good condition. WFTW, Box 10, Ft. Walton Beach, FL 32548.

We need used 250, 50, 1 KW, 10KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

6181 Tubes, new or used. Color Camera, any make, model. Box 609, Altoona, PA 16603. 814-943-2607.

FOR SALE EQUIPMENT

1—154 foot guyed Windcharger tower with lighting, available for immediate delivery. Make us an offer. No reasonable one will be refused. All prices F.O.B. Butte. Call or write Shag Miller, KBOW, Butte, MT 59701.

2 RCA TTU-12A UHF Transmitters, each 12.5KW, one Complete with all RCA suggested modifications and fully colorized; the other nearly complete with low time, \$10,000.00; Miratel Color Monitor \$200.00; 3/8" Rigid Coaxial Transmission Line, flanged, 500 ft. in 20 ft. lengths, many elbows and connectors of all kinds \$800.00; Beacon Light and Obstruction Lights \$100.00; Aluminum Passive Microwave Reflector, with mounting hardware \$300.00; RCA TG-1 Sync Generator, TX-1 Color-plexer, WA-1D Color Bar Generator, Burst Flag Generator, Color Standard, TM-6 Master Monitor, Projector Control Panels (2), Console Housings (2), Projectall Multiplexer slide/print projector, Program Audio-Video Switcher/Mixer Control, Audio Console, less VU meter, with available preamps and monitor amps, GE 16mm Film Projector, the above 12 items \$500.00; and, large quantity of miscellaneous equipment, spare tubes, new and used spare parts, cable and wire \$600.00. Mr. Levine GM, KNCO-TV, Box 2368, Ft. Collins, CO 80521. 303-493-6458.

For Sale Equipment Continued

For Sale RCA TT25BL Channel 6 Transmitter complete with accessories, with assorted spare tubes and components. Write KRIS-TV, P.O. Box 840, Corpus Christi, TX 78403 or call 512-883-6511, T. Frank Smith.

For Sale: Approximately 2,000' 51.5 ohm 3/8" flanged Statite used transmission line. Line in excellent condition—removed due to complete transmitter plant replacement. Contact Jack Jopling, Chief Engineer, WJBF-TV, Augusta, GA. Telephone 404-722-6664.

Marti. Immediate delivery from our inventory, reconditioned remote pickups and studio transmitter links. Terms available. BESCO, 8585 Stemmons Freeway, Suite 924, Dallas, TX 75247. 214-630-3600.

New Fidelipac Cartridges, wound to any length. 1.50 to 2 1/2 min., 1.75 up to 10 1/2 min. Audiopak A-2 cartridges at big savings too. Largest Stock in Rockies, Lowest Prices Anywhere, Fast Service. Idaho Magnetics, 104 Anderson, Caldwell, ID 83605. Call us collect for orders and information, 208-459-8591.

FM exciter and stereo generator: New solid state FM exciter, complete with stereo generator—\$1,975.00, terms. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

We have a few competitively priced used Revox A77 decks available. These have been completely reconditioned by Revox, are virtually indistinguishable from new and have the standard Revox 90-day warranty for rebuilt machines. Satisfaction guaranteed. One example is an A77 Dolby for \$675 plus shipping. Please write stating your requirements to ESSI, Box 854, Hicksville, NY 11802. 212-895-9257.

Video Tape Recorder—Ampex model VR-1000B, cat. # 57020-02. Call J. Gibson, 609-693-1289.

200-ft. Tower. Heavy gauge steel, four legs, self-supporting. Dismantled, ready for shipment. Best offer. Phone: 616-463-6783 or write: Tower, P.O. Box 501, Watervliet, MI 49098.

EC-175 Frequency Counter. Accurate direct frequency measurements of your AM broadcast, FM broadcast, and remote broadcast units through 175 Mhz. Works on AC and 12V DC. Complete with accessories. \$499.95. F.O.B. Terms. Communication Systems, Inc. Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

Educational FM Transmitter. Low cost reliable solid state educational FM transmitter. Stereo and SCA available. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

FM Antennas. New circularly polarized Class A FM antenna, tuned to your frequency, with mounting hardware. \$400.00 per bay. Terms. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

FM Translator. Low cost reliable solid state FM translator can mean extra revenue for FM broadcasters. Send for Translator Facts. Terms. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

Heliox-styrofoam. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94628.

