

copy!

FCC firms up its paring down of prime-time access
Mr. Quello starts through the Senate gauntlet

Broadcasting Jan 28

The newsweekly of broadcasting and allied arts

Our 43d Year 1974

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A
mother's
other
family.



"Family Affair" from Viacom for Fall 1974.

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When "Family Affair" brought an irresistible new family to network television, there was no mother.

So women immediately adopted "Family Affair" as their favorite television sitcom. By a commanding 35% lead over the second most popular sitcom.

Throughout the series' 5 prime-time and 2 daytime CBS seasons, women continued to rank it as their favorite sitcom. By margins as high as 62%.

More than a woman's favorite, it was a program perfectly right for our time. There was laughter. Love in abundance. And a lifestyle with sound social and moral values as its bedrock.

Viewers of all kinds responded, giving the program an average 37% share of audience over its 5 prime-time seasons; 42% in its 2 complete daytime seasons.

For 3 years, "Family Affair" ranked among the Top 5 prime-time series. In the daytime, it was Number 1 the first year; Number 2 the second year. And easily the dominant daytime sitcom both years.

Audience composition was beautifully balanced. Except for one pretty skew toward women 18-49. This select group represented 70% of all daytime women viewers.

Off the screen, "Family Affair" has been a phenomenal merchandising vehicle for manufacturers of tie-in products. As such, it is backed by more in-store and in-home promotion than any other program in syndication.

When a series of this high caliber comes along, a station has only one reasonable course of action: follow a woman's lead and adopt...

"Family Affair"
from Viacom, naturally.



the Bauer 707 was 'just right' in its day

THE SPARTA 701B IS 'JUST RIGHT' TODAY!

M&P
IT'S NEWS!!!

Datebook®

This is the latest in a series of marketing essays being sponsored by Metromedia.

This series communicates thoughts on marketing by authorities in government, business and education.

Our purpose is to create a broader understanding of the vital importance of America's marketing system and America's marketing professionals.

How to market during periods of shortages and confusion

by **PHILIP KOTLER**

Harold T. Martin Professor of Marketing at Northwestern University

MARKETERS WILL NEED NERVES OF STEEL IN 1974. Their vision and flexibility will be tested as never before. It is not easy to recall another period posing as much confusion and frustration.

Other years usually have a clear character. Times are good and getting better. Times are bad and getting worse. Times are going to stay the same. None of these pronouncements can be made about 1974.

Every day brings news that changes yesterday's picture. Before the Mideast War, economists predicted a moderate rise in real income and prices. Shortly after the war, the oil embargo plunged many companies into shortages and despair. Businessmen dug in for hard times. As the oil embargo is eased or lifted it will raise hopes again. Some forecasters see a return to normal. Others see deepening shortages of energy and materials.

Businessmen are used to taking calculated risks. The thing that is new about these times is that no one can agree on the odds. They are changing daily.

Marketers are bearing a major burden of this decision-making under uncertainty. Should they raise prices? Should they reduce advertising? If so, where? Should they change existing product features, styles, and packaging, to meet new concerns of the marketplace? Should they postpone or expedite new product launchings? Can they get the supplies? Should

companies that are helpful to their customers at all times. A truly market-oriented company during a shortage period would work as hard as ever with their customers to help them solve their problems. The company does not abandon its customers in the kitchen to put out their own fires. The market-oriented company knows that it cannot build a growth business by helping its customers only in periods when they do not need much help.

The accelerating pace of change challenges the marketing man's mettle. In talking with marketing managers in many parts of the country, I have detected five different response profiles:

THE BUSINESS-AS-USUAL MARKETERS expect the current shortages in fuel and materials to be over in a matter of months. They have faith in American technological and administrative ingenuity to restore quickly an orderly market for goods and services. They are not altering their marketing plans or policies.

THE PANICKED MARKETERS are changing their marketing programs overnight. If they control a scarce good, they are cutting off weaker customers, reducing supplies to others, raising prices, cutting advertising, laying off salesmen, and trimming the marketing department.

THE GLOOM-AND-DOOM MARKETERS foresee chronic shortages plaguing the econ-

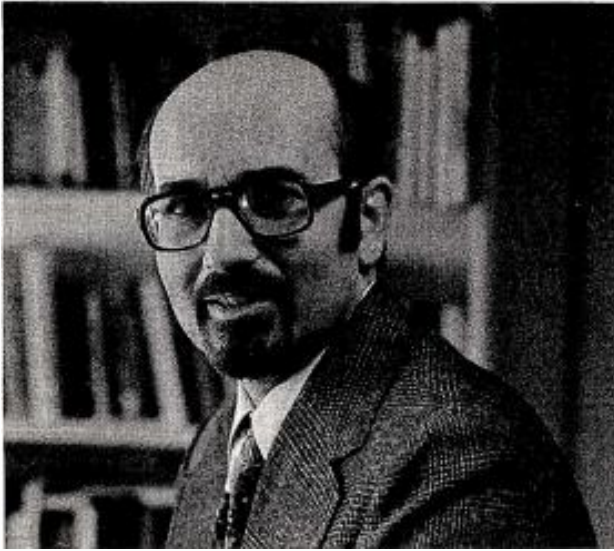
THE ADAPTIVE MARKETERS believe not so much in a particular response but in a system of flexible response. They recognize change as always occurring and posing new opportunities and responsibilities. They have established first-rate systems for information gathering and contingency planning. They have thought through their responses to different possible marketing environments. They are ready to adjust marketing programs when there is sufficient evidence that a new environment has emerged.

I have great admiration for the last two types of marketers. They have not committed themselves to a particular position and closed the doors on others. They know how to market if times should get better and if times should get worse. They are alert and resourceful.

Initiate Action Now.

What are some of the things that adaptive and resourceful marketing leaders are thinking and doing right now? What should you be doing? Here is a composite recipe for effective and responsible marketing in 1974:

TAKE THE AGE OF SCARCITY SERIOUSLY. Read the newspapers and trade reports carefully on reported shortages. Ferret out their implications for your company and your customers. Watch your competitors' moves. Watch what legislators can do



Professor Kotler received his Master's degree at the University of Chicago and his Doctor's degree at M.I.T., both in economics. He did post-doctoral work in mathematics at Harvard University and in behavioral science at the University of Chicago.

He is the author of Marketing Management: Analysis, Planning and Control (Prentice-Hall, 1967, 1972), the most widely used marketing book in graduate business schools in the U.S. and abroad; Marketing Decision Making: A Model Building Approach (Holt, Rinehart and Winston, 1971); and the forthcoming Marketing for Nonprofit Organizations (Prentice-Hall, 1974).

In addition, Professor Kotler is an active consultant to many companies on marketing systems and planning. He is the former chairman of the College on Marketing of the Institute of Management Sciences, and a former Director of the American Marketing Association.

Is this still what people want? Are there new segments emerging who want economy or durability or something else that you are not now giving?

CEMENT YOUR RELATIONSHIP WITH YOUR SUPPLIERS. Those companies who have a policy of multiple suppliers and "play-them-off-against-each-other" are the first to be hurt in a goods crunch. They haven't earned their suppliers' loyalty. Re-examine your purchasing policy and make sure that you are building dependable long-term relations with your suppliers.

HELP YOUR COMPANY FIND THE AREAS WHERE MARKETING EXPENSES CAN BE CUT SAFELY. Have your department review the profitability of different customers, products, territories, trade channels, and marketing resources. Those entities that are chronically unprofitable should be weeded out. Certain marketing expenditures on advertising and promotion may be reduced. Or they may be channeled into messages to help the consumer adapt to the new situation or redirected to other products whose sales are slower. You should carefully consider what effect any reduction in advertising will have on your share of market. Don't forget, it is always expensive—and sometimes impossible—to recapture market share once you start down.

VIGOROUSLY PRESERVE MARKETING RESOURCES YOU NEED. Management will put pressure on the marketing department to lay off what appears to be redundant personnel in sales, advertising, and marketing research. The chief marketing officer must proceed cautiously. He may eliminate some weak salesmen and some redundant marketing staff. But he must keep most of his team intact.

First, salesmen are needed to help customers solve their problems, to sell other products not in short supply, to provide service and expedite customer orders, and to supply information to customers as well as learn of new opportunities. Marketing researchers are needed to study customer product, territory, and trade channel profitability, to improve forecasting, to determine supply allocations to final customers, and to assess new market opportunities.

Key advertising and promotion executives are needed to formulate revised messages to customers, to buy advertising efficiently, and to promote products that are not in short supply. The chief marketing officer must resist scaling down the company's marketing resources to such a level that the company is vulnerable and ill-prepared to return to energetic marketing when normal times resume.

REMEMBER SHORTAGES ARE AN OPPORTUNITY TOO. The very definition of a shortage is that customers' needs are not being met. To the resourceful firm, this means that new ways must be found to meet customer needs. A shortage of heating oil is an opportunity to increase the sale of sweaters, fireplaces, and electric blankets; a shortage of gasoline is an opportunity to expand the sale of small cars, bicycles, and mass transportation; a shortage of clean air is an opportunity to develop new pollution control equipment.

REASSESS YOUR MARKETING PHILOSOPHY. Make sure it responds to the needs of your company, industry and society. American consumers are showing a growing interest in conservation, consumer information, product safety, and advertising truthfulness. They are showing growing concern about life quality and real values. They want a return to sensibility marketing. They will increasingly favor companies who show industry leadership in responding to these needs. Companies must not promote consumption for the sake of consumption. They must find ways to deliver a higher quality of life and still make a profit. This is the new challenge facing America's marketing leaders.

.....
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Broadcasting Group

Metromedia is the leading non-network broadcasting group in the United States.

Owns and operates 6 television stations (5 VHF and 1 UHF) located in New York, Los Angeles, Washington, D.C., Kansas City, Minneapolis-St. Paul and Cincinnati.

Owns and operates 12 radio stations (5 AM and 7 FM) in cities which are among the top 15 markets in the nation.

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Metromedia is the leader in out-of-home media in the United States.

Owns and services 34,000 standard outdoor advertising structures located in 15 metropolitan markets—11 of them among the top 25 in the United States.

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Metromedia is one of the leading mail-marketing firms in the United States.

Owns computerized list of over 50,000,000 non-duplicated consumer names and addresses. Provides mail advertising services for major corporations.

Is one of America's largest publishers of street address directories, furnishing this service to 110 cities.

Entertainment Group

Produces television entertainment series, television specials and documentaries for the networks and in syndication.

Owns Ice Capades, world-famous ice show, which also operates 7 ice-skating chalets and Mt. Wilson Skyline Park.

.....

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annual spring conference. Dunes Resort motel, Lincoln City, Ore.

■ **May 16-18**—Iowa Broadcasters Association state meeting. Hilton hotel, St. Louis, Mo.

■ **May 17**—6th World Telecommunications Day under theme, "Telecommunications and Transport." Day was declared by Plenipotentiary Conference of International Telecommunication Union.

■ **May 21-23**—Brand Names Foundation annual meeting, featuring retailer-of-the-year awards. Hilton hotel, New York.

■ **May 23-26**—Association of Federal Communications Consulting Engineers annual meeting. Landmark motor inn, Myrtle Beach, S.C.

■ **May 25**—Washington chapter. National Academy of Television Arts and Sciences seminar on television management. American University, Washington.

■ **May 25**—American Council for Better Broadcasts conference. Baton Rouge.

■ **May 30-June 7**—Associated Press Broadcasters Association national convention. Alameda Plaza hotel, Kansas City, Mo.

June

■ **June 1-5**—American Advertising Federation annual convention. Statler Hilton hotel, Washington.

■ **June 5**—Washington chapter. National Academy of Television Arts and Sciences seminar on television news. WTOP-TV studios, Washington.

■ **June 9-12**—Summer Consumer Electronics Show and video systems exposition. McCormack place, Chicago.

■ **June 14-15**—North Dakota Broadcasters Association spring meeting. Edgewater Inn, Detroit Lakes, Minn.

July

■ **July 7-10**—National Association of Farm Broadcasters summer meeting. Spokane, Wash.

■ **July 10-13**—New England Cable Television Association annual convention. Mt. Washington hotel, Bretton Woods, N.H.

■ **July 10-13**—Colorado Broadcasters Association summer convention. Speakers include: Richard Wiley, FCC commissioner, and Grover Cobb, senior executive vice president, National Association of Broadcasters. Village Inn, Steamboat Springs.

■ **July 11-12**—Institute of Broadcasting Financial Management/Broadcast Credit Association quarterly board of directors meetings. Sheraton Boston hotel, Boston.

■ **July 19-21**—American Radio Relay League national convention featuring technical innovations in FM, ICs, and antenna design. Waldorf Astoria hotel, New York.

August

■ **Aug. 1-3**—Rocky Mountain Broadcasters Association annual convention. Park City, Utah.

September

■ **Sept. 23-27**—Fifth International Broadcasting Convention. Grosvenor house, London.

October

■ **Oct. 4-6**—Illinois News Broadcasters Association fall convention. Quad Cities.

■ **Oct. 10-13**—National Association of FM Broadcasters annual convention. Fairmont hotel, New Orleans.

■ **Oct. 14-15**—North Dakota Broadcasters Association fall meeting. Featured speaker: Vincent T. Wasilowski, National Association of Broadcasters president. Ramada Inn, Dickinson.

November

■ **Nov. 17-19**—Television Bureau of Advertising 20th annual membership meeting. Century Plaza hotel, Los Angeles.

December

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

Open Mike®

Time for a raise

EDITOR: In the Jan. 7 issue, Emil Mogul suggested agencies and representatives be allowed better than the established 15% commission. To this I must say, "amen."

When I first started in radio managing many years ago, the agency commission was 15%. It's time both agency and representatives be permitted to operate under the competitive free enterprise system.

There is a business practice that needs to be made a part of this above 15% deal. It's a discount allowance for payment of bills by the 20th of the month from billing date.—*W. L. Gleeson, president, KICO(AM) El Centro, Calif.*

It will fly

EDITOR: R. E. Park's Rand Corp. study on possible alternate networks [Jan. 7] should make glum reading for almost anybody, including the Markle Foundation. To the best of my information, this study did not have the benefit of any input beyond the Rand Corp.'s computer.

Those actively engaged in future network studies, including the cable-satellite consortium and the embryonic Kansas City regional network, might differ strongly with Mr. Park's computerized views. And they have the added advantage of some real life research to substantiate their convictions. I trust that Mr. Park retains an open mind on the question and I humbly suggest further that he maintain an open door.—*Robert E. Button, director of satellite development, Teleprompter, New York.*

Many tongues

EDITOR: The best thing to do when trying to spell Saint Martin is to spell it that way. The Dutch spelling is Sint Maarten.

You weren't close on page 3 of your issue of Dec. 31, 1973. "San Maarten" is an incongruous mixture of the Spanish "San" and the Dutch "Maarten" and likely to raise the hackles of many.—*Hendrik Booraem, VP, programs, WPIX-TV New York.*

(Perhaps Mr. Booraem's hackles have been lowered by BROADCASTING's later use of "St. Maarten" to describe the island in the Netherlands Antilles where the National Association of Broadcasters board met Jan. 14-18.)

Blind broadcaster's request

EDITOR: I am a sightless student studying broadcasting at Gadsden State Junior College in Gadsden, Ala. I would like to know how other sightless announcers perform certain tasks such as reading news, reading meters, labeling records and carts, and reading and keeping up program logs. I have developed some methods of labeling material using Dymo tape, but am curious to find out what other methods are being used.—*Kenneth Osbourn, Gadsden State, George Wallace Drive, Gadsden, Ala., 35903.*

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BROADCASTING® magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING®—The News Magazine of the Fifth Estate. Broadcast Advertising was acquired in 1932. Broadcast Reporter in 1933. Telecast® in 1953 and Television in 1961. Broadcasting-Telecasting® was introduced in 1946.



* Reg. U.S. Patent Office.
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In a world of
me and *you*
we and *they*
he was an *us*

In memoriam

Ben Margolis

1912 ~ 1974

He will be sorely missed
by his scores of friends

Monday Memo®

A broadcast advertising commentary from Richard G. Evans, vice president-creative director, Ogilvy & Mather, New York

Why Merrill Lynch wasn't always 'bullish on America'

We were mad enough to chew nails and spit horseshoes. Charley Gennarelli and I, art director and writer on Merrill Lynch in 1970 and 1971, were two hip creative types (we thought), making great print ads (we thought).

For an ad about the growth of the office maintenance industry, we showed a cleaning lady and her tools with the headline, "We saw her as a glamor stock." For an ad about the growth of the auto parts industry, we showed a 3,000 h.p. "funny car" with the headline, "Kids saw it as a mind-blower. We saw it as capital gains." And so on, all with the theme of "We look for the trends."

The ads got high Starch scores. The client liked most of our work. And when we ran a coupon, it pulled beautifully. Then came the results of a tracking study that Merrill Lynch runs on our advertising. It was awful. The numbers said that practically nobody could play back anything we said or showed.

Of course, recall scores don't measure persuasion. And the tracking study showed that Merrill Lynch, as a company, had high awareness and a good image among investors. But still, the results grated on us.

In desperation, we started checking into research scores on the previous campaign. It had headlines like, "eighteen reasons why Merrill Lynch is uncommonly qualified to be your investment information center." It was all long copy and superbly written. The ads got high Starch scores and good coupon response. But they did no better than ours in putting across a single big idea.

So there it was. Contrary to what we had always thought, it is entirely possible to run a series of good ads, but fail to register a lasting over-all impression. Now what?

We decided the problem was one of dimension. We were depending on mastery of the pea-shooter to stop a tank, when what we needed was a 155mm cannon, something so big, it would be explosive. And instead of print, we'd try television.

Looking back on it now, it seems like we started out in a dumb way. Our plan was to save the "trends" campaign by writing a memorable line for an on-camera announcer. I guess our heads were still stuck in print.

We flailed away in this direction for a few days without getting anywhere. Finally, an idea. Instead of a memorable line, suppose we tried for a memorable visual? Something that conveyed the idea of a trend.

We thought first of a flock of geese flying south. No good—too poetic. And



Richard G. Evans joined Ogilvy & Mather in December 1965 as a direct mail writer. In June 1970, he was appointed copy supervisor and a year later he was elected vice president. He was named a creative director last November.

besides, what did geese have to do with the stock market? On the other hand, what about bulls? Yeah, bulls. And bulls it was.

Our boss, Ron Hoff, bought the idea instantly. But now we took a step back. After all, Merrill Lynch advertising always had hard-hitting print, with plenty of reasons-why. Now we were about to recommend TV that showed a massive herd charging endlessly across a vacant landscape. Would anybody buy it?

Ron sat down and wrote a memo. The gist of it was that it was high time we did something that stirred the blood and that it was better to miss big, if it came to that, than to hit without effect.

A few days later, the basic idea was internally approved. But then came another problem.

Merrill Lynch asked us to drop the "trends" campaign. They pointed to the lousy research results. And to the fact that they had become a different kind of company. Instead of being just stock brokers, they were now into all sorts of investments, and they planned to diversify even more. They asked for advertising that would reflect the changes going on.

We agreed to try. Which meant we now had a great visual (maybe) but no campaign theme.

Eventually, we asked for help. Copy group head Roger Butler watched an animatic of the charging bulls and decided we were all thinking too small.

In a three-page memo, Roger said, "The spot is big. An epic-size visual. The bulls should symbolize Merrill Lynch's confidence in . . . the future of America and its industrial might." Which led him to a group of lines nobody else had tried. One of them was "Merrill Lynch is bullish on America."

Now we were really up against it. After weeks of work, we had finally succeeded

in compounding a questionable visual with an even more questionable line. It was the summer of 1971, and the stock market was on its knees. The country had just gone through a severe recession—and no one was sure the worst was over. How could Merrill Lynch proclaim they were bullish on America?