Magnecord Parts: Largest stock in the country. Factory prices. Try us for hard to find items. Dunn Industries, 12157 Valliant Dr., San Antonio, TX 78216 512-349-2953.

Gates BC5P2 5/1kw AM Transmitter, new in '65, 35,000 actual hours, available 60 days, \$7,000.00. 1-205-591-4800.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

MISCELLANEOUS

CP For Sale, Ch. 22, KNCO-TV in Fort Collins, Greeley, Loveland Colorado market. Require recovery of \$12,500 expenses. Mr. Levine, Box 2368, Ft. Collins, CO 80521. 303-493-6458.

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.

"Free" Catalog . . . everything for the deejay! Custom I.D.'s, Promos, Airchecks, Wild Tracks, Books, FCC tests, Comedy and more. Write: Command, Box 26348, San Francisco, CA 94126.

Biographies on hundreds of rock groups. Free samples. Write Rock Bio's Unltd., Box 978, Beloit, WI 53511.

Miscellaneous Continued

The name of the game is profit. We deliver profit and ratings with a personal touch. Automation experts. Write us your needs. All size markets. Proven track record. Concepts 92, P.O. Box 4507, Nashville, TN 37216.

INSTRUCTION

Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

Job opportunities and announcer-d.j.—1st class F.C.C. license training at Announcer Training Studios, 25W 43rd St., N.Y.C., Licensed and V.A. benefits.

First Class FCC License in 6 weeks. Veterans approved. Day and Evening Classes. Ervin Institute (formerly Elkins Institute) 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

No: tuition, rent! Memorize, study—Command's "Tests-Answers" for FCC first class license—plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967).

First Class FCC—6 weeks—\$370. Money back guarantee. Vet approved. National Institute of Communications, 11516 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

Chicago or Milwaukee. FCC license. Results guaranteed. Veterans approved. Lowest prices available. Institute of Broadcast Arts, 75 East Wacker Drive. 312-236-8105 or 414-445-3090.

FCC license the right way, through understanding. Home study. Free catalog. Genn Tech., 5540 Hollywood Bv., Hollywood, CA. 90028.

REI teaches electronics. Over 98% of our graduates pass FCC exams in 5 weeks. Classes: Jan. 6, Feb. 10, Mar. 24. REI, 61 N. Pineapple, Sarasota, FL 33577. Phone 813-955-6922. REI, 2402 Tidewater Trail, Fredericksburg, VA 22401. Phone 703-373-1441.

RADIO

Help Wanted Sales

ACCOUNT EXECUTIVE

Our radio, television and cable TV clients have a continuing need for entry level account executives. Sales experience not necessary, but helpful. We want candidates who have graduated from college within the last three years, including June '74 grads. Send complete resume to Mike Walker, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago IL 60631.

Help Wanted Announcers

New station in small to medium mid-west market will need announcers (MOR or C/W) and on-air news personnel. Resumes and tapes to George Roberts, P.O. Box 62, Bloomington, Ind. 47401.

YOU

Are a professional broadcaster, presently employed; you're a successful air personality in a medium or major market, with a minimum three years experience; you're versatile, with excellent writing and production abilities. Send complete resume and tape to: Curt Hahn, 2100 Fisher Building, Detroit 48202. No phone calls.



You belong in

Broadcasting
The newswkly of broadcasting and allied arts

Help Wanted Announcers Continued

Young Production Whiz—Chicago

If you have a creative mind and a polished commercial style, there's a job for you with one of the top broadcast-oriented agencies! Job requires ability to adlib some commercials for "spec" presentation. You will have heavy production duties, including directing of other talent and operation of board. Audio engineering maintenance skills required. Send resume, audition tape (no returns) and salary requirements.

Chicago and Broadcasters, Inc.
2622 W. Peterson Ave.
Chicago, IL 60659
(312) 761-1800

Help Wanted News

MORNING NEWSCASTER

Midwest independent with five man news staff (no jocks) seeks top quality Morning Newscaster. Send details to Box M-188, BROADCASTING.

Help Wanted Programing, Production, Others

MUSIC DIRECTOR

Well respected Midwest major market beautiful music station has an immediate opening for a music director who has the ability to build our on air sound. Production voice capability also helpful. Excellent working conditions. Reply in confidence to: Box M-201, BROADCASTING.