We know, of course, that Merrill Lynch was bullish on the long term future of the American economy. What we didn't know was that Merrill Lynch had turned bullish on the short term. The economists at Lionel D. Edie & Co., one of Merrill Lynch's subsidiaries, said the 1971 gross national product would soar to \$1.1 trillion, the highest in U.S. history.

Supported by this forecast, the campaign got all the way up to Donald T. Regan, chairman of Merrill Lynch. We braced ourselves for a "no." But Mr. Regan was bullish.

The first spot ran on Oct. 6, 1971. Things started happening right away. The media picked up the line and the visual in a big way. The *New York Times* used the visual of the charging herd. Comedians had fun with the theme. Other advertisers "borrowed" the line and/or the bulls. And President Nixon mentioned the commercial in a televised press conference. Nice. But even better was the fact that we finally got those damn numbers to move. Here's what happened within eight weeks:

- Proved awareness of the advertising among upper income males jumped 140 percent.

- Sixty-six percent of this group could identify Merrill Lynch as the firm that's bullish on America.

- And the figures on "best firm for handling a wide variety of investments" moved from 19% to 28%.

We got these results by running the original commercial 18 times in network and for eight weeks in 25 spot markets at a total cost of around \$2 million.

Good as they are, the recall and attitude scores don't prove we had any big effect on sales. That could take time, especially in an uncertain economy. But one thing for sure—somebody out there has been listening.

The target audience for Merrill Lynch advertising is overwhelmingly male. We figure that men like the bulls for the same reason they like racing cars, guns and professional football. When well-photographed, the bulls generate the same kind of power as the Miami Dolphins on an off-tackle smash. Of course, the bulls also represent investor confidence, which makes them work in the head, as well as the heart.

Finally, the bulls are in a class by themselves. There's nothing remotely like them on TV. They instantly say, "This is from Merrill Lynch."

ence signal for monitoring color quality of TV programs.

March 1—Extended date for filing reply comments in FCC proceeding on ascertainment of community problems by educational broadcast applicants and formulation of policies relating to renewal of educational broadcast licenses.

■ **March 2**—Washington chapter, *National Academy of Television Arts and Sciences* seminar on television film editing. WRC-TV Studios, Washington.

■ **March 6**—*Pennsylvania Association of Broadcasters* annual congressional reception and dinner. Washington Hilton, Washington.

March 7—Deadline for submission of interim reports to FCC on testing of proposed systems of automatic audio identification of programing material on radio and television.

March 11-12—*Ohio Cable Television Association* annual convention. Scot's Inn, Columbus.

March 11-12—*National Cable Television Association* legislative conference. Quality Inn, Washington.

March 12—Special one-day program on "Electronics Communications: Industry Trends and Economic Directions," held in conjunction with EIA spring conference. Shoreham hotel, Washington.

March 13—*Electronic Industries Association* annual spring conference. Shoreham hotel, Washington.

■ **March 14**—*Tennessee Association of Broadcasters* 1974 sales clinic. Speaker: Richard C. Block, Kaiser Broadcasting president. Holiday Inn-Vanderbilt, Nashville.

March 15-16—*American Forces* radio and television workshop. Houston.

March 15-16—Fifth annual *Country Radio Seminar*. Hilton inn, Nashville.

■ **March 15-16**—*Canadian Broadcasting League* annual conference. Skyline hotel, Ottawa.

March 15-17—*American Women in Radio and Television* board of directors meeting. Doubletree inn, Scottsdale, Ariz.

■ **March 16**—Washington chapter, *National Academy of Television Arts and Sciences* seminar on television producing and directing. WTTG(TV) studios, Washington.

March 17-20—*National Association of Broadcasters* 52d annual convention. Albert Thomas Convention and Exhibit Center, Houston.

March 18-19—*National Cable Television Association* legislative conference. Quality Inn, Washington.

March 20—*Cox Broadcasting Corp.* annual stockholders meeting. CBC headquarters, Atlanta.

March 22—Deadline for reply comments on FCC's proposed rulemaking providing one-hour earlier sign-on time for daytime AM stations in response to adoption of year-round Daylight Saving Time.

March 25-26—*National Cable Television Association* board meeting. Pebble Beach, Calif.

March 26-26—*National Cable Television Association* regional legislative conference. Quality Inn, Washington.

March 26-29—*Institute of Electrical and Electronics Engineers* annual international convention and exposition. Statler Hilton and Coliseum, New York.

March 27-28—*National Cable Television Association* legislative conference. Quality Inn, Washington.

■ **March 27-28**—*Association of National Advertisers-Premium Advertising Association of America* cooperative workshop, "Management of Incentive Promotions in Today's Economy." Plaza hotel, New York.

■ **March 30**—Washington chapter, *National Academy of Television Arts and Sciences* seminar on television make-up. WETA-TV studios, Washington.

March 31-April 2—*Action for Children's Television* Festival of Children's Television featuring international children's programs and programs designed for children with special needs. John F. Kennedy Center for the Performing Arts, Washington. Registration information: ACT, 46 Austin Street, Newtonville, Mass. 02160.

April

April 1—Deadline for reply comments on FCC's proposed revised rules to permit use of Vertical Interval Reference signal for monitoring color quality of TV programs.

April 10—*New England Cable Television Association* spring meeting. Highpoint Motor Inn, Chicopee, Mass.

■ **April 13**—Washington chapter, *National Academy of Television Arts and Sciences* seminar on television videotape editing. WTTG(TV) studios, Washington.

■ **April 16**—*International Radio and Television Society* full-day conference on "The Now and Future Role of Computers in Broadcasting and Advertising." Biltmore hotel, New York.

April 18-19—*Institute of Broadcasting Financial Management/Broadcast Credit Association* quarterly board of directors meetings. Chase-Park Plaza hotel. St. Louis.

April 18-23—*MIP-TV, the International Television Program Market*. Cannes, France.

April 18-25—*MIFED*. International film, TV film and documentary market. Contact: MIFED, Largo Domo-dossola 1, 20145 Milano, Italy.

April 20—*Iowa Broadcast News Association* annual convention. Kirkwood hotel, Des Moines.

April 21-24—*National Cable Television Association* 23d annual convention. Conrad Hilton hotel, Chicago.

April 21-24—*International Industrial Television Association* annual conference. Special feature includes admission to *National Cable Television Association* equipment exhibits, in conjunction with NCTA convention being held simultaneously. Palmer House, Chicago.

■ **April 21-25**—*Pennsylvania Association of Broadcasters* annual convention. Runaway Bay hotel, New Falmouth, Jamaica.

April 21-26—*Society of Motion Picture & Television Engineers* 115th conference. Century Plaza hotel, Los Angeles.

April 25-26—*Kentucky Broadcasters Association* spring convention. Galt House, Louisville.

■ **April 27**—Washington chapter, *National Academy of Television Arts and Sciences* seminar on television

lighting. WTTG(TV) studios, Washington.

■ **April 28-30**—*Chamber of Commerce of the United States* annual meeting. Washington Hilton, Washington.

May

■ **May 3-5**—*Illinois News Broadcasters Association* spring convention. Springfield (originally announced for Elgin.)

May 4—*Sigma Delta Chi Distinguished Service Awards* banquet. Williamsburg, Va.

May 8-12—*American Women in Radio and Television* annual convention. New York Hilton, New York.

■ **May 9-10**—*Ohio Association of Broadcasters* spring convention. Hospitality Motor inn East, Cleveland.

■ **May 11**—Washington chapter, *National Academy of Television Arts and Sciences* seminar on television sales. University of Maryland, College Park.

May 13-14—*Washington State Association of Broadcasters* spring meeting. Ridpath hotel, Spokane.

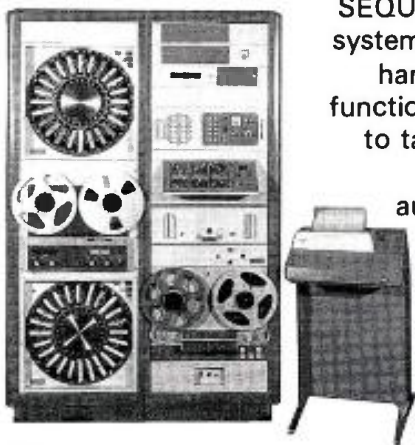
■ **May 16-17**—*Oregon Association of Broadcasters*

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This is the latest in a series of marketing essays being sponsored by Metromedia. This series communicates thoughts on marketing by authorities in government, business and education. Our purpose is to create a broader understanding of the vital importance of America's marketing system and America's marketing professionals.

How to market during periods of shortages and confusion

by PHILIP KOTLER

Harold T. Martin Professor of Marketing at Northwestern University

MARKETERS WILL NEED NERVES OF STEEL IN 1974. Their vision and flexibility will be tested as never before. It is not easy to recall another period posing as much confusion and frustration.

Other years usually have a clear character. Times are good and getting better. Times are bad and getting worse. Times are going to stay the same. None of these pronouncements can be made about 1974.

Every day brings news that changes yesterday's picture. Before the Mideast War, economists predicted a moderate rise in real income and prices. Shortly after the war, the oil embargo plunged many companies into shortages and despair. Businessmen dug in for hard times. As the oil embargo is eased or lifted it will raise hopes again. Some forecasters see a return to normal. Others see deepening shortages of energy and materials.

Businessmen are used to taking calculated risks. The thing that is new about these times is that no one can agree on the odds. They are changing daily.

Marketers are bearing a major burden of this decision-making under uncertainty. Should they raise prices? Should they reduce advertising? If so, where? Should they change existing product features, styles, and packaging, to meet new concerns of the marketplace? Should they postpone or expedite new product launchings? Can they get the supplies? Should they accept management proposals to cut staff and marketing expenditures? Should they drop weak customers? What does the law say? Should they act or should they wait? Waiting itself is a decision.

How to Survive and Prosper.

The marketing concept is a concept of how a firm can survive and prosper in the long run. It holds that the most important thing about a firm is not its physical assets: plant, equipment, raw materials. They can become valueless overnight without customers. The major asset that a firm has in the long run is loyal customers. And loyal customers are not created by serving them royally during good times and charging them what the traffic will bear during bad times. Loyal customers are created by

companies that are helpful to their customers at all times. A truly market-oriented company during a shortage period would work as hard as ever with their customers to help them solve their problems. The company does not abandon its customers in the kitchen to put out their own fires. The market-oriented company knows that it cannot build a growth business by helping its customers only in periods when they do not need much help.

The accelerating pace of change challenges the marketing man's mettle. In talking with marketing managers in many parts of the country, I have detected five different response profiles:

THE BUSINESS-AS-USUAL MARKETERS expect the current shortages in fuel and materials to be over in a matter of months. They have faith in American technological and administrative ingenuity to restore quickly an orderly market for goods and services. They are not altering their marketing plans or policies.

THE PANICKED MARKETERS are changing their marketing programs overnight. If they control a scarce good, they are cutting off weaker customers, reducing supplies to others, raising prices, cutting advertising, laying off salesmen, and trimming the marketing department.

THE GLOOM-AND-DOOM MARKETERS foresee chronic shortages plaguing the economy. It might be fuel this year, food next year, minerals the following year. They don't see the economy ever returning to the runaway economics of the past where everything got bigger and better and little thought was given to the way the nation used its resources. This group is planning a profound revision of their marketing premises to accommodate to an Age of Shortages.

THE RESOURCEFUL MARKETERS see shortages as creating numerous opportunities for aggressive companies. Instead of drawing in their horns, they want to attack new markets with products that solve new problems people are facing. They welcome and relish the challenge and want to charge forward like a bull in the pen.

THE ADAPTIVE MARKETERS believe not so much in a particular response but in a system of flexible response. They recognize change as always occurring and posing new opportunities and responsibilities. They have established first-rate systems for information gathering and contingency planning. They have thought through their responses to different possible marketing environments. They are ready to adjust marketing programs when there is sufficient evidence that a new environment has emerged.

I have great admiration for the last two types of marketers. They have not committed themselves to a particular position and closed the doors on others. They know how to market if times should get better and if times should get worse. They are alert and resourceful.

Initiate Action Now.

What are some of the things that adaptive and resourceful marketing leaders are thinking and doing right now? What should you be doing? Here is a composite recipe for effective and responsible marketing in 1974:

TAKE THE AGE OF SCARCITY SERIOUSLY. Read the newspapers and trade reports carefully on reported shortages. Ferret out their implications for your company and your customers. Watch your competitors' responses. Watch what legislators are doing in Washington.

TAKE A FRESH LOOK AT YOUR CUSTOMERS AND THEIR PROBLEMS. If they want more goods than you can supply, don't simply act as if it is their problem, not yours. It is your problem, too. Your job has always been to help your customers solve their problems. That's how you earn their loyalty. Put your company to work on new solutions.

TAKE A FRESH LOOK AT YOUR PRODUCT LINE. Customer desires are likely to undergo strong changes that you have to detect early. Listen with a third ear to new desires and expectations. You may have stressed style and variety in the past. You may have catered to a throw-away spirit.

What Shirley Hutton did for “Pam”[®] and “Promise,”[®] she can do for you.



As co-host of “Midday” (12-12:30 M-F), Shirley reaches more than 50,000 women every day. 40% of them 18-49.*

And we have dramatic proof these women act on Shirley’s advice.

In February 1973, Shirley began delivering just two live spots a week for Pam, the pure vegetable cooking spray.

Pam was not advertising on any other TV or radio station in Minneapolis-St. Paul. There was no supporting print campaign. No store coupons.

Yet, between February and June, Pam realized *a sales increase of 30%!* With just two live spots a week. On one “local daytime show”.

And, if one success story isn’t enough, consider this: Lever Brothers bought just 2 spots a week with Shirley offering a pamphlet from Promise margarine.

After just 12 spots, 7,792 women had written in.

Wouldn’t your client appreciate results like this? To start the ball rolling, call the WCCO-TV Sales staff. Or Peters, Griffin, Woodward.

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

4 WCCO
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Programming

A reluctant FCC passes a new set of rules on access

Commission, whose present majority doesn't want the rule at all, nevertheless votes out compromise that cuts hours by more than half, creates more openings for everyone but syndicators; changes take effect this fall, but how long they'll last is anyone's guess

After 15 months of labor, the FCC last week brought forth an order modifying—that is, relaxing and cutting back—its controversial prime-time-access rule. The major points of the order had been anticipated in the public notice the commission issued on Nov. 29 (BROADCASTING, Dec. 3, 1973), so the report and order provided no surprises in that respect.

But sections of the lengthy document, which was not immediately available for general distribution, appeared to reflect a surprising degree of commission concern with the kinds—and perhaps even the quality—of programming that affiliates present.

And the document does not necessarily represent the last word on the subject. The commission avoids a commitment not to make further changes, despite the appeals of the rule's proponents who say certainty is essential if the rule is to achieve its potential.

As adopted, the report and order represents a compromise of conflicting views within the commission. Indeed, in its present configuration, there probably are more votes for repeal of the rule than for its retention. However, the commission apparently felt bound by the preliminary 7-to-0 vote it took in November, before the sudden departures of Commissioners Nicholas Johnson and H. Rex Lee, both of whom supported the rule, as did Commissioners Robert E. Lee and Benjamin L. Hooks. Chairman Dean Burch and Commissioners Charlotte Reid and Richard E. Wiley, who were said to have favored repeal originally but accepted the compromise, concurred in the decision to modify the rule.

The rule, adopted in 1970 and put into effect at the start of the 1971 season, prohibits network affiliates in the top 50 markets from taking more than three hours of network programming in prime time—7 to 11 p.m. Since October 1, 1972, it has barred the use of off-network material in the cleared time. The purpose: to weaken what the commission saw as the networks' dominance of the programming market, and to stimulate the syndication industry and the production of local programming.

The commission is not entirely pleased with the results. There is some feeling within the commission that the rule has actually strengthened the networks' dominance (although the order dismisses such an allegation as "speculative"). And the commission indicates dissatisfaction with much of the programming that has emerged as a result of the rule; it cites a marked increase in the stripping of programs, generally game shows, in the 7:30 period, compared with what the commission feels was a variety of network programming offered previously, and the increased use of foreign product. So the retention of the rule in its present form, the commission feels, is not warranted.

On the other hand, the commission says that the rule has not yet had the kind of thorough test that would provide data on which a decision to repeal could be made. And, indeed, the commission does cite what it feels are benefits accruing from it. But it does not rule out future changes in the rule. The

commissioners who participated in the decision cannot bind future commissioners, nor should they bind themselves, the report and order says. But it does cite one ground for belief that changes will not be made soon—the difficulty the commission encountered in making the changes it did.

However, some syndicators feel that the modifications made in the rule will increase their difficulties in providing the kind of programming the commission appears to expect. Essentially, the commission has reduced to one half-hour, Monday through Friday, the time in which they can attempt to sell programs to network affiliates. And, in an effort to head off requests for waivers of the rule, the commission has built in exceptions that will reduce further the nights on which nonnetwork programming will be seen.

The major elements of the revised rule, outlined in the box below, are not the only dents in the access time that are left in the rule. One of the access half hours may be devoted to network or off-network programs which are either children's specials (*Cinderella*, *The Grinch that Stole Christmas* and *Charlie Brown* programs are examples cited) or public affairs or documentary programs.

The commission expects the networks to provide the programs on Saturday, if at all. A major complaint of parents, educators and even children, the commission notes, is that under the present rule, "desirable and well-received children's 'specials'" were broadcast on the networks

The big points. The major elements of the revised rule are these:

- It becomes effective in September 1974, for each network's owned and affiliated stations on whatever date the network picks as the start of its new season.
- All restrictions on the use of the first half-hour of prime time—7-7:30 p.m. eastern time and Pacific time, and 6-6:30 p.m. central and mountain—are removed Monday through Saturday.
- The access rule is eliminated completely on Sunday.
- The access period is the second half-hour of prime time, 7:30-8 p.m. ET and PT, and 6:30-7 p.m. CT and MT, Monday through Saturday. This is to be cleared of network and off-network material; feature films, both those made for television and those made for theatre, are to be barred entirely.
- "Runovers" of network sports events beginning in the late afternoon will not be considered network programming if the event was expected to end by 7 p.m. The 7-7:30 buffer is expected to minimize difficulties with sports runovers.
- Similarly live broadcasts of network material—sports and special events—will not be considered network programming on Pacific and mountain time zone stations if the network schedule for that evening complied with the rule in the eastern and central time zones.
- Allowance is made also for such major events as an international sports spectacle (the Summer and Winter Olympics are cases in point), New Year's Day football bowl games and other network programming of a "special" nature other than a sports event or a motion picture. These could be carried in the access period. The same consideration is given for pregame shows—for up to five of them for each network every year.
- Exemptions for network coverage of special news events and political broadcasts are liberalized to permit special programs "related" to specific events as well as on-the-spot coverage, and to allow broadcasts "on behalf of" as well as "by" political candidates.

beginning at 8 p.m., too late for children "if they are to observe a reasonable bedtime hour."

As for documentaries—defined as "any program which is nonfictional and educational or informational, but not including programs where the information is used in a contest among participants"—the commission cited complaints that they are disappearing under the present rule. This may not be true, the commission says, but the rule does not make it easier for networks to present documentaries.

Furthermore, the commission feels the relaxation will make it easier for certain other kinds of documentary material to find its way onto the television screen than is the case under the present rule. The order mentions Wolper Organization in this connection, and hour-long off-network programs, such as the *National Geographic* and *America* series, for which the commission waived the rule.

One beneficial result of the rule, in the commission's opinion, is the development of local programming. Indeed, the order says, the increase in locally produced programming is one of the chief reasons the commission decided to retain the rule. And the commission makes it clear it expects more of the same in the access half hour. In a section of the report and order that is simply hortatory—it is not implemented by a provision of the amended rule—the commission says:

"We expect that stations subject to the rule will devote an appropriate portion of this cleared time, or at least of total prime time, to material which makes a significant contribution in the areas of children's programs, of particular significance with respect to interests, problems and affairs of minority groups, and/or other material particularly directed to the needs and problems of the station's community or coverage area as disclosed in its regular efforts to ascertain community needs."

The commission believes the eight-month notice it has given for the effective date of the rule is enough to allow affected parties to make preparations "in light of the fairly small changes which have been adopted." In the meantime, the rule will be administered, as it has been, with waivers granted when merited, the commission said.

But it expects the more liberal provisions that have been adopted to eliminate the need for waivers to permit the airing of particular network programming. And in view of the liberalization of provisions regarding network special news programming, the commission said, further extension of the present waiver for "one-time-only" news and public affairs programming beyond its present September 1974 termination date, might not be warranted.

The commission explains its major decisions in modifying the rule generally as follows:

It freed the first half hour of prime time from the rule because it offered "singularly little in the way of opportunity for the development of really new syndicated material." The commission contends that the basic programming pattern among top-50 market affiliates has

not changed much from the days before the rule, when the first half hour was considered "station time" and was not programmed by the networks—except that the use of stripped game shows has increased at the expense of stripped off-network programs.

In wiping out the rule entirely for Sunday, the commission indicated it hoped the networks will use the 7:30-8 p.m. as well as the 7-7:30 p.m. periods for "family" entertainment.

The commission sees the 7-7:30 slot during the week as affording affiliates a degree of flexibility—at least enough to offset the reduction in flexibility that will result from the order banning feature films from the Monday-Saturday access period.

The report and order's discussion of the decision to free up the 7-7:30 p.m. period reflected the commission's concern with the many competing interests that sought to influence the commission's decision. The FCC saw the action relieving "to some extent" the problems of major production companies by increasing the "after-market" for former network material. But it also recognized that the decision would adversely affect many independent stations which had improved their positions with respect to network affiliates in their markets by airing the off-network programming that was denied the affiliates. But the independents will still enjoy the advantage for half an hour each night; and on balance, the commission said, that is enough "to justify the demands of the public interest."

The commission defends its decision to retain the second half hour on the ground that it is important to preserve substantial "cleared" time for the development of local programming efforts and to preserve potential for the development of first-run syndicated programming.

Why tie the cleared time specifically to the 7:30-8 p.m. period? The commission concedes this sacrifices flexibility, but has accepted this "in the interest of certainty and stability"—to let stations and networks know the time that will not be available for general use, and to give independent producers a particular time period at which to aim.

There is also another reason: At this still early stage in the rule's development, it is better for access-period programs to be aired opposite each other on competing stations. It would not do, the commission feels, to present a locally produced public affairs program on an ABC-affiliated station while a CBS affiliate in the market shows *All in the Family*.

Fourth and one. CBS-TV's initial ratings projection shows that about 67 million people watched this year's Super Bowl game (Sunday, Jan. 27, 3:30-6:45 p.m.), compared to the 68 million who tuned in to last year's game on NBC. But a CBS spokesman said the network's statisticians are continuing to predict a final count of 70 million viewers for the 1974 Miami-Minnesota contest, when the final Nielsen figures are in.

Some hits appear in the second-season substitutions

Three new series rack up points on the television scoreboard; time-slot shifts don't fare as well in the ratings game

Three potential second-season hits have emerged in the national Niensens for the 11 days between Friday, Jan. 11 (when the first of the January replacements surfaced on CBS-TV), and Monday, Jan. 21: *Dirty Sally* (CBS, Friday, 8-8:30 p.m.), *Happy Days* (ABC, Tuesday, 8-8:30 p.m.) and *The Six Million Dollar Man* (ABC, Friday, 8:30-9:30 p.m.).

Dirty Sally chalked up 33 and 34 shares in its first two outings despite the fact that it's competing with the second most popular show on the air, NBC's *Sanford and Son*, which is still leading the time period but which has lost about ten share points to *Dirty Sally*.

Happy Days' Tuesday (Jan. 15) premiere actually knocked off two top-rated shows, beating both *Maude* and *Adam-12* by four share points each (BROADCASTING, Jan. 14). CBS was so shaken by the surprising strength of *Happy Days* that it put in motion "a substantial increase" in the number of promo spots for last week's *Maude* episode to counter ABC's massive publicity campaign for *Happy Days*.

The Six Million Dollar Man premiered last September as a once-a-month show on ABC and earned itself a weekly berth with better-than-average Niensens. But a week ago Friday (Jan. 18) it went through the roof, winning its time period with a huge 38 share, good enough for a tenth place finish in the national Niensens (for the week ending Jan. 20), the only new show to break into the top 10 that week.

The other three new second-season shows covered by this 11-day rating period all premiered on Thursday, Jan. 17. ABC's two half-hour action shows *Chopper One* (8-8:30 p.m.), with an 18.1 rating and 27 share, and *Firehouse* (8:30-9 p.m.), with a 19.5 rating and 29 share, fared poorly, considering that they were up against a weak documentary hour, "Trial by Wilderness" (18 share), on NBC. The CBS competition, *The Waltons*, came up with a 32.7 rating, which made it No. 1 for the week. NBC's variety hour, *Music, Country USA* (Thursday, 10-11 p.m.), hit a respectable 19.5 rating and 33 share, fattening up particularly in the second half hour when CBS programmed a news special on the President's "mysterious alert" during the Mid-East war.

ABC's *Monday Night Movie* (9-11 p.m.), the replacement for NFL football, did great with the James Bond "From Russia With Love" Jan. 14 (26.3 rating and 42 share), but a week later fell five rating points and nine share points when it featured a lesser-known movie called "Skullduggery," with Burt Reynolds.

Early audience sampling for the shows

that changed timeslots stacked up as follows:

■ NBC's *The Magician* (shifted from Tuesday, 9-10 p.m., to Monday, 8-9 p.m.) did poorly its first week (Jan. 14) but hit a respectable 20.3 rating a week later when ABC substituted a Jacques Cousteau special for *The Rookies*.

■ NBC's *Adam-12* and *Banacek* (moved together from Wednesday, 8-10 p.m., to Tuesday, 8-10 p.m.) both did about five share points worse in their new timeslots than they'd been doing on Wednesdays.

■ NBC's *Chase and Wednesday Night at the Movies* (also moved *en bloc* from Tuesday, 8-11 p.m., to Wednesday, 8-11 p.m.) got off to disappointing starts, particularly the latter, which kicked off with a weak Dick Van Dyke comedy called "Some Kind of Nut" (averaging only a 20 share over the course of its two-hour running time).

■ NBC's *Lotsa Luck* (shifted from Monday, 8-8:30 p.m., to Friday, 8:30-9 p.m.) had a poor first week (Jan. 11) when it ran against CBS's blockbuster movie "Hawaii" but bounced back the second week (Jan. 18) to an 18.8 rating and 30 share when CBS repeated a John Wayne Western called "The Undeclared."

■ NBC's *The Girl With Something Extra* (pushed back a half hour on Fridays, from 8:30-9 p.m. to 9-9:30 p.m.) went from a bad 26 share (Jan. 11) to a worse 22 share (Jan. 18) and looks to be in very deep trouble.

■ ABC's *The Odd Couple* (shoved back an hour on Fridays, from 8:30-9 p.m. to 9:30-10 p.m.) scored an impressive 19.9 rating and 32 share on Jan. 18, losing to John Wayne's "The Undeclared" on CBS but sandbagging NBC's *The Brian Keith Show* by ten share points.

■ ABC's *Toma* (moved from Thursday, 8-9 p.m., to Friday, 10-11 p.m.) harvested its best numbers of the season first time out in the new time-slot (Jan. 18), beating NBC's *The Dean Martin Show* (a winner in the Nielsens so far this year) by six share points.

■ ABC's *Owen Marshall* (shifted from Wednesday, 10-11 p.m., to Saturday, 10-11 p.m.) got off to an unpromising start by finishing last in its new time period (Jan. 19), settling for a 27 share to *The Carol Burnett Show's* (CBS) 38 share and the NBC movie "The Arrangement" 30 share.

Those were objective results for the new shows. Following are some subjective impressions, a sampling of the critical comment on the second-season line-up:

Chopper One (ABC, Thursday, 8-8:30 p.m.)

"... shoddily put-together series... looks like spliced together out-takes of *Chase* and *Adam-12*." Kay Gardella, *New York Daily News*.

"*Chopper One* is a helicopter, the favorite new toy in several current 'action' series... The action shots are terrific, and *Chopper One* can be unequivocally recommended to anyone who has a thing for helicopters." John J. O'Connor, *New York Times*.

"... a ho-hum plot... The aerial views of Los Angeles are good, and there is a fairly exciting air-to-ground duel between a helicopter and a small airplane. Beyond that, this is just one more police-suit vehicle." Robert A. McLean, *Boston Globe*.

"The only redeeming feature this routine half-hour potboiler has is that it shows you Los Angeles from the air instead of from the windshield of a patrol car." Rex Folier, *Philadelphia Bulletin*.

"For starters, we get superb camera work involving

a helicopter-versus-plane contest. It's like TV football, with TV-series toys. It's also forgettable and senseless." Bob Williams, *New York Post*.

"The the naked phoniness of *The Rookies*, blend



Chopper One

in the wooden acting and computerized dialogue of *Chase* and *Adam 12*, toss in a generous helping of Pepsi generation pap ala *Mod Squad*, and you'll have attained a precise notion of what *Chopper One* is all about... Some of the best acting is turned in by the helicopter." Gary Deeb, *Chicago Tribune*.

"The only contribution *Chopper One* will make to television is that its star, Dick Benedict, named himself after eggs benedict. If the show's a success, we'll see Dick Escargot, Dick Siroin..." Norman Mark, *Chicago Daily News*.



Firehouse

Firehouse (ABC, Thursday, 8:30-9 p.m.)

"Viewers will be in for dizzying rides through the streets of L.A., on route to and returning from fires. Routine dialogue and another routine look at a municipal service." Rex Folier, *Philadelphia Bulletin*.

"It's designed basically to be an accurate depiction of life in a firehouse, and of the men who work there. There are some interesting aspects about this midseason addition." Kay Gardella, *New York Daily News*.

"... impressive... exciting drama." As characters, "the firefighters ring true." Robert A. McLean, *Boston Globe*.

"... a good candidate for arson." Norman Mark, *Chicago Daily News*.



Music Country USA

Music Country USA (NBC, Thursday, 10-11 p.m.)

"... might better be titled 'lip-synche USA—and Leave the Driving to Us.' The weekly series is a travelogue-orgy of country singers pantomiming mostly pre-recorder tunes while standing in front of famous places. Some of the match-ups are unconscionable. Ray Stevens sings 'Sunday Morning Comin' Down' while seated at a piano on Wall Street. Lynn Anderson warbles 'Top of the World' astride a magnificent white stallion. Mac Davis does a love song inside a California cave. The word is tacky, friends. Incongruous, too." Gary Deeb, *Chicago Tribune*.

Round two on program percentages

Reply comments in inquiry have the broadcasters on one side, questioning the value of guidelines, and consumer groups on the other, saying they are valuable and necessary

Broadcasters and public interest groups responded with mixed feelings and uncertainty in their reply comments on the FCC's "substantial service" inquiry, which looks to the possibility of program-percentage guidelines as a basis for judging a licensee's programming performance.

The criteria for establishing the percentage guidelines is the question that puzzles all parties. ABC remarked on "the utter futility of attempting to pre-determine and quantify an acceptable latitude" of program percentages. The network said that this was illustrated by the wide variety of proposals advanced in the first round of comments, which ranged from percentage levels that would include virtually all television stations to a level that even the most outstanding stations would have trouble meeting.

ABC also charged that, contrary to the commission's expectations, the guidelines would complicate comparative hearings. The percentages, according to ABC, would represent a new target for challengers to shoot at.

The broadcasters' most frequently sounded warning was that program quality would suffer as a result of quantitative guidelines. They noted that a station with low percentage figures may be producing superior programs while a station with high percentage figures may be producing indifferent programs. ABC said that "an incentive to produce programming of any quality simply to flesh out the required number of hours... to meet a specified program percentage will be built-in to such a system. It will encourage low-budget programming in increasingly larger quantities over more moderate amounts of superior programming."

The only potential virtue that broadcasters could discover in percentage guidelines is the possibility that they would be assured renewal with respect to program grounds if the guidelines are met.

A joint petition filed by five broadcasters endorsed percentage guidelines if they promised "a strong probability of renewal in preference to a competing application." Storer Broadcasting was hopeful that the commission's proposals would "remove any doubt as to the quantity and types of programs that constitute a substantial service."

Broadcasters were also unanimous in their appeal for the commission to measure percentages in terms of a single, broad nonentertainment category instead of multiple categories, if percentage guidelines are inevitable. This is the main point of contention between the broadcasters and the public interest groups.

The National Black Media Coalition urged the commission to establish mul-

tiple percentage guidelines with subgroup percentages to insure adequate programming for various minorities. The coalition warned that without the protection of subgroup percentages, various minority groups would have to suffer "lowest-common-denominator" programming designed primarily for white audiences.

The National Association of Broadcasters took sharp issue with the subgroup proposal. Feeling that there would be no end to the muddle once the subgrouping began, NAB asked "what about the middle class, the lower middle class, homosexuals, lesbians, the mentally retarded, the mentally gifted?"

Another aspect of the subgrouping

question was raised by the National Citizens Committee for Broadcasting, which urged that separate categories be maintained for local programming and prime-time programming. Broadcasters cling to the "flexibility" of the single, nonentertainment category. But NCCB warned that local programming will take a backseat to the more profitable network fare if the percentage guidelines include a local programming breakdown.

Presumably, the same logic applies to the NCCB's request for separate prime-time standards. Without it, NCCB indicated, the broadcasters could hide non-entertainment programming on Sunday morning.



Yes they did. And 75,000 strong, at that. That was the estimated crowd (top photo) attending the 18-hour women's fair broadcast live by WBZ-TV Boston Jan. 18. In what the station claims will make history in the women's movement and local TV programming, WBZ-TV's entire broadcast day was devoted to examining the role of women in contemporary society. Entitled *Yes, We Can*, the program featured such women as singer Helen Reddy, Ms. editor Gloria Steinem, gourmet chef Julia Child, Congresswoman Margaret Heckler (R-Mass.) and civil rights attorney and feminist Florynce Kennedy. The broadcast was broken into segments aimed at the working woman, woman at home and younger woman. Included were interviews, excerpts from hearings conducted by the Massachusetts Governor's Commission on the Status of Women, and entertainment features. Consumer booths lined the sides of Boston's John B. Hynes Veteran's auditorium providing information on topics ranging from children's toys to employment discrimination. But while liberation was the rallying call for the event, tokenism was how it was viewed by some 50 demonstrators who protested the fair as a media event that commercially exploited the women's movement. They were interviewed during one portion of the program (bottom photo) by WBZ-TV program host, Sonya Hamlin (l), and Florynce Kennedy (second from right). The program fair was jointly sponsored by WBZ-TV and the Massachusetts Governor's Commission on the Status of Women.

NATPE to grapple with major vexations at L. A. convention

Panel of broadcasters, programmers featured on last-day panel on over-growing number of problems

The provocative issues of "Programming by Pressure" and the FCC's prime-access rule will be among the topics at the 11th annual conference of the National Association of Television Program Executives in Los Angeles next month.

The tentative agenda of the meeting, which will be held at the Century Plaza hotel, Feb. 18-20, shows that the "Programming by Pressure" sessions will be held on the final day, starting at 9:30 a.m. Areas to be explored will be program censorship, blacklisting, minority programming, cable TV and ethnic characterizations.

A straw poll will be held at the end of the session to get the audience's views on the various subjects.

Panelists will be Robert Gill, Bonneville Broadcasting; Ray Hubbard, Post-Newsweek Stations; Robert O'Connor, KTTV-TV Los Angeles; Frank Orme, National Association for Better Broadcasting; Kevin O'Sullivan, Worldvision Enterprises, and William Osterhaus, KQED Inc., San Francisco.

Discussing the prime-access rule will be Douglas J. Elleson, WVUE-TV New Orleans; Lou Friedland, MCA TV; Henry A. Gillespie, Viacom Enterprises, and Roger D. Rice, KTVU-TV Oakland, Calif., also representing the Association of Independent Television Stations.

Other panels will focus on "Broadcast Standards and Changing Moral Values"; "New Uses For Ratings and Research" and "How to Mount The News."

Registration will be held on Feb. 16-17. Syndicators will hold screenings of programs in their hospitality suites on Feb. 17, 10 a.m. to 5 p.m.

INTV backs plea for parity from occasional networks

The Association of Independent Television Stations has filed a statement in support of a 1971 petition for rulemaking that would require occasional networks, such as Hughes Television Network, to offer their programs first to independent television stations with facilities comparable to those of network-affiliated stations in the same market. The petition was filed Sept. 7, 1971, by Camellia City Telecasters Inc., licensee of KTXL-TV Sacramento, Calif. Herman Land, executive director of INTV, said that occasional networks "exacerbate" the problems of independents in obtaining programming when they offer programming first to network affiliates. Mr. Land also said that the occasional networks' concern about comparability of coverage on part of the independents is not well founded. "The likely economic impact of the rule on occasional users would appear to be small indeed."

On Friday, January 18th, we swept Emmy off her feet.



Meat Mislabeling and Price Gouging, a Sixth Hour News report; Bernard Gavzer, Producer.



New York Illustrated series; Joseph Michaels, Executive Producer.



Saturday Night at Fort Apache, a New York Illustrated program; Bill Turque, Producer.



Speaking Freely— Golda Meir Interview; Joseph Michaels, Producer.



The Greatest Jewish City in the World, a Sixth Hour News report; Vernon Hixson, Producer.



Harry Golden, Narrator, The Greatest Jewish City in the World. A Sixth Hour News report.



Vernon Hixson, Music Editor, The Greatest Jewish City in the World. A Sixth Hour News report.



Dick Lombard, Art Goldman and Gerald Yarus, Cameramen, Saturday Night at Fort Apache, a New York Illustrated program.



Edwin Newman, Host-Interviewer, Speaking Freely series.



Bill Turque, Writer, Saturday Night at Fort Apache, a New York Illustrated program.

TV4 won more Emmys this year than any station has ever won... more than all the other stations put together. And our Sixth Hour won more Emmys than all the other News Shows in New York.

Take a bow:

WNBC-TV4
Your community minded station.

King
for 2 hours



Once again, local stations will be privileged to telecast Ely Landau's "KING: A Filmed Record . . . Montgomery to Memphis."

And once again, Screen Gems is proud to distribute the film for the Martin Luther King, Jr. Foundation—and in some way help to further the work begun by Dr. King.

"KING: A Filmed Record . . . Montgomery to Memphis" has been specially edited to be telecast in a two-hour time period, permitting the insertion of commercials. Many stations will want to air it during the week marking the anniversary of the death of Martin Luther King, Jr., April 4. However, you can program it at other times as well.

The film follows the extraordinary life of King from his first encounter in the Civil Rights movement in Montgomery . . . to the historic "March on Washington" . . . to the Nobel Peace Prize . . . and finally to his assassination in Memphis. It's a film that will touch everyone. And it represents a rare opportunity for stations to serve their communities while presenting a remarkable television event.

Here are comments from critics across the nation, following the film's single theatrical showing on March 24, 1970 and its one television showing in April, 1972:

NEW YORK TIMES John J. O'Connor

"The film is extraordinary . . . profoundly moving. As a portrait of a deeply troubled, still troubled nation, it is more powerful than ever."

BALTIMORE NEWS-AMERICAN

Anne Childress

"I would urge everybody to go to "KING: A Filmed Record."

CHICAGO TODAY Mary Knoblauch

"If you missed 'KING: A Filmed Record . . . Montgomery to Memphis,' well, I feel sorry for you. You really missed something. It was a night Chicagoans will never forget."