Situations Wanted Management

Quality Manager—Not For Hire. I'll manage your property like I owned it—with option to buy. Twenty years in broadcasting. Radio—National Program Director. TV—Major market producer, sales and talent. Remuneration to enable executive life-style in your community. Box N-2, BROADCASTING.

GET YOUR PROTECTION FOR 1975

36 year old GM with 36% sales increase first 10 months of '74. 20 years experience sales, sales management, programing, promotion, motivation, medium and major markets. Married with family, best references. Can make investment for right opportunity. If you have the facility I have the know how. Call Bob Allen, 817-244-2520.

Situations Wanted Programing, Production, Others

PROGRAM DIRECTOR

Half of the programing team credited with the greatest Top 40 success story of the past 2 years. If you're ready to do a number in the Spring ARB, reply to:

Box N-1, BROADCASTING

Seeking position as program/operations manager of adult contemporary MOR or Top 40 station in medium or major market. 8 years experience, with administrative ability and complete understanding of all areas of programing. Dedicated professional currently at 50 kw major market station. Looking for good broadcasters who want to build a top rated facility. All replies confidential.

BOX N-33, BROADCASTING

TELEVISION

Help Wanted Management

CREATIVE JOURNALIST

Intelligent, energetic, ambitious person with Master's Degree can fit into management position with growing company, if you can combine your education with the practical aspects of television news. Send resume and photograph to Box M-147, BROADCASTING.

Help Wanted Announcers

PLAY-BY-PLAY ANNOUNCER—TV

Major market TV station has an opening for a major league baseball play-by-play announcer who has had two to three years' major league experience, preferably as a television announcer. Company offers excellent salary commensurate with experience and past earnings. Send resume, including salary history in confidence to:
BOX M-207, BROADCASTING
An Equal Opportunity Employer

Help Wanted News

Four TV News Weathercasters Needed

- 1) Major Market—top ten
- 2) Medium market

Send Resume and VTR to:

Box 586

Marion, Iowa 52302

Help Wanted Programing, Production, Others

TELEVISION TALK SHOW PERSONALITY

wanted by aggressive top 20 market television affiliate. All replies confidential.

Box N-21, BROADCASTING
An Equal Opportunity Employer

On-Air Promotion Administrator

Network O&O has key opening for producer of on-air promotion. Must have 3 years experience. Position includes scheduling, writing, producing all on air promotion. Send resume only and salary requirements. Equal opportunity employer.

Box N-37, BROADCASTING

Employment Service

MAKE YOUR TALENTS PAY OFF!



Box 61, Lincolndale, N.Y. 10540

Number "One" in Weekly, Nationwide Employment Listings for Radio, TV, PD's, News, Sales and Engineers

\$5.00 per month (4 issues); \$12.00 3 months (12 issues); \$30.00 12 months (50 issues)
Remit Cash With Order, Please!

Legal Notice

The Town of East Longmeadow, Massachusetts, population 13,500, seeks proposals to construct and operate a cable communication system in the Town. Copies of the Board of Selectmen's Report and Specifications are available on request. Sealed applications are due no later than 7:30 P.M., Jan. 21, 1975. Direct all inquiries in writing to: Board of Selectmen, Town Hall, East Longmeadow, Mass. 01028.

NOTICE OF AVAILABILITY FOR BROADBAND TELECOMMUNICATIONS FRANCHISE IN THE CITY OF MADISON, WISCONSIN

Notice is hereby given that proposal information concerning the availability of a Broadband Telecommunications Franchise in the City of Madison, Wisconsin may be obtained by contacting:

Merry Sue Smoller
CATV Officer
Room 505, City-County Building
Madison, Wisconsin 53709
(608) 266-4964

Each written request for application information shall be accompanied by the payment of a nonrefundable filing fee to the City of \$250.

All applications for the Franchise shall be in accordance with the provisions of Section 36.10 of the Broadband Telecommunications Franchise Enabling Ordinance (Chap. 36 of the Madison General Ordinances) as authorized by the Common Council and shall be submitted in writing to the City Clerk, Rm. 103, City-County Building, Madison, Wisconsin 53709 on or before February 1, 1975. Any such applications received will be available for public inspection during normal business hours at the Office of the City Clerk.

City of Madison
Broadband Telecommunications
Regulatory Board

For Sale Equipment

AMPEX AVR-1

SAVE \$25,000

Less than 300 operating hours,
2-Mark 20 heads, color monitor,
and selling for \$125,000.