SEATTLE DAILY TIMES John Voorhees

"The film should actually be required viewing."

TULSA TRIBUNE Bill Donaldson

"A harrowing, exhausting, sobering film."

BOB CONSIDINE (Syndicated Column)

"Consider it a must."

CHRISTIAN SCIENCE MONITOR

Louise Sweeney

"A powerful experience."

EBONY

"Too compelling to be forgotten."

SEVENTEEN MAGAZINE

"It is an extraordinary and shattering movie."

PROVIDENCE JOURNAL Edwin Safford

"A remarkable movie . . . charged with emotion."

MIAMI NEWS Herb Kelly

"A brilliant documentary."

ATLANTA JOURNAL Terry Kay

"The documentary prepared by Ely Landau is a stunning accomplishment . . . it is electrifying."

DETROIT FREE PRESS Susan Stark

" . . . should be required viewing for every citizen of this country over the age of ten . . . a work of stupendous impact."

FORT WAYNE NEWS-SENTINEL

Marjorie Barnhart

"Emotion-packed, staggering in its honesty, this must be one of the greatest documentaries of our turbulent times."

JACKSONVILLE FLORIDA TIMES UNION

Steven H. Scheuer

"Stunning . . . the kind of program TV could and should have produced and telecast . . . an extraordinary document of our times."

MACON TELEGRAPH Ben Griffith

" . . . an extraordinarily powerful documentary movie."

NEW YORK DAILY NEWS Kay Gardella

"Not since the showing of the USIA film on the late John F. Kennedy, 'Years of Lightning, Day of Drums,' have we been so moved by a television event."

CINCINNATI ENQUIRER George Palmer

"A great documentary film. It is triumphant."

COLUMBUS EVENING DISPATCH

James T. McCafferty

"Overwhelming."

OAKLAND TRIBUNE Robert Taylor

"Never have I been as affected by anything on the screen."

For further details on the two-hour version of Ely Landau's
"King: A Filmed Record . . . Montgomery to Memphis,"

contact



Screen Gems



'Odd Couple' cuts back. Los Angeles Mayor Tom Bradley commended Paramount Television last week for its contribution to the fight against the energy crisis while filming ABC's *Odd Couple* series (*Broadcasting*, Jan. 21, 1974). By dimming lights and opening camera lenses one stop, technicians were able to cut electricity use by 40%. At least 100 kilowatts were saved for each episode without any noticeable loss in picture quality. L to r: series co-star Jack Klugman, Mayor Bradley, co-star Tony Randall, cameraman Lester Shorr, lighting supervisor Leo M. Donelson and executive producer Garry Marshall.

Program Briefs

For King anniversary. Screen Gems Inc. is rereleasing two-hour film, *King: A Filmed Record . . . Montgomery to Memphis*, which had its only prior telecast week of April 2, 1972, fourth anniversary of Dr. King's assassination. SG suggests stations present film first week in April.

More 'Pensions' time. NBC has been granted temporary stay by FCC of its order directing network to afford time for contrasting views in connection with its program *Pensions: The Broken Promise*. Commission denied NBC's request for longer stay pending litigation of appeal that NBC has filed in U.S. Court of Appeals for Washington, instead gave network seven days to ask court for stay and said its order would be held until court acts on NBC's request.

Vikoa switches gears. Vikoa Inc., New York, has sold its film subsidiary, Vikoa Entertainment Corp., to Franklin Financial Corp., Kingsport, Tenn., for \$1.5 million in promissory notes. Vikoa Entertainment produced and distributed animated series to TV, including *The Spider Man*, *Marvel Super Heroes*, *Max the 2,000-Year-Old-Man* and *Rocket Robin Hood*. Vikoa now will concentrate on its primary business of cable TV and telephone interconnect systems.

Honored. Southern Baptist Radio and Television Commission will honor Earl Hamner, creator of *The Waltons*, CBS series, and Lee Rich, its producer, with distinguished communications recognition awards during commission's Abe Lincoln Awards program Feb. 7 (see above story).

64 for 'Bewitched.' Screen Gems has sold its *Bewitched* half-hour syndicated series in 64 markets, including nine of top 10. It is being carried by WNEW-TV New York, KTTV(TV) Los Angeles, WSBK-TV Boston, WDCA-TV Washington and WGN-TV Chicago.

11 picked for Abe Lincolns

Eleven broadcasters have been nominated to receive Abe Lincoln Awards at the fifth annual ceremonies of the Southern Baptist Radio and Television Commission Feb. 7 in Fort Worth. The honors go to those who have made a significant contribution to the quality of life in America, both as private citizens and as professional broadcasters. For the first time, there will be two Abe Lincoln Awards—one in radio and one in television. Nine Abe Lincoln Merit Awards will be made for outstanding achievement in specialized areas.

Nominees include Leslie G. Arries Jr., WBEN-TV Buffalo, N.Y.; Alfred E. Burk, WBAL(AM) Baltimore; D. J. Everett, formerly of WHOP(AM) Hopkinsville, Ky.; Robert L. Raney, WROB(AM) West Point, Miss.; Charles K. Murdock, Avco Broadcasting Co. and WLW(AM) Cincin-



It's no mystery. Listeners apparently like the *CBS Radio Mystery Theater*; 67,637 pieces of favorable mail were received in the first two weeks after debut of the seven-days-a-week series. Sam Cook Diggs, president of CBS Radio Division, is delighted with the mountain of mail under which Susan Idone, a CBS Radio secretary, is buried in this publicity shot.

nati; George Nicholaw, KNX(AM) Los Angeles; James A. O'Grady, WALL(AM) Middletown, N.Y.; Marie Perkins, WNAT(AM)-WQNZ-FM Natchez, Miss.; Bill Stroupe, WLOS-TV Asheville, N.C.; Gene Strul, WCKT(TV) Miami, and Dean Woodring, KGW(AM) Portland, Ore.

GOP, Democrats consider possibility of selling conventions to networks

That and telethons are under study as alternative methods for funding presidential-nomination gatherings

Television was among the fund-raising possibilities Democratic and Republican leaders had in mind as they met in Washington last week in a bipartisan effort to find better ways to finance their presidential nominating conventions.

The three-hour session, keynoted by Republican National Committee Chairman George Bush and Democratic National Chairman Robert Strauss, was the first session of any sort jointly sponsored by both committees.

Traditionally, both parties raise most of the required \$2 million from selling advertising in convention program books.

One alternative advanced at the meeting was that the two parties should offer the national conventions as a package to the television networks, which would bid for the rights.

Under another proposal both parties would conduct a joint fund-raising telethon in the spring of presidential election years and would split the receipts. The Democrats netted about \$2 million from a telethon on ABC in July 1972 and \$4 million from a similar program last September on NBC.

A special committee will be appointed to further explore the possibilities.

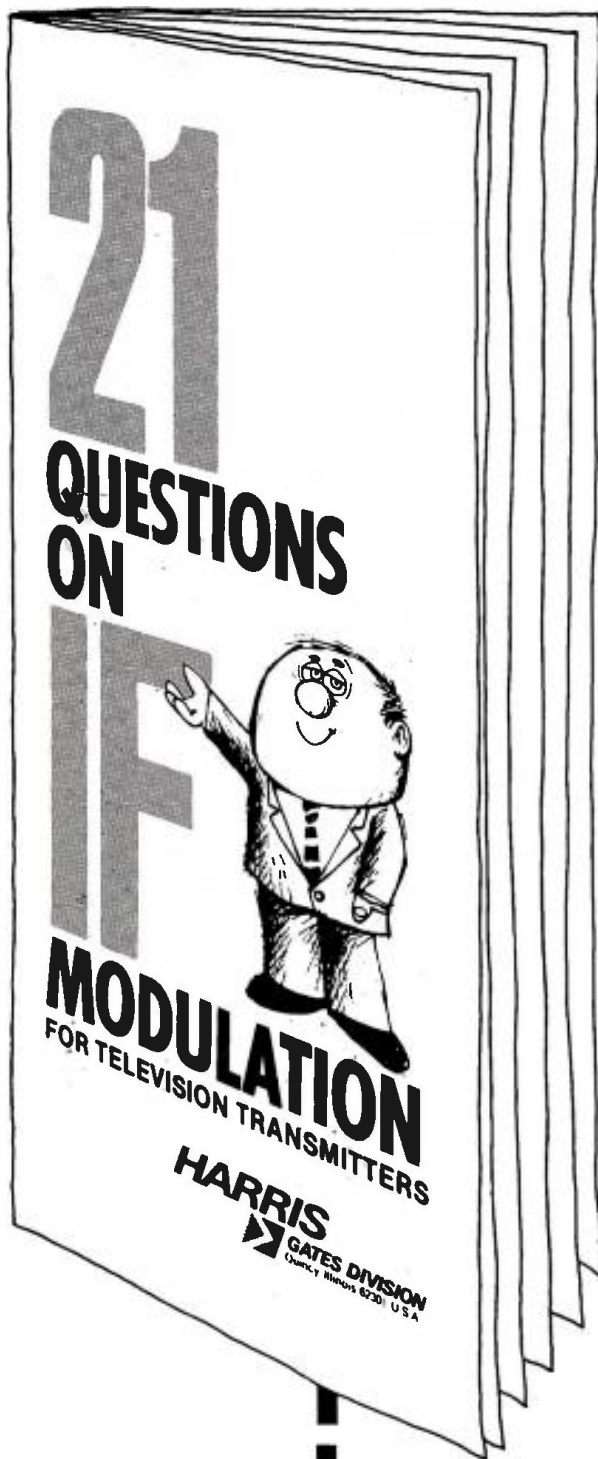
Under one roof at Y&R

Young & Rubicam International Inc. has announced the formation of Ventures, a new subsidiary that will combine previously separate company units involved in cable-TV and all forms of closed-circuit systems, TV syndication and the packaging of campaigns for print media.

The new subsidiary will get into cable TV, according to a Y&R spokesman, by helping communities with the funding needed to set up their cable-TV systems and then taking over the programming once the systems are in operation.

The spokesman also said that the subsidiary, in association with Time Inc., will work on a new series for syndication called *Money*, with David Susskind as producer and George J. W. Goodman (the author of the "The Money Game" under the pseudonym Adam Smith) as host.

Warren A. Bahr, Y&R executive vice president, was named president of the new subsidiary, with Joseph W. Ostrow, a senior vice president at Y&R, succeeding Mr. Bahr as director of communications services.



This little booklet will tell you why IF MODULATION is the world's standard for television transmitters

21 questions — and 21 answers — on Intermediate Frequency (IF) Modulation, and why it is today's state-of-the-art approach to color transmission.

What is IF MODULATION? What are the benefits of IF MODULATION? Why is IF MODULATION superior? These are just a few of the points covered.

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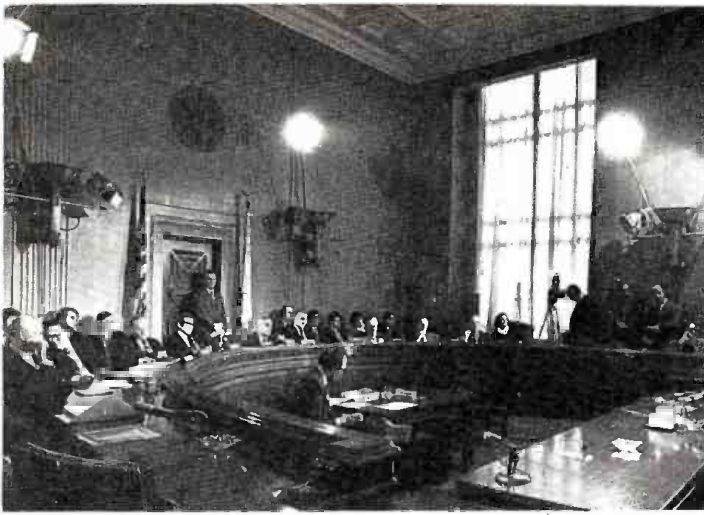
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Company _____

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City _____ State _____ Zip _____



GOP turns out for Quello. This is the jury that greeted James H. Quello, retired general manager of WJR(AM) Detroit, as confirmation hearings on his appointment to the FCC opened last Wednesday, with Republicans outnumbering Democrats six-to-three. Sitting at the dais (l to r) are Senators Norris Cotton (R-N.H.), Robert Griffin (R-Mich.), James Pearson (R-Kan.), Howard Baker (R-Tenn.), Chairman John Pastore (D-R.I.), committee counsel Nicholas Zapple, Frank Moss (D-Utah), Philip Hart (D-Mich.) and Glenn Beall (R-Md.). Senator Marlowe Cook (R-Ky.) appeared later on that day.



Kind of hot, kind of early. Mr. Quello had to face a multitude of voices calling for the rejection of his nomination, but his "sincerity" dazzled the senators, some aides said, even if he "went overboard at times."

Media

The give-and-take gets rugged at Quello hearing

Blacks challenge broadcaster, but Hart sticks to support; Nixon gift is put at \$1,100

James H. Quello, the retired manager of WJR(AM) Detroit, spent a hectic first day before the Senate Commerce Committee last week on his disputed nomination to the FCC. He got heavy support from most of the Michigan delegation to Senate and House, heavy opposition from two black congressmen and a lot of questions from committee members.

His answers were forthright and occasionally feisty, and some of them had broadcasters in the audience holding their heads in their hands. At the end of the day, in the judgment of a seasoned member of the committee staff, Mr. Quello came out ahead. "Both sides scored a lot of points," the aide said, "but Quello scored the most."

Mr. Quello's most valuable ally in his bid to replace Nicholas Johnson on the FCC is Senator Philip Hart (D-Mich.) whose liberal credentials are impeccable and who went to Mr. Quello's defense against charges of insensitivity to blacks. "You have every reason to say: 'I was ahead of the parade; I was more adequate than most,'" said the senator after the black congressmen had accused Mr. Quello of racial bias. "That's why I support you. It just points up how inadequate our response [to the needs of minorities] has been in the past."

Mr. Quello also was supported by Senator Robert Griffin (R-Mich.). "When was the last time you saw Hart and Griffin agree on anything?" one com-

mittee aide asked. "When they agree, that's a law, or a nomination confirmed."

Also speaking in Mr. Quello's behalf were Representatives John Dingell, Lucien Nedzi and Martha Griffiths, all Michigan Democrats. Whether it could be construed as support or not, Communications Subcommittee Chairman John O. Pastore (D-R.I.), who was presiding, said at one point he liked the way Mr. Quello spells his name, a clear reference to their common Italian origins.

But before Mr. Quello himself got on the stand, two black congressmen testified against him. "What will the man on the street, who can't testify here, think when we put a life-long spokesman for the broadcasting industry on the commission that regulates it?" asked Representative John Conyers Jr. (D-Mich.). He deplored the appointment of "an independent, maybe a Republican, replacing the most articulate consumer advocate on the commission." (Mr. Quello is an asserted Democrat, but he supported Mr. Nixon for the Presidency.)

Representative Parren Mitchell (D-Md.) said: "I believe a man who is part of the broadcasting industry . . . could never be trusted to make a concentrated effort to expose and resolve" the problem of minority discrimination, "unless that man had taken a vigorous stand within the industry to expose the cover-up." The only documentation of Mr. Quello's position on minority opportunities and programming the Maryland legislator said he could find was a confidential memo written by Andrew Jackson, a community relations official of Capital Cities, which owns WJR. The memo said, in part, that Mr. Andrews found Mr. Quello "unfortunately out of contact with minority problems and possess[ing] little, if any, perception of the problem."

"Mr. Quello's broadcast background alone would make him an unlikely commissioner," Mr. Mitchell said. "But when his unsatisfactory minority relations with-

in the industry are added to his broadcast background, even the fairest, most objective judge would find Mr. Quello hard to accept."

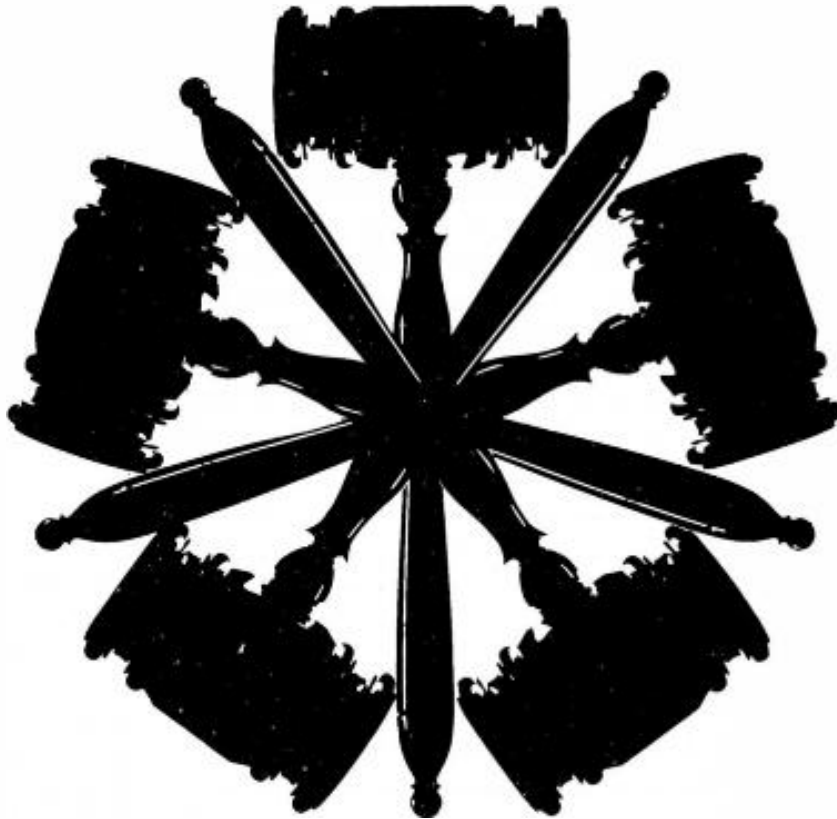
Mr. Quello told the committee that he believed the Jackson memo of such import that "frankly, clearing my good name is more important than the nomination." Mr. Quello charged that Mr. Jackson was a relatively new employe at Capital Cities headquarters in New York when the memo had been written. "He was not familiar with my 20 years of work on the Detroit Housing Commission" or other community service, Mr. Quello said. The memo, which Mr. Quello claimed to have never seen until it was released to the press soon after his nomination was announced last summer, was "designed to embarrass my nomination."

He defended his membership in the all-white Detroit Athletic Club by saying that he has continually fought the organization's exclusionary policies. Throughout the initial part of his remarks, he directed his point-by-point refutation at the black congressmen sitting at the end of the dais.

Mr. Quello tried to turn his broadcasting background to his advantage by saying that he could "effectively sell over-all consumer needs and viewpoints to broadcasters." And he denied that he would be "more sensitive to the profit-making side" of broadcasting than the "public interest" side. "I'll call them like I see them," he said.

"I can bring [a] practical understanding to the commission level," he emphasized, "and complement the legal skills and procedural knowledge of others who sit on the FCC. . . . I will bring an open mind and knowledge of both the faults and virtues of broadcasting to the position."

At one point, Mr. Quello said he favored a direct subsidy either by the government or a private group to Detroit UHF station WOPR-TV. "We can't allow the first black-owned TV station to go



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Announcing the 1974 American Bar Association GAVEL AWARDS Competition for Outstanding Public Service by the News and Entertainment Media in "Increasing Public Understanding of the American System of Law and Justice."

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Deadline for the 17th annual Gavel Awards program is March 1. The competition is open to any news syndicate, wire service, newspaper, magazine, book publisher, radio or television station or network, or local cable tv system, and film producing company in the United States. Awards are presented by the President of the American Bar Association at the Association's annual meeting Assembly luncheon. The awards ceremony is attended by 1,000 lawyers, judges, government officials and bar leaders. Materials published, broadcast, or produced during the period of January 1, 1973, to December 31, 1973, will be considered for the 1974 awards. Entries must be postmarked not later than March 1, 1974. Entry rules and further information can be obtained by writing Gavel Awards

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I: 200,000 and under. II: 200,000 to 500,000. III: 500,000 and over.

TELEVISION

I: Network Produced Programs. a) Documentary/Educational b) Dramatic. II: Programs Produced by Network Owned Stations/Group Produced Programs. III: Programs Produced by Other Stations in Top 10 Markets. IV: Programs Produced by Stations in Markets 11-50. V: Programs Produced by Stations in Markets 51 and Over. VI: Educational Broadcasting. VII: Cable (local origination).

RADIO

I: Network Produced Programs. II: Programs Produced by Network Owned Stations/Group Produced. III: Programs Produced by Other Stations in Top 10 Metro Areas. IV: Programs Produced by Stations in Metro Areas 11-50. V: Programs Produced by Stations in Metro Areas 11-50. VI: Educational/Public Broadcasting.

MOTION PICTURES

I: Theatrical Release. II: Television Release.

MAGAZINES

I: 200,000 Circulation or Under. II: 200,000 to 1,000,000. III: 1,000,000 and Over.

OTHER MEDIA

Wire Service & News Syndicates. Book Publishers.



Pros. These three Democrats from the Michigan congressional delegation were the front line in Mr. Quello's bid to succeed Nicholas Johnson on the FCC. L to r: Representatives John Dingell, Martha Griffiths and (Mr. Quello's congressman) Lucien Nedzi. Together they've known the former Detroit broadcaster for almost 70 years, they testified. Mr. Nedzi called Mr. Quello "the best appointment this Republican administration has made."



Cons. These two said they found Mr. Quello a "personable" man, but they could not support his nomination because of his broadcasting background and questionable advocacy of minority rights. "It's ridiculous that we can have people claiming public service," said Representative John Conyers Jr. (D-Mich.) (r), "when they have obstructed the course of civil rights." Representative Parren Mitchell (D-Md.) (l) challenged Mr. Quello to prove his fitness.

down the drain," he said. He thought perhaps the FCC could find funds to help. Later, he backed away from that position saying, "Maybe not government funds, but I know some broadcasters that might be interested in it. I have an interest in keeping a sincere operator afloat."

Mr. Quello came out strongly in favor of removing from the air advertising for products—such as cigarettes—that are proved harmful. Short of that he favored counteradvertising. He felt that present FCC regulations concerning crossownership "encourage divestiture, which is good. . . . Divestiture is in the public interest." But he would apply it case by case.

Senator Marlow Cook (R-Ky.) asked whether Mr. Quello thought that if the news programming on a newspaper-owned television station "dominated the market on a survey basis," the license should be awarded to someone else. Mr. Quello thought it should be. And, Mr. Quello said, "all things being equal," he would give a license to an applicant with minority-group shareholders over an all-white applicant. "It's time for them to have a chance," said Mr. Quello.

On children's programming, Mr. Quello said he would support action for "more careful screening and judicious reduction of commercials." And children's program content is worth study, he said.

The question of allowing cable TV to "compete freely" with broadcasting is a "controversial and complicated subject," he felt, "one I wouldn't want to dive into at this time." As well, he felt the burden of proof in any license challenge should be on the challenger. "Promises are easy," he said.

And he voiced support for a contention by Senator Frank Moss (D-Utah) that the regulatory commission should hold periodic regional hearings on "matters of broad policy" so that those who live far from Washington could have input.

At the hearing the record was set straight on Mr. Quello's contribution to the Nixon 1972 re-election campaign. A letter was read from an official of the Elections Office of the General Accounting Office admitting a "computer error"

in listing Mr. Quello's \$1,100 gift twice. The sum had been reported as \$2,200.

If confirmed, Mr. Quello said he would divest himself of more than \$100,000 in broadcasting or broadcasting-related stock, including \$33,000 in Capital Cities holdings.

Consumer advocate Ralph Nader, who had requested an appearance before the committee, was struck from the witness list during the luncheon recess on Wednesday. Committee officials said that Mr. Nader had not acknowledged two letters informing him of his scheduled time on appear, which would have been last Thursday.

New code rule may draw two big dissents

Westinghouse to restudy its position in wake of NAB board's directive; Metromedia to make presentation for changes in some policies

A new rule requiring television members of the National Association of Broadcasters to subscribe to the Code Authority within two years may cost the NAB the participation of two large broadcasting groups, Westinghouse Broadcasting and Metromedia, and perhaps as much as \$200,000 in annual dues. The NAB TV directors voted the rule change, a policy turnaround that came two years after official proposal by the immediate past chairman of the TV code, Robert W. Ferguson (WTRF-TV Wheeling, W. Va.), at the winter board meeting in St. Maarten, Netherlands Antilles.

"Floor manager" for the successful vote was Earl Hickerson of WCEE-TV Rockford, Ill., who made a presentation to the TV board that "wiped out all the negatives I'd heard year after year and then concentrated on the positives."

Mr. Hickerson pointed out that code membership "is the only real tangible evidence we have of our concern for self-regulation and for the interests of the public." The rule will strengthen the code,

he said, and hence increase NAB's political impact. He pointed out that some 75% of all television stations belong to NAB, yet only about 60% belong to the television code. At the same time, he said, the rule will permit stations that are members of the code, but not members of NAB, to retain the option of not having to belong to NAB.

Mr. Ferguson said the proposal had been "kicking around" for several years but was given special attention by an ad hoc committee appointed last year by TV Board Chairman Robert Wright (WTOK-TV Meridian, Miss.). Chairman of the committee was Mr. Ferguson and other members, in addition to Mr. Hickerson, were Richard Block (Kaiser Broadcasting), Ralph Johnson (WAVE-TV Louisville, Ky.) and Don Campbell (WMAR-TV Baltimore).

Board members who ratified the proposal, which was first advanced in late 1971 by a special committee of the TV code board headed by Mr. Ferguson, cited two reasons for the move. The directors deemed it "very important" that the NAB's government relations staff be able to present a concerted industry image on the matter of self-regulation, especially in the face of upcoming Senate hearings on violence in children's programming and increasingly stymied efforts to revise license renewal legislation. Secondly, large market stations and the TV networks

Kearl is choice. Wayne Kearl, president and general manager of KENS-TV San Antonio, was appointed as the new chairman of the Television Code Review Board effective March 20 at the National Association of Broadcasters winter board meeting in St. Maarten, Netherlands Antilles. Mr. Kearl replaces Charles Batson, president, Cosmos Broadcasting Corp., whose term expires. The TV directors also ratified the appointments of two new code board members, Wallace Jorgenson, executive vice president, Jefferson-Pilot Broadcasting, and Robert Rich, general manager, WDSM-TV Duluth, Minn. Both will serve two-year terms.

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So remember, whenever you're writing our name, use a capital letter.

After all, isn't that the way you write your name?

XEROX

Announced

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

■ **WBCN(FM) Boston:** Sold by Concert Network Inc. to RBC Inc. for \$3.2 million (see below). WBCN is on 104.1 mhz with 50 kw and antenna 740 feet above average terrain. Broker: Blackburn & Co.

■ **KWAV(FM) Monterey, Calif.:** Sold by Johnston Broadcasting Co. to National Distillers & Chemical Corp., New York, for \$450,000 (see page 33). Broker: R. C. Crisler & Co.

Approved

The following transfer of station ownership has been approved by the FCC (for other FCC activities see page 53):

WSEN-AM-FM Baldwinsville, N.Y.: Sold by Century Radio Corp. to Sentry Communications Inc. for \$348,000. Donald C. Menapace, Robert L. Stockdale, James A. Lowery Jr. and Edward A. Poitras own Century Radio. Sentry Communications is principally owned by Robert A. Orenbach and Roger A. O'Connor. Mr. Orenbach is sales manager of WVNJ-AM-FM Newark, N.J. and Mr. O'Connor is vice president and sales manager for Canadian Standard Broadcast Sales Inc. WSEN is daytimer on 1050 khz with 1 kw. WSEN-FM operates on 92.1 mhz with 3 kw and antenna 300 feet above average terrain.

were growing more impatient with setting code standards and paying the freight for the code's enforcement while non-subscribers were reaping the same supposed benefits. The two-year lead time on the effective date of the code rule (April 1, 1976) was to give the station relations department of the NAB enough time to sell the idea to non-code subscribers and to give the TV code board enough elbow room to modify time standards and commercial positioning rules enough to sweeten the pill independent stations are being asked to swallow.

In fact, Metromedia will make a presentation this week (Wednesday, January 30) to the time standards subcommittee of the code board in an attempt to change some of its policies. Metromedia, though, would not comment on what specifically it was asking.

Westinghouse, which considers the code too permissive and dropped out after its decision to allow intimate personal product advertising on the air two years ago, said in a prepared statement that in light of the mandatory code participation rule, "we will restudy our attitude and position over the next several months and re-evaluate the vigor of the TV code's activities and make a decision. Hopefully, we look for one that will serve and fulfill both our purposes and the NAB's purposes."

There was the implication that if the code is not toughened to Westinghouse's satisfaction by 1976, it will drop out of NAB.

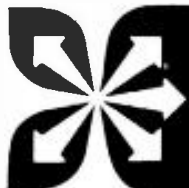
Metromedia Washington counsel Tom

Dougherty said he felt that the code is "constructed solely for the operation of a network station. Our commercial breaks are different, our clutter problems are different. These things should be worked out before the deadline." Mr. Dougherty said that that problem was "two years away" though, and that the company could not say now what it would do if the code were not changed by 1976.

To be sure, the "erosion" of code board standards was a concern of the directors in making their decision. But with the influx of about 100 more stations that the code staff expects, the new blood is not expected to influence code decisions that greatly, the board was assured.

As of last week 402 of the 528 television members of the NAB are code subscribers. That is approximately 57% of all U.S. TV stations.

Already, there are two sets of rules on commercial loads in prime-time for network-affiliated and independent stations. The code allows stations to make prime-time any three-and-a-half hour period the subscriber chooses. And affiliates can air nine-and-a-half minutes of non-program material in that time, while independents can air 12 minutes. The limit of 16 minutes in other dayparts holds for both groups. "And if that's good enough for Kaiser Broadcasting, Oklahoma City Publishing, WGN-TV Chicago and KWGN(TV) Denver," code board member Roger Rice of independent KTVU(TV) Oakland said, "then it's good enough for any independent."



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74-1

Concert bows out

Company leaves field by selling WBCN(FM) to RBC for \$3.2 million

Concert Network Inc. announced last week an agreement in principle to sell progressive rocker WBCN(FM) Boston to RBC Inc. for \$3.2 million. Retiring from the field altogether, Concert Network last month announced the sale of its other broadcast property, WHCN(FM) Hartford, Conn., to Beck-Ross Communications for \$500,000 (BROADCASTING, Jan. 7).

Concert Network is a publicly held company headed by T. Mitchell Hastings Jr. Robert Saltzer is the RBC president. The Boston station will be the first acquisition for the New York firm, which is presently involved in radio and television programming. The deal is subject to approval by the boards of directors of both companies, the Concert Network stockholders and the FCC.

Globe relinquishes its 10%

Kaiser Broadcasting Co., which owns 90% of WKBG-TV Cambridge, Mass., said last week it will acquire the remaining 10% from Globe Newspaper Co., publisher of the *Boston Globe*.

Kaiser will pay \$500,000 for the channel-56 independent and, in addition, give the newspaper company an advertising credit of \$270,000.

Since there is no transfer of control

involved, the transaction does not require FCC approval.

In a joint venture with Field Enterprises, Kaiser Broadcasting Co. owns 77.5%, and Field owns 22.5%, of five other UHF outlets—WFLD-TV Chicago, WKBD-TV Detroit, WKBF-TV Cleveland, WKBS-TV Burlington, N.J., and KBHK-TV San Francisco. Kaiser has sole ownership of WCAS(AM) Cambridge, KFOG(FM) San Francisco and KBSC(TV) Corona, Calif., but has applications to sell them pending before the FCC.

Liquor firm moves into radio

National Distillers & Chemical Corp. has announced its purchase of KWAV(FM) Monterey, Calif., from Johnston Broadcasting Corp. for \$450,000. A spokesman for National Distillers hinted that this first venture was the possible start of a small diversification into broadcasting for the New York conglomerate, which is primarily engaged in the production and distribution of liquor and chemicals. Commenting on the rarity of liquor manufacturers in broadcasting, the National Distiller spokesman said the firm was attracted to the Monterey region because its Almaden vineyards are near by.

Justice disagrees with Cowles on ties

It still says there's crossownership in Des Moines papers and stations—but it adds it wants divestitures, not forfeitures, in that and other targets of its FCC petitions to deny

The Justice Department's antitrust division is not backing off from its assertion that there is common ownership or control between Cowles Communications Inc., licensee of KRNT-AM-FM-TV Des Moines, Iowa, and Des Moines's two dailies, the *Register* and the *Tribune*.

The department originally claimed there was a link when it petitioned the FCC to deny the stations' license-renewal applications on the ground that the Cowles family had monopoly control of media in Des Moines through the stations and the city's only daily newspapers.

CCI two weeks ago said whatever links might have existed were severed last April 11. On that day, the 9% of stock the Register and Tribune Co. owns in CCI was placed in a voting trust controlled by Gardner Cowles and other CCI officials, and stock that Mr. Cowles, his wife and daughter and a company he controls own in the newspaper company were placed in voting trusts (BROADCASTING, Jan. 21). Mr. Cowles also resigned as director and officer of the Register and Tribune Co.

But the department, in a reply to CCI's brief, notes that Mr. Cowles was succeeded as director by his son, Gardner Cowles III. And, it said, the younger Cowles, two of his sisters and a cousin, David Kruidenier, who is president and publisher of the newspaper company, were named trustees of the various trusts that were executed last April.

Furthermore, the department cited the

close and continuing family ties between the broadcasting and newspaper properties. It notes that the elder Cowles owns 14.1% of CCI and influences the vote of the Register and Tribune Co. stock in the voting trust, and that various members of the Cowles family, individually and through trusts, own 46% of the Register and Tribune Co.

These holdings constitute a close family tie between the companies, according to Justice. But even apart from that, it said, the trust agreements signed in April "lock the two managements into a situation not conducive to competition by allowing the two managements of supposedly competing entities each to control valuable property rights of the other," the department said. The trusts, it added, "cement, not sever," the ties between the two companies.

But if the reply to the CCI brief and another to WTMJ Inc.'s response to Justice's informal complaint opposing the renewal of WTMJ-AM-FM-TV Milwaukee serve to confirm the department's determination to move against newspaper-broadcast crossownerships, both replies indicate it is not determined to see the owners of such properties simply stripped of their broadcast licenses.

The department's concern is in the break-up of what it considers undue concentrations of control of media. "We seek no forfeiture," the department said in response to WTMJ, "only an order" that if media concentration is proved, "the licensees divest reasonably promptly."

And in responding to CCI's comment that an application for the sale of KRNT-AM-FM, to Stauffer Publications Inc., is already on file, the department noted that a previous sales agreement involving the stations was not consummated, that CCI might yet keep them and added: "Those licenses should only be renewed on the same condition as CCI's television license: They must be disposed of at market value reasonably soon."

The department took the same tack in opposing the renewal of Frontier Broadcasting Co.'s KFBC-TV Cheyenne, Wyo. The company eventually broke up its broadcast holding (BROADCASTING, Nov. 15, 1971) rather than go through the renewal hearing the commission had designated.

Justice filed an informal complaint against WTMJ Inc. because it missed the deadline for filing petitions to deny. WTMJ, licensee of WTMJ-AM-FM-TV Milwaukee, is owned by the publisher of the *Milwaukee Journal* and *Sentinel*. And in its response to the WTMJ brief, the department said its arguments must be considered by the commission, regardless of whether they were filed in a timely petition to deny.

The department contends that the Journal Co., through its broadcast properties and newspapers, receives about 76% of the local advertising revenues. That kind of dominance, the department feels, cannot be considered compatible with the public interest.

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Californians are promised more renewal problems

Mixture of criticism and predictions of added challenges served to CBA by minority representatives on panel

California broadcasters gathered in the sunshine of Palm Springs last week to talk about dark clouds on their horizons, particularly the threat of petitions to deny from minority groups. California licenses are up for renewal next Dec. 1.

Members of the California Broadcasters Association, they spent two thirds of their two-day meeting on license-renewal problems, with one session devoted to hearing from representatives of blacks, chicanos and women, and the remainder of the time listening to a battery of Washington lawyers discuss how to meet FCC requirements on ascertaining community needs and on other renewal procedures.

One concern expressed by the broadcasters was whether the philosophy of the FCC would remain the same when the current two, possibly four, vacancies are filled. Present vacancies are those left by Nicholas Johnson and H. Rex Lee; Commissioner Robert E. Lee's term expires June 30, but he desires to be reappointed. A fourth vacancy will occur if Chairman Dean Burch resigns as expected in the near future.

But the CBA broadcasters were especially jolted when they were told by the minorities panel members that the broadcasters were principally motivated by profit to the detriment of community needs, and that hiring practices in many instances were "tokenism."

Most of the 200-odd broadcasters in attendance by and large sat and listened to the implied threats of the panel members (a black, a chicano, a woman and a college professor representing a public access group). A few broadcasters attempted rebuttals but drew little reaction from the panelists. Privately, broadcasters agreed that minority groups are better financed currently than before.

In that session on minorities, broadcasters heard:

- Marcus Garvey Wilcher, of the San Francisco-based Community Coalition for Media Change, state that his group already has 20 petitions to deny on file with the FCC and that it expects to file 20 more in the new round of renewals. Mr. Wilcher jarred his audience when he commented in essence: "Don't call us, we'll call you." This was in response to the complaint of one broadcaster who said Mr. Wilcher had refused to attend an ascertainment meeting that his station had organized.
- Ray Andrade of Justicia, a chicano group in Los Angeles, discuss his estimate of Los Angeles TV stations. Mr. Andrade shook his audience when he invited anyone interested in acquiring a TV license to see him, because, he said, his group intends to file against KCOF-TV (ch. 13) Los Angeles.
- Toni Carabillo, National Organization



Middlemen. Formation of a new media brokerage company—Doubleday Media—was announced last week by David Scribner (top), president of Dallas-based Doubleday Broadcasting Co., of which the new unit will be a division. Manning initial regional offices in Washington, Phoenix and Dallas, respectively, are (bottom picture) Peter V. O'Reilly (l), former general manager of WRC-AM-FM Washington; Neil Sargent, former general manager of KVOY-(AM) Yuma, Ariz., and Bob Dalchau (seated), Southwestern broadcaster most recently executive director of Great Southwest Travel Inc. Other regional offices will be opened in New York and Chicago. The firm will handle sales of radio, TV, CATV and newspaper properties.

for Women, report that NOW's principal concerns today are women, poverty and the escalation of violence in TV.

▪ Professor Philip Jacklin, of the University of California at San Jose and of San Francisco's Open Media group, state that a fair broadcast day might well be 80% commercial programming, 10% news, and 10% public access. Professor Jacklin is the originator of free-speech messages, carried by many stations in California. These are comments on public issues by the general public. He also reported that Open Media is undertaking a public-service performance survey of TV stations.

The potential of minority threats to broadcast licenses was the principal theme of a luncheon talk by Elton Rule, president of American Broadcasting Companies. Noting the vast audiences for TV and radio, as well as the numerous affirmative public-interest activities of broadcasters, Mr. Rule commented:

"What those who find fault with broadcasting fail to acknowledge, or do not want to recognize, is that we must be doing something right to continue to build in audience year after year."

To sustained applause, he remarked: "I am not saying that there should not be dialogue between affiliates and the networks, or between government and the broadcasters, or between critics and commercial broadcast licensees. I am saying that the dialogues should be constructive, not destructive, and that there should be a modicum of good will based on factual information on both sides in any such exchange."