Applied Video Electronics, Inc.
Post Office Box 25
Brunswick, Ohio 44212

AMPEX VR-7800-C-16

1" Video Tape Recorder with Electronic Editor, Processing Amplifier, Full Color Modules, latest updated unit with only 200 operating hours.

Applied Video Electronics, Inc.
Post Office Box 25
Brunswick, Ohio 44212



NOW AVAILABLE—TELEVISION DISPLAY UNIT

30' x 10' Mayfair Trailer completely refurbished with 23 RCA 13" and 1 RCA 19" color televisions plus FM receiver. Carpeted, air conditioned unit with restroom. Is wired for dual cable. Burglar alarm system, entrance steps and flags included. Effectively used in numerous locations for marketing, public relations and customer education functions. Inquire at Big Valley Cablevision, 4955 West Lane, Stockton, CA 95207.

Wanted To Buy Stations

Seeking successful radio station with good cash flow and ability to service debt. Interested in small to medium market in Texas or Okla. All replies strictly confidential.

Box N-26, Broadcasting

Financially qualified group seeking to purchase Medium or Large Market Radio Property. Break even or better. FM preferred. NO BROKERS. Details to:

Joel A. Katz, Attorney At Law
Suite B-116
1401 West Paces Ferry Road
Atlanta, GA 30304

For Sale Stations

W	Small	Daytime	\$ 75M	29%
Calif.	Small	Fulltime	150M	25M
MW	Metro	Daytime	265M	Terms
NE	Metro	TV	603M	Cash



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Dallas—San Francisco

Please Write: 5 Dunwoody Park
Atlanta, Georgia 30341

Colorado

An excellent opportunity—daytimer, good dial position, two station market. Retail sales in excess of \$225 million. New equipment. Transmitter, real estate included. Price \$265,000. \$150,000 down. Balance eight years. Contact Jim or George Moore.

George MOORE
& ASSOCIATES

6116 No. Central Expressway Suite 712
Dallas, TX 75206 (214) 361-8970

VHF television in excellent growth market with valuable real estate. \$4 million, sellers will finance.

John Grandy
Western Business Brokers
773 Foothill Boulevard
San Luis Obispo, California
805-544-1310

For Sale Stations Continued

AT YOUR SERVICE WITH
20 YEARS EXPERIENCE.

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Media Brokers
435 N. Michigan Ave Chicago, Ill 60611
312/467-0040



AM Full Time, good earnings New England

\$700,000. Exclusive with:
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617-742-9200, Ext. 36

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SUITE 217

11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 369-9545



Brokers & Consultants
to the
Communications Industry

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Paramount's Bud Austin: turned on to television

Bud Austin, executive vice president of Paramount Television Inc., has had quite a time in recent months. Things have been happening at Paramount. Barry Diller, formerly an ABC television programming executive, moved over in October as chairman of the parent Paramount Pictures Inc. Last month, Frank Yablans, president of Paramount Pictures since 1971, resigned as everyone knew he would after Mr. Diller went aboard.

But it's not only personnel changes that have kept Mr. Austin murmuring those famous lines by Rudyard Kipling ("If you can keep your head, when all about you men are losing theirs. . ."). There is the trauma of the new TV season and the shock of the midseason changes. This year particularly, network TV programs fell right and left. Only one of Paramount's five network shows was canceled—the half-hour *Paper Moon* on ABC. But, Paramount had a new, hour-long show ordered for midseason by NBC—*Archer* with Brian Keith. So in the aggregate, Paramount is 30 minutes ahead in the 1974-75 network programming sweepstakes. Not many TV producers can make that statement right now.

Still, by Mr. Austin's current figuring, Paramount may be selling itself into the red. Like other Hollywood production executives (BROADCASTING, Sept. 23), he is getting more and more concerned about the spread between production costs and network payments.

He will go on at length: "For too long, TV production companies have been carrying the development costs for the three networks. Paramount, for example, has long-term commitments to writers, producers and actors, and maintains a solid and very diversified program development staff. That's a huge investment. When we sell our shows, the least we can expect is that we will get paid the actual dollar costs of producing these shows. This is absolutely not the case now. We have an enormous number of programs in development right now for all three networks and so far we have been unable to arrive at satisfactory prices. And if we cannot [arrive at satisfactory prices] we are no longer going to deficit-finance shows for \$30,000 to \$40,000 an episode in the hour form, or from \$15,000 to \$20,000 in the half-hour form. There is serious consideration being given by this company to curtailing its television activities until such time as we can come to an accommodation with the networks on pricing."