He emphasized that broadcasters live in a fish bowl where their virtues and faults are open to the public. But, he continued: "I would like to suggest that those who would attack us—by seeking to overregulate us or otherwise to keep us from performing the kind of service in the public interest for which we are respected by the American people—be as open as we are." And, he added: "Too many of our detractors take pride in never tuning to our medium."

FCC Commissioner Robert E. Lee, the other luncheon speaker, also talking in part on the license-renewal situation, warned that it is wishful thinking to believe rumors of the abandonment of the commission's ascertainment requirements. "Ascertainment," he said, "is going to be with you for a long time."

CBA members passed a resolution affirming the right of broadcasters to determine for themselves how to conserve energy, stressing the vital importance of all media of communications.

Don Curran, vice president-general manager of KABC-TV Los Angeles and chairman of CBA, reported that by the end of the year, the association will represent more than half of all 400 California TV and radio stations.

Guam, Ft. Worth stations run afoul of FCC: logging, DJ violations

The FCC has ordered KUAM-AM-FM-TV Agana, Guam, to pay a \$10,000 fine for permitting first class operators to sign station logs for periods when they were not actually present and on duty at the station. In contesting the fine, Pacific Broadcasting Corp., the licensee, explained that the operators in question lived on station property, that the station had difficulty employing qualified licensed operators and that the size of the fine would impose a severe financial hardship on the stations. The commission, however, said that none of these reasons justified the falsifying of the logs.

In another action the commission notified Carter Publications, licensee of WBAP(AM) Fort Worth, that it faces a possible \$4,000 fine for failing to log commercial material properly and for lack of control over disk jockeys. A field investigation was said to have revealed that two DJ's were promoting their own records, products and personal appearances over the air. The station has 30 days to pay or contest the forfeiture.

Squeeze play put on composite-week figures

NCCB says licensees are using them as appropriately reflecting news and public affairs programming, while networks say they're not typical

The National Citizens Committee for Broadcasting has asked the FCC to conduct an inquiry into what NCCB suggests is an effort on the part of 1974 television renewal applicants to have it both ways so far as their news and public affairs programming are concerned.

And if the inquiry indicates that the applicants have not been candid with the commission, NCCB said, the commission should designate their applications for hearing "to resolve important questions of their character qualifications."

The issue raised by NCCB revolves around the 1972-73 composite week that the commission constructed, and the uses to which it was put. The commission used it for updating programming data in connection with the ongoing inquiry into whether percentage guidelines should be used for determining whether a renewal applicant has provided "substantial" service, and if so, what the guidelines should be. The commission also designated the composite week for use by 1974 renewal applicants in reporting on programming.

The statistics that broadcasters provided for use in the inquiry, NCCB noted, indicated that standards the commission had proposed in an earlier phase of the proceeding, in 1971, were being met if not exceeded by most licensees.

When the commission released the figures, however, the networks attacked them as not typical of a normal broadcast week, and said the FCC should not base its proposed standards on the data. The networks, NCCB recalled, said the week was studded with an unusual amount of news and public affairs specials. Yet, NCCB added, the licensees in seven states which thus far have filed renewal applications apparently are not indicating to the commission—as required by a question in the renewal form—that the composite week does not adequately reflect their past programming.

NCCB said it checked 58 of 75 applications on file and found none that indicated its past news and public affairs programming quantities were unusually high as reflected by the composite week. On the other hand, seven were found which said the programming quantities indicated by the composite week were abnormally low.

The composite week picked by the commission and the network specials shown that week in prime time are Sunday, April 18, 1973; Monday, Dec. 4, 1972 (two back-to-back 30-minute programs on ABC—*Countdown to 2001* and *Vandals*); Tuesday, March 27, 1973; Wednesday, Aug. 9, 1972; Thursday, May 31, 1973 (two back-to-back programs on CBS—*We're Okay in Bricktown, N.J.*, and *But What if the Dreams Come True*—and on ABC a one-hour program



Honored at home. J. Leonard Reinsch (r), chairman of Cox Cable Communications and retired president of Cox Broadcasting Corp., was given the first annual distinguished service award of Digamma Kappa, broadcasting fraternity, at the Georgia Radio-Television Institute last week. The institute is an annual event co-sponsored by the Georgia Association of Broadcasters and the Henry W. Grady School of Journalism of the University of Georgia, Athens. The school administers the George Foster Peabody awards. Mr. Reinsch was honored for his service in broadcasting and cable, as broadcast adviser to Presidents Truman, Kennedy and Johnson and as chairman and member of the U.S. Advisory Commission on Information. In photo, at left, is Warren K. Agee, dean of the Grady school of journalism and (c) R. D. (Pooch) Johnston, president of the Georgia chapter of Digamma Kappa.

—*Nuclear Alternative*): Friday, Oct. 13, 1972; Saturday, Jan. 6, 1972 (on ABC, a one-hour program—*Population: Boom or Doom?*—and on NBC, from 5:22 to 6:30 p.m.—*Projection '73*).

In urging the inquiry to determine whether the renewal applicants were candid in completing their license renewal forms, NCCB said the inquiry could reach only one of two conclusions: Either the networks are lacking in candor "in their all-out combined attack on statistics that are really typical, or their affiliates are misleading the commission into believing that an atypical broadcast week is really typical in order to assure license renewals."

One more in St. Louis

Eight citizen groups that earlier this month filed petitions to deny the renewal applications of three broadcast stations in St. Louis have now filed an informal complaint against a fourth—KPLR-TV.

The groups, whose "informal objection" missed the deadline for formal petitions to deny by two weeks, allege that the station's licensee, 220 Television Inc., "grossly" misrepresented, both to the FCC and to residents of the St. Louis metropolitan areas, the public-affairs programs KPLR-TV broadcast in its last renewal period.

They referred specifically to programs allegedly aired on the *Bill Fields Show* and said that three of the five programs

mentioned in its renewal application were not broadcast and that a fourth was not broadcast "during the past year," as claimed. The groups based their allegations on information they said they obtained in a conversation with Bill Fields, host of the show.

Accordingly, the complainants said, they "cannot help but question the veracity of the entire renewal application and also the station's sincerity and concern in serving their community of license."

The petitions to deny that the groups filed were aimed at Storz Broadcasting Co.'s *KXOK*(AM), Newhouse Broadcasting Co.'s *KTVI*(TV) and Pulitzer Publishing Co.'s *KSD*(AM).

Media Briefs

All above board. Post Corp., owner of WEAU-TV Eau Claire, Wis., says it was not guilty of wrongdoing and in fact acted promptly to eliminate wrongdoing on part of its employees in connection with matters on which stations' renewal application has been set for hearing (BROADCASTING, Jan. 21). V. I. Minahan, Post president, said fraudulent billing charges stem from two incidents, three years apart, that involved two managers. In each case, he said, manager was fired as soon as company learned of "dishonesty" and Post made full disclosure of facts to FCC and to those affected. Charges are said to involve deletion of network (NBC) program material.

Fine called unfair. WCCO(AM) Minneapolis has asked FCC to reconsider \$3,000 fine against station for alleged violation of sponsorship requirements in connection with announcements paid for by Minnesota School Boards Association. Commission ruled that statement by announcer that he is speaking for named sponsor does not meet requirements; that announcement must also include statement that material was "paid for." WCCO said that fine is unfair because FCC is breaking new ground with this interpretation and overturning what has traditionally been treated as acceptable practice.

FCC sticks to guns. FCC has rejected petition by radio evangelist Rev. Jimmy Lee Swaggart for "partial reconsideration" of \$5,000 fine levied against WCIR-AM-FM Beckley, W. Va., for logging, political advertising and network contract violations. Mr. Swaggart said that broadcast announcements for sale of his record albums should not have to be logged as commercial material because records were "religious artifacts, not commercial products."

Questions raised. Renewal application of Golden Broadcasting System for *KOAD*(AM) Lemoore, Calif., has been designated for hearing by FCC on exercise-of-control and character-qualification issues. Action stems from field investigation of *KOAD* that raised questions about station's management by licensee president Clarke E. Parker. Application for sale of *KOAD* to P&S Broadcasting Co. was filed last October.

A hot campaign to interest public in public TV

At two-day briefing in Washington there's promise of fast Hill action on expected White House money bill, talk of new emphasis on localism, demands for more education on air

Some 400 officials of the nation's public television system went to Washington last week to discover what that medium's national strategists have had in mind since they started touting noncommercial broadcasting as "the people's business." In 48 hours, the delegates—many of them laymen cast in a new role of public station trustee—witnessed a carefully orchestrated presentation.

They heard congressional leaders voice support for permanent long-range financing for the Corporation for Public Broadcasting—and most notably, a pledge from Senate Communications Subcommittee Chairman John Pastore (D-R.I.) to hold hearings "within a matter of weeks" of the time that the administration submits applicable legislation. They heard Secretary of Health, Education and Welfare Caspar Weinberger announce a rearrangement of priorities in his department's allocation of federal funds to communications media.

The meeting also saw the birth of an ambitious campaign to skew public television programming more closely toward the grassroots. Station representatives reacted enthusiastically to a PBS proposal for a locally executed but nationally organized inventory of programming preferences. They endorsed the PBS directors' decision to plan for a national station-program cooperative. And they heard more than a dozen authorities in the areas of cultural, children's and public affairs programming give their views on what the priorities should be.

An estimated 100 members of Congress turned up for a testimonial to ailing CPB Chairman James R. Killian, who himself made an unexpected, last-minute decision to fly in from Boston to attend the affair. It was Dr. Killian's first public appearance since undergoing brain surgery only three months ago, and the presence of such diverse personalities as Vice President Gerald Ford, David and Julie Eisenhower, Julia Child, William F. Buckley Jr. and the Cookie Monster failed to deprive him of the spotlight.

The Vice President, in brief and extemporaneous remarks, praised the medium as having "proved beyond any doubt that there is a need that is not being satisfied by the commercial stations." But he added that public broadcasters should "not try to become commercial broadcasters too."

It was apparent that PBS was out to impress the lay representatives attending the event, many of whom had become directly involved in the administration of PTV stations only this year. Edward Pfister, executive assistant to PBS

Chairman Ralph Rogers and a co-coordinator of the meeting with Thomas Skinner of WOED(TV) Pittsburgh, estimated that the entire effort cost \$140,000. That sum, he noted, included the expense of the meeting itself as well as that of the deluge of promotional and informational materials created by WOED's design center that were distributed at the sessions. "In terms of real PBS dollars," Mr. Pfister said, "the meeting will cost about \$50,000." Most of the remaining funds, he said, were supplied by the Ford Foundation, WETA-FM-TV Washington and WNET-TV New York.

Mr. Pfister thought it money well spent. "Unless they were being very polite to me," he said of the positive feedback he received from participants, "I think they got out of it exactly what I intended them to . . . We viewed the meeting not only as a scoring point, but as the launching of this whole concept of the people's business." That phrase was the theme of the meeting. It was indicative of a PBS-centered push to get the public more involved in public broadcasting (and thus elicit local financial support for a national programming schedule that is still in serious financial straits) and to rally the stations behind PBS in its new role as representative. The second goal has practically been met. Alfred G. Galloway, newly elected chairman of PBS's finance committee, announced to the delegates last week that 93% of the existing public television stations have either paid or pledged to fulfill their PBS dues obligation. Only 12 of the 137 stations have not yet "come into the fold," Mr. Galloway said. He stated that membership payments will bring PBS a total of \$725,000 in the second quarter of fiscal 1974.

Despite the improvement in the money situation in public broadcasting in the

past month—thanks to President Nixon's signing of a federal appropriation that will give CPB no less than \$47.5 million this fiscal year (BROADCASTING, Dec. 31)—economics generally and the prospects for long-range funding specifically were still basic concerns last week. The issue also supplied the biggest news, in the form of Senator Pastore's announcement that his subcommittee would hold hearings "in a matter of weeks" after an administration bill now being prepared by OTP Director Clay T. Whitehead is introduced in Congress.

Mr. Whitehead declined an invitation to attend the meeting and describe the legislation—the exact specifics of which are as yet unknown, although it is reported to be similar to the September proposal of a special public broadcasting task force headed by CPB board member Joseph Hughes. That proposal would call for a ceiling of \$1 billion in federal operations and facilities appropriations over a five-year period, with the first fiscal allocation to CPB totaling \$100 million as long as the medium can collect twice that amount from nonfederal sources; the proposal calls for a two-to-one schedule of matching federal funds.

Senator Pastore did not hide his impatience with the time it has taken to finalize the OTP bill. "I'm waiting for them," the Senator said last week. Scoring Mr. Whitehead's contentions of a year ago that public broadcasting should be limited to one-year federal grants, Senator Pastore stated: "For the life of me, I could never understand why Clay Whitehead kept saying that one year was enough when every member of the CPB board maintained that two years was an absolute minimum." The result of "this kind of short-term, hand-to-mouth financing has necessarily been instability," he complained. "Realistically," Senator Pas-



Together again. Public Broadcasting Service Chairman Ralph Rogers (l) and Corporation for Public Broadcasting Chairman James R. Killian are regarded as the two men responsible for bringing internal tranquility to the noncommercial medium. They were publicly united for the first time since Dr. Killian underwent major surgery last November. The event: a Monday evening (Jan. 21) banquet honoring the CPB chairman. The WETA-FM-TV Washington-sponsored affair, held during PBS's annual membership meeting in Washington, was attended by nearly 800 industry officials, members of Congress and celebrities.

tore said, "we cannot expect the medium to attract top talent and produce quality programming when its financial life is a year-by-year proposition, depending upon the disposition of the administration and the Congress."

A day earlier, at a Monday luncheon session, the delegates had heard HEW Secretary Weinberger declare that his department "will gradually alter the nature of our activities in public television." Noting that PTV has nearly reached the saturation point in terms of availability to U.S. households, Mr. Weinberger indicated that more priority will be given to improving existing facilities than assisting new stations in HEW's facilities allocation program. The department, which has granted a total of \$90 million to public broadcasting in the past 13 years, must now explore new technologies as well, he said. "It no longer seems appropriate to implement, on a broad national scale, a single distribution technology. . . . It may be more important to conduct research and development efforts" on "such common usage systems as satellites and cable." Mr. Weinberger expressed the opinion that the cabinet level report on cable issued two weeks ago (BROADCASTING, Jan. 21), "recognizes the great potential of cable TV to provide diversity and choice by eliminating the channel capacity restrictions of the broadcast spectrum."

Mr. Weinberger was openly critical of public television's performance in one area—educational programming. "I don't think public television has gone far enough in helping education," he said. Nor was he the only governmental official to cite that alleged shortcoming last week. According to Congressman Clarence Brown (R-Ohio), education could be pursued "at a much greater level than public television has thus far shown." Noting that adults in particular need television to broaden their academic background since they are generally hesitant or unable to return to school, Mr. Brown maintained that "if it can't be done in the privacy of their own living room, it can't be done at all."

The need to develop a closer relationship with the educational community was also cited from within PBS—by Chairman Ralph Rogers. He asserted that the time to resolve the issue is now. "This is a question which must be answered," Mr. Rogers declared. "If it is just swept under the rug, there are going to be a lot of people who will lose interest in working in public broadcasting, and one of them is standing right here." He noted that \$97.3 billion was spent on education in this country last year, and said that some of it could well be used in public broadcasting. "The money's there," he said. "It's being spent. It's not like you have to go out and print it."

The need, apparently, has already been recognized by CPB. President Henry Loomis announced at the meeting the creation of a new office of education, which will be under the jurisdiction of CPB Vice President for Broadcasting Donald Quayle. As part of this "new thrust in education," Mr. Loomis said, the corporation will seek to bolster its



Guest. Even Julia Child doing a vocal duet with *Sesame Street's* Cookie Monster failed to upstage the appearance of Vice President Gerald Ford at last week's public television gathering. Speaking informally, Mr. Ford maintained that public television fills a communications void left by the commercial medium.

relationship with HEW, the U.S. Office of Education and the federally funded endowments.

Congressman Torbert H. Macdonald (D-Mass.), chairman of the Communications Subcommittee, also called for an increased educational effort—but one directed from the medium at members of Congress. Complaining that "every year" his efforts to acquire adequate funding for CPB "becomes a fight on the floor," Mr. Macdonald claimed that in this area, his associates "are guided by the thinness of their own depth of knowledge." Public broadcasting's efforts to indoctrinate their representatives in the realities of their business, he said, should be as fervent as its growing campaign to educate the general public. "You don't know your congressmen and you don't activate them," he lamented.

Though the delegates last week were in unanimous accord over the need for long-range funding, they disagreed over the method to be employed in distributing existing funds to stations. The origin of the controversy—which forced an unprecedented motion from the floor to overturn a PBS board decision—was the board's endorsement of the immediate implementation of a revised formula for distributing community service grants, the funds CPB allocates directly to stations. The board's decision, which came after Chairman Rogers broke a 10-10 deadlock, was predicated on the fact that more stations would be getting more money under the new plan. With the increased fiscal 1974 federal appropriation, the funds available for CSG's have increased from \$5 million to \$15 million. Although all the stations will be receiving from two to five times more money as a result, some 44 stations would have received larger sums under the old

formula; 83 will get more under the new plan. Despite the urgings of officials from several stations that would suffer under the new formula, the delegates ratified the board's recommendations by a voice vote. The CPB board, which also met last week in Washington later accepted PBS's recommendation.

In another money matter, it was reported at the meeting that two alternative proposals have been advanced for disposition of the \$40 million committed to public broadcasting by the Ford Foundation as it withdraws its support of the medium over the next five years.

Both plans contemplate the creation of a national program market by which stations would be able to purchase programs with help from a central fund. Under the first option, PBS would receive a total of \$12 million, \$7.5 million of which would be used to help establish the program marketing cooperative. A "station independence fund" would receive \$2 million and \$2.5 million would be PBS's contribution to a proposed \$12.5 million drama project. The remaining \$28 million would be made available primarily to three national program-producing stations—KCET-TV Los Angeles, WNET-TV New York and WETA-TV Washington. Two stations would have to match those funds from local sources to receive the Ford money (WETA would not). Under the second plan, PBS would receive \$25 million, \$20.5 million of which would go into the co-op (the remainder allocated to the independence and drama projects). Ford requires that the PBS grant be matched with \$32 million from non-foundation sources. It also asks that of the resulting \$52.5-million fund, \$15 million go to WNET-TV over a five year period, and that \$4.5 million go to WETA-TV over three years. Ford will consider the alternatives by Feb. 15.

The PBS boards of managers and governors, which met for two days in Washington prior to the membership conference, also adopted a bylaw amendment which would make a station's nonpayment of association dues grounds for ouster from PBS. In other actions, Ralph Rogers was re-elected chairman of the board of governors. Sidney I. James (WETA-FM-TV Washington) was elected vice chairman. Dr. George E. Bair, head of the North Carolina Educational Television Network, was elected chairman of the board of managers.

Training manual

A source book designed to aid lawyers who are representing citizen groups in broadcasting matters before the FCC but who are new to that field is being made available by the Office of Communication of the United Church of Christ. "A Lawyers' Sourcebook" was written by Robert W. Bennett, associate professor at Northwestern University Law School and former legal aide to former FCC Commissioner Nicholas Johnson. Mr. Bennett says the book highlights "the major areas of concern to the lawyer representing listeners and [eases] the path of the nonspecialist into the fascinating

and fast-moving field of broadcast regulation." The book is designed for use with the *Guide to Understanding Broadcast License Applications and Other FCC Forms*, by Ralph M. Jennings, an earlier paperback published by the Office of Communication for use by citizen groups and their lawyers. Both books are available for \$1 from Office of Communication, United Church of Christ, 289 Park Avenue South, New York 10010.

FCC wants to correct anomaly

The FCC has proposed a rule to expand the public's right to copy program records in a TV station's public file. The rules, adopted Jan. 3, permit members of the public to inspect and, if they bear the costs, to copy program logs.

The copying privilege, however, does not extend to composite week logs, which are part of the regular public inspection file. Thus, the commission said, an "anomalous situation" was created in which "copies may be had of newly public material but not for the material traditionally available. . . ." The commission suggested a rule asserting that "material in a television station's public file may be copied, with the costs of such reproduction to be borne by the inspecting party." But it has invited comments that might be more specific. Comments are due by March 7; replies by March 18.

NRB agenda features Ford, key figures in broadcast, cable

Washington convention also includes seven workshops, addresses by religious broadcasters

The 31st annual convention of the National Religious Broadcasters Jan. 27-30 will feature Vice President Gerald Ford as principal speaker at a congressional breakfast tomorrow (Tuesday).

The four-day event, to be held at the Washington Hilton, will also include addresses by Vincent Wasilewski, president of the National Association of Broadcasters; David Foster, president of the National Cable Television Association; FCC Commissioner Richard E. Wiley; Wallace Johnson, chief of the Broadcast Bureau, and Lee Shih-Feng, director of the Broadcasting Corp. of China.

Dr. C. M. Ward, of *Revivaltime*, Springfield, Mo., will introduce the theme of the convention, "Jesus Christ . . . the Message of the Medium" in a keynote address scheduled for this afternoon (Monday). Seven workshops—on missionary broadcasting, station ownership program production, TV and cable TV, campus broadcasting, women's issues, and training in gospel broadcasting—will be held daily, each centering on particular

aspects of the convention theme.

Highlight of Tuesday's luncheon will be presentation of a citation to FCC Chairman Dean Burch and the annual award of merit to the Rev. M. G. Robertson, president and founder of the Christian Broadcasting Network, Portsmouth, Va.

A 100-voice chorus and orchestra was to entertain NRB participants last night (Sunday) in a premiere of the musical "The Apostle."

Color is improved

U.S. sales of color TV sets increased 10.6% in 1973, the Electronic Industries Association reported last week. EIA figures also showed that black-and-white set sales declined 13.7% last year and total TV set sales were off 1.4%. On the radio side, sales of automobile units increased 22%, but total home receiver sales declined 10.5% and total radio sales decreased 3.9%. The EIA figures for 1973:

Television	1973	1972	% Change
Monochrome ..	7,032,793	8,145,374	-13.7
Color	9,263,503	8,377,843	+10.6
Total	16,296,296	16,523,217	- 1.4
Radio			
AM	16,923,558	NA	
FM	18,846,503	NA	
Total home	35,770,061	39,951,997	-10.5
Automobile	12,471,677	10,224,319	+22.0
Total	48,241,738	50,176,316	- 3.9

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The Broadcasting Playlist Jan 28

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 Arbitron Radio audience ratings for the reporting station on which it is played and for the part of the day in which it appears. (▲) indicates an upward movement of 10 or more chart positions over the previous *Playlist* week.

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
3	1	1	You're Sixteen (2:50) Ringo Starr—Apple	2	1	1	1
1	2	2	Time in a Bottle (2:24) Jim Croce—ABC/Dunhill	1	4	2	4
5	3	3	Love's Theme (3:30) Love Unlimited Orchestra—20th Century	3	2	8	2
2	4	4	The Most Beautiful Girl (2:42) Charlie Rich—Epic	4	5	6	5
4	5	5	The Joker (3:36) Steve Miller Band—Capitol	5	6	4	8
8	6	6	Show and Tell (3:28) Al Wilson—Rocky Road	6	7	3	7
9	7	7	The Way We Were (3:29) Barbra Streisand—Columbia	7	3	7	3
6	8	8	Smokin' in the Boys Room (2:57) Brownsville Station—Big Tree	8	8	5	6
10	9	9	Living for the City (3:12) Stevie Wonder—Tamla	10	9	11	9
11	10	10	I've Got to Use My Imagination (3:29) Gladys Knight & the Pips—Buddah	9	12	10	10
13	11	11	Let Me Be There (3:00) Olivia Newton-John—MCA	12	14	9	12
7	12	12	Leave Me Alone (Ruby Red Dress) (3:26) Helen Reddy—Capitol	11	10	12	14
15	13	13	Never Never Gonna Give You Up (3:58) Barry White—20th Century	13	11	13	11
12	14	14	Goodbye Yellow Brick Road (3:13) Elton John—MCA	14	13	14	15
25	15	15	Seasons in the Sun (3:24) Terry Jacks—Bell	17	15	15	13
22	16	16	Spiders & Snakes (3:03) Jim Stafford—MGM	15	17	16	18
14	17	17	Helen Wheels (3:45) Paul McCartney & Wings—Apple	16	16	17	16
17	18	18	Hello It's Me (3:27) Todd Rundgren—Bearsville	18	19	18	21
16	19	19	Top of the World (2:56) Carpenters—A & M	19	18	26	29
32	20	20	Last Time I Saw Him (2:45) Diana Ross—Motown	20	20	20	30
36	21	21	Doo Doo Doo Doo Doo (Heartbreaker) (3:25) Rolling Stones—Rolling Stones	31	21	19	17
36	22	22	Until You Come Back to Me (3:25) Aretha Franklin—Atlantic	22	28	21	20
26	23	23	Abra-Ca-Dabra (2:56) DeFranco Family—20th Century	23	25	28	22
23	24	24	If You're Ready (Come Go with Me) (3:19) Staple Singers—Stax	26	23	24	28
—	25	25	Jungle Boogie (3:08) Kool and the Gang—Delite	27	22	27	23
27	26	26	I Shall Sing (3:26) Art Garfunkel—Columbia	24	27	23	31
19	27	27	Rockin' Roll Baby (3:15) Stylistics—Avco	21	26	30	34
20	28	28	Americans (3:48) Byron MacGregor—Westbound	25	24	31	33
28	29	29	Walk Like a Man (3:21) Grand Funk—Capitol	46	29	25	19
18	30	30	Me and Baby Brother (3:30) War—United Artists	36	31	22	26
34	31	31	Rock On (3:13) David Essex—Columbia	30	30	29	24
29	32	32	One Tin Soldier (3:14) Coven—MGM	28	32	32	27
35	33	33	Jim Dandy (2:38) Black Oak Arkansas—Atco	41	37	33	25
30	34	34	Are You Lonesome Tonight (3:12) Donny Osmond—MGM	29	33	34	40
41	35	35	Come and Get Your Love (3:30) Redbone—Epic	37	38	39	32
33	36	36	Midnight Rider (3:22) Gregg Allman—Capricorn	42	34	35	35
50	37	37	Dark Lady (3:26) Cher—MCA	32	36	38	37
44	38	38	Love Song (2:50) Anne Murray—Capitol	35	35	36	41
39	39	39	My Sweet Lady (2:40) Cliff De Young—MCA	34	39	41	39
31	40	40	The Love I Lost (3:39) Harold Melvin & the Bluenotes—Phila. Int'l.	38	40	40	38
24	41	41	Mind Games (3:59) John Lennon—Apple	33	42	37	47

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
37	42	42	I Got a Name (3:09) Jim Croce—ABC/Dunhill	39	41	45	36
43	43	43	D'yer Mak'er (3:15) Led Zeppelin—Atlantic	40	44	42	50
56	44	44	Sexy Mama (3:05) Moments—Stang	52	43	48	43
—	45	45	Boogie Down (3:30) Eddie Kendricks—Tamla	48	45	50	46
21	46	46	Just You 'n' Me (3:44) Chicago—Columbia	43	53	51	53
47	47	47	I Love (2:06) Tom T. Hall—Mercury	44	49	48	57
42	48	48	Tell Her She's Lovely (3:50) El Chicano—MCA	45	48	52	54
55	49	49	Rock & Roll Hootchie Koo (2:55) Rick Derringer—Blue Sky	51	55	44	51
40	50	50	Photograph (3:59) Ringo Starr—Apple	47	52	53	55
46	51	51	Can This Be Real (3:17) Natural Four—Curton	53	50	55	48
49	52	52	Who's in the Strawberry Patch with Sally? (2:23) Dawn—Bell	55	46	47	62
56	53	53	I Like to Live the Love (3:15) B. B. King—ABC/Dunhill	53	51	55	48
48	54	54	Teenage Lament '74 (3:20) Alice Cooper—Warner Brothers	*	56	43	42
52	55	55	My Music (3:04) Loggins & Messina—Columbia	72	59	46	45
51	56	56	Painted Ladies (3:30) Ian Thomas—Janus	49	*	59	44
65	57	57	Touch the Wind (3:12) Mocedades—Tara	50	57	54	58
—	58	58	Mockingbird (3:45) Carly Simon—Elektra	74	54	57	52
71	59	59	Last Kiss (2:31) Wednesday—Sussex	56	58	58	60
45	60	60	Trying to Hold on to My Woman (4:24) Lamont Dozier—ABC/Dunhill	65	60	60	56
63	61	61	Love Has No Pride (4:05) Linda Ronstadt—Asylum	57	63	61	67
70	62	62	Daddy What If (2:39) Bobby Bare—RCA	59	47	*	73
68	63	63	This Is Your Song (3:12) Don Goodwin—Silver Blue	60	64	62	59
61	64	64	If We Can Make It through December (2:41) Merle Haggard—Capitol	69	61	63	63
53	65	65	You're So Unique (3:18) Billy Preston—A & M	67	62	72	66
58	66	66	Let Me Get to Know You (2:52) Paul Anka—Fame	63	65	69	65
66	67	67	Raised on Robbery (2:20) Joni Mitchell—Asylum	61	*	67	68
62	68	68	Livin' for You (3:09) Al Green—Hi	71	71	65	71
—	69	69	W O L D (3:56) Harry Chapin—Elektra	70	*	70	61
60	70	70	American Tune (3:44) Paul Simon—Columbia	58	66	*	*
67	71	71	Show Down (3:49) Electric Light Orchestra—United Artists	*	69	64	64
—	72	72	I Can't Stand the Rain (2:50) Ann Peebles—Hi	75	68	66	*
—	73	73	In the Mood (2:35) Bette Midler—Atlantic	64	72	73	*
—	74	74	When I Fall in Love (3:00) Donny Osmond—MGM	62	75	75	75
54	75	75	Put Your Hands Together (3:05) O'Jays—Phila. Int'l.	73	*	68	69

Alphabetical list (with this week's over-all rank): Abra-Ca-Dabra (23), American Tune (70), Americans (28), Are You Lonesome Tonight (34), Boogie Down (45), Can This Be Real (51), Come and Get Your Love (35), Daddy What If (62), Dark Lady (37), Doo Doo Doo Doo (Heartbreaker) (21), D'yer Mak'er (43), Goodbye Yellow Brick Road (14), Helen Wheels (17), Hello It's Me (18), I Can't Stand the Rain (72), I Got a Name (42), I Love (47), I Shall Sing (26), I Like to Live the Love (53), I've Got to Use My Imagination (10), If We Can Make It Through December (64), If You're Ready (Come Go with Me) (24), In the Mood (73), Jim Dandy (33), The Joker (5), Jungle Boogie (25), Just You 'n' Me (46), Last Kiss (59), Last Time I Saw Him (20), Leave Me Alone (Ruby Red Dress) (12), Let Me Be There (11), Let Me Get to Know You (66), Livin' for You (68), Living for the City (9), Love Has No Pride (61), The Love I Lost (40), Love Song (38), Love's Theme (3), Me and Baby Brother (30), Midnight Rider (36), Mind Games (41), Mockingbird (58), The Most Beautiful Girl (4), My Music (55), My Sweet Lady (39), Never Never Gonna Give You Up (13), One Tin Soldier (32), Painted Ladies (56), Photograph (50), Put Your Hands Together (75), Raised on Robbery (67), Rock On (31), Rock & Roll Hootchie Koo (49), Rockin' Roll Baby (27), Seasons in the Sun (15), Sexy Mama (44), Show and Tell (6), Show Down (71), Smokin' in the Boys Room (8), Spiders & Snakes (16), Teenage Lament '74 (54), Tell Her She's Lovely (48), This Is Your Song (63), Time in a Bottle (2), Top of the World (19), Touch the Wind (57), Trying to Hold on to My Woman (60), Until You Come Back to Me (22), Walk Like a Man (29), The Way We Were (7), When I Fall in Love (74), Who's in the Strawberry Patch with Sally? (52), W O L D (69), You're Sixteen (1), You're So Unique (65).

The Engman year: FTC turns more to preventative medicine in ad regulation

The chairman spells out the aims of affirmative disclosure program and other commission projects; advertiser and consumer groups evaluate the agency's goals

If 1973 was a year for sowing seeds at the Federal Trade Commission—a time during which resources and programs were re-evaluated, top staff posts filled and significant new powers assigned by Congress and the courts—1974 promises the beginnings of the harvest.

Chairman Lewis A. Engman, who celebrates his first year with the commission next month, has earmarked the consumer-oriented affirmative disclosure program for special priority and revamped other programs—notably ad substantiation to enhance the FTC's law enforcement potential. Both projects speak of increased emphasis on deterring deceptive practices rather than relying on after-the-fact remedies. And to support an increasingly active role in law enforcement, 1974 will see a greater exploitation of the commission's law-enforcement tools—with a broad-ranging utilization of the FTC's authority to issue trade regulation rules and preliminary injunctions. Concomitant with enforcement activity, a dose of preventative medicine is expected as the FTC seeks to stimulate industry self-regulatory efforts.

Antitrust activities are slated to get a bigger piece of the budget and manpower pie, but Mr. Engman cautions this is a relative increase. "We are not cutting back on the resources of the Consumer Protection Bureau," he said, noting that his 1975 budget will reflect an increased allocation for that bureau but not by an increase as is requested for the Bureau of Competition. Consumer-protection activity will be maintained through restructuring programs for greater impact, he said.

A major overhaul in the ad substantiation program is one recent example of attempts to put a new focus on the projects within the Bureau of Consumer Protection in an attempt to allow the FTC to move more quickly against inadequately supported claims. "The changes in the ad substantiation program reflect my belief that the basic activity of this commission should be that of a law enforcement agency and that we ought to devise programs to further the deterrent impact of our law enforcement action," Mr. Engman said.

While revisions in the substantiation program are aimed at enhancing its deterrent function, they essentially eliminate another aspect of the program—

that of providing consumer information. The documentation program was originally conceived to serve both ends, but the volume of material elicited and its technicality forced the commission to back away from that objective and eliminated a reason for asking for substantiation for such a large number of claims.

If advertising substantiation has not met the commission's expectations in providing useful consumer information, the commission has not abdicated its consumer orientation. Affirmative disclosure of relevant product information may prove to be the FTC's alternative. Chairman Engman, Tom Rosch, director of the Bureau of Consumer Protection, and Commissioner Mayo J. Thompson cite the commission's authority to require the disclosure of "material facts"—information both positive and negative about a product that may affect consumer buying decisions.

While a number of problems remain to be solved, such as the form disclosure should take and under what circumstances, the commission has a number of product claims and product areas under examination. Food advertising is under intensive investigation, with a rule on nutritional disclosure expected early in 1974. Other product areas under scrutiny include commodities hazardous to health or safety (pesticides is one), and over-the-counter drugs.

Mr. Rosch indicated that rulemaking proceedings are being considered as one means of resolving problems with information disclosure, and said rulemaking may be used to determine what constitutes a "material fact" or how to utilize standards of performance when uniform test standards exist by which a product may be compared.

While advertising is not the only vehicle for information disclosure under consideration—labelling and point of sale are others—the chairman feels that advertising can convey a substantial portion of that information for certain types of products.

But the different qualities of various advertising media available produce yet

another set of questions to resolve. The broadcast spot, rarely more than a minute in length, may make for a sardine-can squeeze of consumer information alongside the main merchandising pitch. And the question of the potentially greater impact of the broadcast ad must also be addressed. Despite these limitations, "the FTC is not moving away from broadcasting as a vehicle for information disclosure," according to Mr. Rosch. He said the FTC recognizes the 30-second spot as different from the 60-second variety and TV as still different from radio, and is investigating how to "tailor" the disclosure message to the media involved. Rulemaking is being considered to determine the feasibility of disclosure in various media, he said. Another possibility, if schedule and budget permit, are limited hearings focusing on such specific topics as how to communicate within the confines of the commercial limit ("Closed Circuit," Jan. 14).

The FTC is currently investigating the circumstances under which disclosure should be required in advertising. The answer, according to Mr. Engman, lies in part with the product under consideration. He indicated he favors affirmative requirements integral to the advertising message for products that are extremely hazardous or dangerous. Affirmative disclosure may be called for in a second instance, this time dependent on the presence of a specific claim. In this second case, making one claim about a product would place the advertiser under an obligation to disclose other salient characteristics of the product "so that the total wouldn't be unfair," according to the chairman.

Nutritional advertising presumably would fall under this second category, so that making certain nutritional claims would obligate the advertiser to divulge other information. The staff considers "material facts" in nutrition advertising to include the amounts of nutrients and calories in a product, according to Mr. Rosch. Whether amounts of sugar and its potentially



Chairman Engman

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Ad substantiation changes. In its first major advertising regulation move of 1974, the Federal Trade Commission has made a sweeping overhaul of its ad substantiation program in an attempt to increase the program's value as a law enforcement tool.

Among the changes: use of experts and commission staff to screen ads, selecting only suspect ads for substantiation orders; reduction in the response time allowed an advertiser from 60 to 30 days; deferred public announcement of substantiation requests until the commission has ruled on the material.

The changes are designed to speed up the process of reviewing questionable ads so that the commission can "move while it still has some impact," according to Chairman Lewis Engman. Under the old process, the review of substantiating materials frequently took five or six months, and rulings would be issued long after an ad had completed the typical 13-week run.

"We are changing from a shotgun to a rifle approach," Mr. Engman said. In the past, large numbers of advertisers were asked to back up major ad themes whether or not the commission had reason to suspect the accuracy of claims, but the more selective approach will allow the commission to draw a bead on "major advertising themes which appear to be most suspect and have the greatest impact on buyer decisions," Mr. Engman said.

Although only four formal complaints arose out of material submitted for 15 product categories under the old program, the number of cases is expected to increase under the new procedures.

Mr. Engman has been among those who have criticized the value of the ad substantiation program in providing general consumer information, a function the program was originally designed to meet. The voluminous filings, which threatened to bury the commission in mounds of technical data, were found to be of dubious value to the consumer. In eliminating documentation for all but suspect claims, the commission no longer expects the program to fulfill the public information objective.

harmful side effects will also be considered "material"—as some consumer groups have asked—is still under investigation.

As talk about information disclosure increases at the FTC, advertisers and consumers alike are beginning to raise objections on both procedural and philosophical grounds. While agreeing that more information is called for, Howard Bell, president of the American Advertising Federation, sees disclosure as a particular threat to the broadcast advertiser. He warned that carrying informational requirements to the extreme may make it "unfeasible for some advertisers to utilize mass advertising—and certainly the broadcast media". Information disclosure, he said, if required in the form of preworded announcements, threatens to "substitute the judgment of the government for that of industry experts by placing government in the role of copywriter." He also said that the FTC must be careful to call for information that the consumer will utilize, noting that buying decisions are often based on subjective factors such as style and color rather than safety or performance considerations.

From the consumer point of view, information disclosure is not a panacea either. Judy Jackson, executive director of the Consumer Federation of America, sees a potential for ad agency manipulation, turning potentially negative information into sales points for the company in the guise of "new truthfulness" or "new consumer orientation" themes. She pointed to cigarette warnings in print copy as examples of ad agency manipulation designed to reduce the impact of negative information about the product. She also expressed doubts about how meaningful information could be when confined within the limits of the broadcast ad.

John Macy, president of the Council

of Better Business Bureaus, said the FTC's information disclosure ideas "should be tried and evaluated." But he cautioned that the consumer's "range of informational needs transcends the ability of advertising to transmit information" and said the FTC shouldn't short-change the role of consumer agencies, consumer reports and Better Business Bureau in serving that function.