The reasons, Mr. Austin explains, are self-evident: The domestic syndication market is glutted, and foreign countries for the most part have imposed import quotas that decrease U.S. TV program



Harold M. (Bud) Austin—executive VP, Paramount Television; b. Dec. 31, 1923, New York; BA, University of North Carolina, 1941; graduate work, drama, New York University, 1946-48; first lieutenant, Ordnance Department, U.S. Army, 1942-45; actor, little theater groups, North Carolina and Virginia, 1941-42; National sales manager, Official Films, 1950-53; VP, National Telefilm Associates, 1955-56; executive VP, Goodson-Todman Productions, 1956-65; executive VP, Filmways Inc., 1965-71; executive producer, feature film, "Mickey and Nicky" by Elaine May; creator and executive producer, "Take Five," prospective game show for CBS, 1971-73; VP, creative services and marketing, Paramount Pictures Corp., March 1973; named executive VP, Paramount Television, March 1974. m. Connie Agate Dann, March 24, 1973; children: Robert, 27, Diane, 25 (by first wife); Anita, 18, Caroline, 14 (Mrs. Austin's children by first husband).

sales abroad. Both factors limit the chances of recovering costs, Mr. Austin emphasized. "How then are we supposed to make a living?" he asks. "After all, this is a business that must show a profit. If it doesn't show a profit, there is no reason for its existence."

Mr. Austin's career in TV programming originated in what today is called by others the "golden age" and he has come up the sales side to his present post. His early associations are recognizable to any TV pioneer—Official Films, National Telefilms, Goodson-Todman, Filmways and now Paramount. Yet this ace salesman—his colleagues will refer to him as "a creative salesman," "an innovative sales packager" and "imaginative salesman"—schooling for this work as a performer with the Carolina Playmakers at Chapel Hill, N.C., and in little theater groups in the Carolinas and Virginia.

After serving in the Army in both the European and Pacific theaters in World

War II, Mr. Austin took drama courses at New York University. His first job in television, he remembers, was as an administrative assistant at Official Films. This meant, he says, "that I opened the mail and ran errands." He tells that he saw opportunities in sales and got transferred to that department. His first sale: *Terry and the Pirates* to Canada Dry.

Aside from his fling as an actor and as a TV program executive, he's also had a stab at theatrical films. He's a friend of Elaine May, who wrote "Mickey and Nicky" at his home in New York several years ago and persuaded Mr. Austin to be the executive producer. It was Mr. Austin who sold the film to Paramount, which is releasing it soon. That was before Mr. Austin joined Paramount in New York back in 1973.

Mr. Austin's long experience as a salesman of television shows has made him something of a salesman of television in its totality. He objects to those who have a low regard for TV programmers as a whole.

"Who says you've got to watch five or six hours a night?" he asks rhetorically. "But, if you want to watch half an hour or an hour an evening and if you select your material, you can find on any one of the channels a show that will fascinate, or interest, or amuse or even educate you."

His feelings about television are genuine; there is no question of that. "Television today," he says, "is vastly improved over the early days. In the 1950's, everybody was learning. We didn't know what to do with the medium and we tried everything. We were testing . . . some things were preposterous, some things were unworkable, many things were vastly interesting. But generally, the programs done in the early days were extremely primitive.

"Today, television has matured. The things we can do, the topics we can deal with, the kind of production values we can include . . . the whole scope of television has just magnified impressively. And not only in dramatic shows. TV news certainly has done an impressive job.

"Look through any of the newspapers or *TV Guide*," he observes, "and see the absolutely incredible diet that's available—everything from game shows to Amharic poetry."

Flashiness is not evident with Mr. Austin. He dresses conservatively (dark suits, modestly patterned ties), and he speaks quietly and thoughtfully. On the other hand, he has been around to learn the inner workings of the business. After all, when he was executive vice president of Filmways, Frank Yablans was his junior there; when Mr. Austin joined Paramount in New York in 1973, he was junior to Mr. Yablans. And that is, as the saying goes, Hollywood.

Editorials

The execution chamber

Cable operators and broadcasters are inexorably headed toward a critical test of political strength. It is to be precipitated by the new militancy of cable interests.

As reported in detail a week ago, the directors of the National Cable Television Association have embarked on a massive campaign to get the absolute minimum of liability for their use of copyrighted broadcasts and total relief from FCC restrictions on their importation of distant broadcast signals.

At the same time, of course, the cable powers are doing their utmost to obtain repeal or significant relaxation of the FCC's antisiphoning rules. They argue that pay cable should be free to bid in the open market for the sports, movies and other big attractions now on commercial television. That argument would be more persuasive if the cables were not simultaneously fighting for unlimited access to broadcasts of their choice at only token payment to a copyright pool. The purpose is to build the apparatus for a pay cable system on the all-but-free use of the broadcast product that is eventually to be captured for the cable box office.

If broadcasters have at times been unreasonable in the protection they have sought against cable development, they have a point in saying now that cable wants it both ways. Fred Ford was right when he told the NCTA directors that the 1971 consensus agreement among cable operators, broadcasters and copyright owners was dead. He didn't need to say who killed it.

Not again

It is not given to outsiders to know exactly what went on at that summit meeting of FCC Chairman Richard E. Wiley and the presidents of television network companies. This publication remains skeptical. More bad than good is apt to come of a secret proceeding that is described as "fruitful" by the regulator at whose summons the regulated obediently journeyed to Washington.

This is not to say that Mr. Wiley is without high purpose — or hard problems. There is no doubt that he hears a genuine call from the public and, at closer range, the Congress for a rollback in sex and violence on the tube and that he would rather it be answered by the broadcasters than by his agency. Neither is there doubt that broadcasters would like to accommodate an FCC chairman who, so far in his brief tenure, has appeared less ogreish than some predecessors.

There is every prospect, however, that once again voluntary accommodation will be manipulated as a convenient substitute for government regulation, with effects at least as binding. The mechanism of government nudge and industry response has been on recent display in the regulation of children's television.

At the encouragement of the same Mr. Wiley, the National Association of Broadcasters and Association of Independent Television Stations voted to curtail commercial loads in children's programming in the belief they were heading off government regulation. The FCC then issued a policy statement that, in effect, embraced the broadcasters' standards as its own. Those are now the standards by which stations will be judged at license renewal time.

The implications do not end there. Action for Children's Television, the little band of Boston mothers who first

aroused the FCC's interest in the subject, has filed notice of its intention to appeal the FCC's policy statement. The courts could agree with ACT and remand the case for the harsher actions that ACT originally petitioned the FCC to take. That would effectively negate the broadcasters' exercise in accommodation. Or the courts could affirm the FCC, in effect affirming the adoption of the broadcasters' standards as government standards. Either way, "self-regulation" becomes only a euphemism for government regulation, whether accepted or rejected by the courts.

There are signs that Mr. Wiley is reading from his own cue cards on children's television in his new excursion into sex and violence. The talk is of self-restraint, of action by the NAB Code Authority, of industry standards that Mr. Wiley may put on display at his appearance before critical committees on the Hill. Though there seems to be a unanimity of network resistance to a central censorship or rating system, something short of that is not discounted. Once again accommodation is in the air.

This publication does not suggest that networks and stations should ignore criticism of the new permissiveness in television programming. Never have conditions called for keener judgments of acceptability and taste.

But the healthy answer lies in the exercise of individual responsibility, each network and station deciding for itself what is suitable to air and at what time. The answer is not in a herd movement that will lead only to the suppression of creativity that is already in short enough supply.

A flicker of reason


The FCC acted manfully, or womanfully in the case of Charlotte Reid, when it admitted that it had erred five years before in adopting a rule requiring larger cable televisions to originate programming (*Broadcasting*, Nov. 25). As things turned out, the commission confessed, there was little or no public demand for the cables' own works.

It would have been even more manful if the FCC had added that it lacked authority to issue its order in the first place. There is just as much abuse of power in an FCC's telling cable to originate programming, whether wanted by cable or the public or not, as in an FCC's telling broadcasters they must present a standard minimum of news or children's programming or whatever strikes the current bureaucratic fancy. When the FCC withdrew its origination rule, it struck a blow, or at least a tap, for constitutional principles.



Drawn for Broadcasting by Jack Schmidt

"If I send a Christmas card to one broadcaster, do I have to send one to all the others?"



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