With an increasing emphasis on affirmative disclosure in advertising, many FTC observers see such after-the-fact remedies as corrective advertising on the wane. Chairman Engman says that failure to find a basis for corrective advertising in the Wonder Bread decision (as had been asked by the staff in its appeal) (BROADCASTING, Nov. 12, 1973) should not be taken as evidence that corrective advertising is "dead." However, Mr. Rosch noted that the commission has always considered corrective ads an "extraordinary remedy," and that much of the same function can be accomplished by information disclosure.

A continuing emphasis on voluntary action, precluding commission intervention, is one facet of Mr. Engman's attempt to strengthen the FTC's deterrent capability. "I think that one of my roles is to encourage people to take voluntary steps which in turn should have the impact of reducing the need for law enforcement in certain areas," he said.

In this role of catalyst, Mr. Engman has approached the area of children's television advertising. In calling for action in that area in a speech last August (BROADCASTING, Aug. 6, 1973 et seq.), the chairman asked for consumer, industry and FTC representatives to consider questions of the adequacy of current codes and their implementation, and to explore research needs through a subcommittee structure that puts consumer and industry members on a parity basis. While he says it is too early to comment

on results (subcommittee action is in a hiatus pending industry review of consumer code proposals submitted to the FTC last week), the chairman says he is particularly pleased with developments out of the National Advertising Review Board, which is in the process of setting up a panel to review children's advertising and to recommend further steps necessary in self regulation. Mr. Macy gives Mr. Engman credit for that development, and sees NARB action resulting directly from the chairman's "leadership and commitment to self-regulatory goals" in that area.

"In many of these areas, if NARB and industry can resolve the problem before we have to deal with it, that's to everybody's benefit," said the chairman "that permits us to use resources in other areas." But while advocating action, the chairman makes no secret of holding a stick behind his carrot, saying: "We can not abdicate our ultimate law enforcement responsibility. . . . If a particular practice or ad is unfair or deceptive to children, we would proceed against it."

The question of unfairness, mentioned in this connection by Mr. Engman, and earlier in a dissent to the Wonder Bread opinion, is indicative of another developing area at the FTC.

In that Wonder Bread opinion, he wrote, ". . . the advertiser who chooses a child audience as the target group for his selling message is subject not only to standards of truthful advertising; he is, in my judgment, also bound to deal in complete fairness with his young viewers. In my opinion, advertising directed to or seen by children which is calculated to, or in effect does, exploit their known anxieties or capitalize upon their propensity to confuse reality and fantasy is unfair within the meaning of Section 5 of the Federal Trade Commission Act."

In July, 1973, a commission reorganization gave rise to a new unit, the Special Projects division within the Bureau of Consumer Protection, charged with investigating unfair practices. The FTC will also be applying its trade regulation rule to further flesh out the definition of unfair business practices, according to Mr. Rosch.

Applying unfairness as a test further expands the FTC's ad regulation potential, allowing the FTC to act against ads whose overt claims may be true but whose over-all impression is "unfair."

But what may be a boon for the FTC, may be a bane for the advertiser. Unfairness is the "most subjective and difficult area we are entering into," according to AFA's Mr. Bell, who argues it "is going to be very difficult for the industry to anticipate when the doctrine will be applied."

Another ad-related matter currently under FTC scrutiny is that of advertising related to the energy crunch. Chairman Engman said he sees no difference between product claims related to energy and other kinds of product advertising as far as FTC powers are concerned. Ad substantiation can be as easily applied

to one as to the other, he said, but because the energy question is in the public mind to a great extent today, the FTC is being "particularly alert" to those kinds of claims.

Corporate image advertising raises "some additional problems," he said and noted that First Amendment questions are involved particularly in ads that call for governmental action. "Within the next few weeks there will be some judgments made on the whole subject by the commission," he said.

Whether the Lewis Engman commission will be more or less innovative than the Miles Kirkpatrick commission (1970-1973) remains to be seen. With one commissioner's post still vacant and a turnover of three out of four of the remaining seats in the past year, "the commission is going to be hard to read until it's had time to settle down," said Judy Jackson. But if observers are reluctant to assess the Engman tenure, signposts are beginning to point the way of future priorities. Ms. Jackson says consumer influence is being felt at the commission, particularly in the area of children's TV advertising. Mr. Macy speaks of a "public-private partnership" fostering and encouraging the concept of self regulation on both a local and national level.

Wonder Bread ruling didn't alter ground rules

Consumer Protection head also warns of corrective ad orders for drugs

Nutritional disclosure requirements and corrective advertising—two measures some thought were buried by the Federal Trade Commission's Wonder Bread decision—are alive and well, according to a top FTC official. J. Thomas Rosch, director of the Bureau of Consumer Protection, told members of the New York State Bar Association last week that he is not alone in seeing a need for a "comprehensive trade regulation rule governing food advertising." He also indicated to the annual meeting of the association's Food, Drug and Cosmetic Law section that corrective ads may be required for over-the-counter drug advertising.

In the Wonder Bread ruling last November, the commission failed to find Hostess snack cake's claim for "good nutrition" misleading in not disclosing the large amounts of sugar in the product. The decision further stated it would be "unrealistic" to impose on the advertiser the "heavy burden of nutritional education, especially with respect to radio and TV commercials" in 30- and 60-second spots.

Mr. Rosch said the decision should not be used as a basis for "predicting that the commission will not be willing to require nutritional disclosures—in some form—from all food advertisers where that would facilitate nutritive comparisons." He added that the Wonder Bread opinion does not eliminate the possibility of TV spot commercials as disclosure vehicles.

The FTC, he said, has "ample legal

BAR reports television-network sales as of Dec. 23

CBS \$712,252,100 (35.6%), NBC \$681,185,800 (34.1%), ABC \$606,641,700 (30.3%)

Day parts	Total minutes week ended Dec. 23	Total dollars week ended Dec. 23	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday Sign-on-10 a.m.	70	\$ 434,500	3,943	\$ 25,177,200	\$ 24,177,800
Monday-Friday 10 a.m.-6 p.m.	947	7,394,800	47,821	395,592,600	367,526,600
Saturday-Sunday Sign-on-6 p.m.	227	7,639,700	14,440	229,375,100	221,407,300
Monday-Saturday 6 p.m.-7:30 p.m.	96	2,519,400	4,877	101,739,300	92,712,200
Sunday 6 p.m.-7:30 p.m.	10	575,500	683	17,311,000	15,615,400
Monday-Sunday 7:30 p.m.-11 p.m.	393	23,730,600	19,996	1,099,467,800	968,799,900
Monday-Sunday 11 p.m.-Sign-off	161	2,385,500	8,341	131,416,600	106,319,700
Total	1,904	\$44,680,000	100,101	\$2,000,079,600	\$1,796,558,900

*Source: Broadcast Advertisers Reports network-TV dollar revenues estimates.

BAR reports television-network sales as of Dec. 30

CBS \$728,314,900 (35.7%), NBC \$693,818,700 (34.0%), ABC \$618,095,900 (30.3%)

Day parts	Total minutes week ended Dec.30	Total dollars week ended Dec.30	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday Sign-on-10 a.m.	46	\$ 292,200	3,989	\$ 25,469,400	\$ 24,552,000
Monday-Friday 10 a.m.-6 p.m.	782	6,299,200	48,603	401,891,800	372,751,500
Saturday-Sunday Sign-on-6 p.m.	174	6,249,300	14,615	235,624,400	227,467,300
Monday-Saturday 6 p.m.-7:30 p.m.	88	2,119,100	4,966	103,858,400	94,789,700
Sunday 6 p.m.-7:30 p.m.	11	596,400	695	17,907,400	15,965,800
Monday-Sunday 7:30 p.m.-11 p.m.	383	22,801,700	20,379	1,122,269,500	988,887,200
Monday-Sunday 11 p.m.-Sign-off	122	1,792,000	8,463	133,208,600	109,000,100
Total	1,606	\$40,149,900	101,710	\$2,040,229,500	\$1,833,413,600

*Source: Broadcast Advertisers Reports network-TV dollar revenues estimates.

authority" to promulgate a rule "requiring the disclosure of material nutritional information in food advertising and prohibiting such advertising insofar as it is misleading or unfair from a nutritional standpoint." He noted that such a rule would complement the Food and Drug Administration's nutritional labeling program. "Inadequate advertising can severely undercut the utility of adequate labeling. Conversely, adequate advertising can reinforce and enhance the effectiveness of adequate labeling," he said.

While Mr. Rosch did not discuss the specific provisions he would include in the rule, he told BROADCASTING that the staff considers "material facts" in nutrition advertising to be the amounts of nutrients and calories in a product. He said progress in proposing such a rule is "fairly far along" (see story, p. 40).

Mr. Rosch maintained that commission law enforcement on over-the-counter drug advertising should not be suspended pending completion of FDA's monograph program (which will result in rules governing OTC drug claims). FTC complaints against OTC drugs ads have centered on claims of product superiority, mood

alteration, scientific tests and endorsements—many of which find no place in product labeling, he argued.

He suggested that corrective advertising may be in the offing to combat such false impressions. "I suspect that the monographs issued by the FDA will establish that efficacy and safety claims which some companies have been making for years are false or misleading," he said, and he urged drug advertisers to "reposition their products and do their own corrective advertising immediately."

In discussing cosmetic advertising, Mr. Rosch said that FDA's pending ingredient labeling regulations could go a long way toward solving problems with cosmetic claims, but that case-by-case or rulemaking actions by the FTC should not be ruled out.

Wider ad ban sought

In a petition filed with the Federal Trade Commission, two antismoking groups have asked the FCC to ban advertising of cigarettes on billboards. The groups, Action on Smoking and Health, and the Interagency Council on Smoking and

Health, cited the Public Health Cigarette Smoking Act of 1969, which outlawed cigarette advertising on radio and television as establishing congressional policy consistent with prohibiting billboard ads for cigarettes. The groups asked the FTC to move on its own against billboard ads.

"Our hope of reducing the amount of cigarettes consumed rests clearly on the possibility of preventing young people from getting hooked on this harmful and often deadly habit," the groups stated in their petition. Taken together, the influence of larger-than-life pictures on billboards and subliminal appeals contained in such advertising may encourage smoking, the groups said.

The battle is joined over independents' early-evening TV audiences

HR&P counters Metromedia study that claimed more women watch nonnetworks' comedies than news on affiliates; rep firm says children also watch and are too distracting

Independent television stations are the targets, for what appears to be the first time, in a research presentation that a leading TV station representatives developed and is taking pains to show to major advertisers and agencies.

The fact that such a study was even developed is regarded as recognition that independents—which as a group have been struggling for years to get a foothold in the marketplace of national spot advertising—have begun to make some inroads against network-affiliated competitors ("Closed Circuit," Jan. 21).

The battleground for the current skirmish is late-afternoon and early-evening situation comedies, which suggests that that's where the competition is keenest.

The anti-independents presentation was developed by Harrington, Richter & Parsons, whose station list is composed entirely of network affiliates. One of its chief purposes is to counter an earlier study, commissioned by Metromedia, that strongly supports independents.

The Metromedia study, conducted in Washington last May by R. H. Bruskin Associates, originated in a competitive problem that Metromedia's WTTG(TV) Washington was having. WTTG's early-evening (6 to 8 p.m.) situation-comedy block, Metromedia officials said, was delivering more women viewers, on average, than what was basically news programming on its three network competitors. But some buyers discredited the value of these women because "substantial numbers" of children were watching with them, the theory being that the children, not the adults, dictated the choice of program.

Bruskin interviewed women viewers of the four programs in the situation-comedy block and found, its report said, that

more than half of the women (54.3% to 59.2%, depending on the program) said they made the program choice single-handedly, while more than 80% said they had a voice in the decision. From these findings Metromedia concluded that women viewers were being grossly and unfairly downgraded by buyers. Other pro-independent supporters subsequently added findings from other sources to give nationwide scope to the claim that women are both major and attentive viewers of early-evening situation comedies.

HR&P's anti-independents presentation takes a somewhat different tack. HR&P researchers examined ARB and Nielsen data on the audiences of nine situation comedies scheduled in early fringe time (4:30-7 p.m.) in the top 50 markets.

But, the presentation asserts, on average there were almost four children (3.8) for every woman in the audiences that watched the programs on independent stations, whereas the child-to-woman ratio was less than two (1.6) to one when the same shows were seen on network affiliates. And in some markets, the presentation continues, the ratio ran as high as six or eight to one on independents and less than one to one on affiliates.

HR&P's point is not who chose the program. Its contention is that, with all those kids around, the women are bound to be subject to more distraction if they are watching on independents. And the reason there is a higher ratio of children around, HR&P officials say, is that independents tend to schedule children's programming ahead of their fringe-time situation comedies, while affiliates tend to go from network shows to other adult-oriented programs, scheduling situation comedies as "an island" between adult entertainment and news.

The two presentations naturally reach different bottom-line pitches. Salesmen using the Metromedia study ask buyers to evaluate women viewers of situation comedies on the same basis as women viewers of any other programs. HR&P salesmen suggest that spots for adult-oriented products should not be bought in programs whose audiences are predominantly under age 18.

Business Briefs

Assessing TVB's future. Select study committee of Television Bureau of Advertising has begun work on its assignment to study and make recommendations on TVB's "future, its organization and staff and its probable manpower requirements." Marvin L. Shapiro of Westinghouse Broadcasting, committee chairman, said seven-member group has organized its approach and will meet again during week of Feb. 4. Committee, created after abortive attempt to ease TVB President Norman E. Cash into early retirement is to report to TVB board's spring meeting.

Rep appointments. KPAY-AM-FM Chico, Calif.; Buckley Radio Sales, New York; KMED(AM) Medford, Ore., and KQMS(AM) Redding, Calif.; Buckley Radio, New York; KNTV-TV San Jose, Calif.; Katz Television, New York.

Meeker becomes bolder

Radio rep firm plans to pare its client list by more than 50%, will seek 20-25% commissions, offer new service to stations

Meeker Radio Inc., national radio sales representation firm, plans to trim its list of client stations from 105 to 50, but will offer a new, supplementary service—on a subscription basis—to the stations being dropped as well as to other radio stations.

Fin Hollinger, long-time station owner/operator who took over the Meeker presidency last fall, says the subscription approach is one of several departures from standard rep practice that Meeker is planning. Another is to loosen up the conventional 15% sales commission system, an area in which some other radio reps have also made changes.

For the most part, the 55 stations to be dropped from Meeker's regular representation list are—as is usually the case when reps trim lists—those that appear to have relatively low national spot sales potential.

The special service being offered these stations, Mr. Hollinger said, will include some sales representation and sales-related assistance, plus consultation on programming and personnel and a variety of promotion services.

Mr. Hollinger did not announce the subscription fee for the new service but in typical cases it was understood to be about \$150 a month. The service is being offered to radio stations generally as well as to those being dropped from Meeker's regular list, with the fees to be applicable against a 20% commission.

Meeker is also moving to get radio rep commissions out of the 15% groove. For stations that remain on the firm's regular representation list Mr. Hollinger plans, at contract-renewal time, to add a sliding scale extending up to 20%-25%. The increase, he said, will be distributed as bonuses to Meeker salesmen, giving them extra incentive to boost each station's sales above its prior year's level. Last year, he said, sales for 35 Meeker-represented stations were up from 1972's totals and Meeker salesmen are receiving "mini-bonuses" as a result.

Meeker is not the first radio rep to adjust the 15% commission, according to spot-sales sources. They say some others are charging up to around 20% to represent smaller stations. But they know of no rep firm's offering a subscription service similar to Meeker's.

Mr. Hollinger said he expects to get the regular Meeker list down to 50 stations by the end of this year. In the meantime the firm is adding as well as subtracting. Last week he announced the following additions: KTW(AM) and KZOK(FM) Seattle, KEDO(AM) Longview and KBFW(AM) Bellingham, all Washington; KASH(AM) Eugene and KALE(AM) Richland, Ore.; WAFB(FM) Baton Rouge, and KZNG(AM) Hot Springs and KFPW(AM) Fort Smith, both Arkansas.

tive concluded no action was necessary. Furthermore, the staff said, no arrests were made by any of the police departments involved nor were any criminal information or indictments made against any of the individuals involved.

The staff also said there was no basis for another charge by Chief Tielsch—that the CBS report constituted a deliberate effort to discredit and destroy public confidence in the Seattle police. The staff said Chief Tielsch failed to provide the “substantial extrinsic evidence” the commission would require before inquiring into the allegations.

The woman's parents, Mr. and Mrs. J. C. Crampton, of Redondo Beach, Calif., filed two letters of complaint with the FCC, listing some 16 specific alleged failures on the part of CBS News to produce a “fair” program on the subject of deprogramming. They said that the controversial issue of public importance was “religious communities’ control over the minds and bodies of their members” and that on that issue, CBS made no effort to explore “the question of why there exists a need for a person of Mr. Patrick's stature today,” they said.

But the staff said that a review of the program's script showed that “CBS afforded a reasonable opportunity for the presentation of contrasting viewpoints.”

March 1 for RTNDA entries

Radio Television News Directors Association has announced a March 1 deadline for entries in its 1974 regional and international awards competition. Judging will be in four categories in radio and television: reporting on a significant problem, reporting of a spot news story, investigative reporting and editorializing. RTNDA membership is not a prerequisite for submitting entries. Entry blanks and further information are available from Dave Riggs, RTNDA awards chairman, WSB-TV Atlanta 30309; Professor Baskett Mosse, Medill School of Journalism, Northwestern University, Evanston, Ill 60201; Professor Richard Yoakam, journalism department, Indiana University, Bloomington 47405, or from any RTNDA regional director.

Journalism Briefs

Prison interviews. Whether or not journalists have constitutional right to interview prison inmates will be decided by U.S. Supreme Court. High court last week agreed to hear arguments this year in behalf of three writers in connection with case involving inmates at San Quentin (Calif.) prison. Writers filing suit include Paul Jacobs, author and television reporter for noncommercial KQED (TV) San Francisco.

Expanding north. In first sales outside U.S., UPITN reports its daily electronic new service has been bought by CITY-TV Toronto and Global Communications Ltd., Toronto, new Canadian network with six stations in Ontario. UPITN now services 21 stations in U.S. and Canada.

Finance

No upward trend seen in spurt by cable issues

Brokers see effect of release of cabinet report as short-lived; general economy and Teleprompter cited as continuing negative factors

Stockbrokers agree that the President's cabinet committee report on cable television, which recommended less government regulation (BROADCASTING, Jan. 21), has given CATV stocks a shot in the

arm. But they have doubts about the longevity of the upward trend.

One broker, while acknowledging that the report was “the main reason for the surge in CATV stocks,” pointed out that another factor at work was a “shakeout” of the industry, which witnessed a depressed market in the last quarter of 1973. Market improvement, coupled with the encouraging White House report, he said, “has breathed new life in the CATV group.”

He felt that 75% of the upward price movement in CATV issues had already occurred, however. That was also the assessment of several other brokers. Like every other flurry of stock activity in recent years, commented one broker, CATV's will be “short-lived.” Another



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skeptical broker pointed out that the gains cable issues have shown cannot hold up because proposals in the CATV report are possibly years away from being implemented, if ever. Still another described cable, despite the gains, as a "weak" issue. He cited uncertainty over financially troubled CATV giant Teleprompter as well as the general economy, as contributing factors.

A look at the past activity of 10 major CATV stocks on BROADCASTING's index shows improvement over 1973 lows and over standings at the beginning of 1974. But, at the same time, the issues have come nowhere near equaling their highs for 1973. The cable picture:

	Close 1/23	Close 1/2	1973 High	1973 Low
American TV & Communications (O)	19%	13	39	7%
Cablecom-General (A)	4%	1%	8%	1%
Properties (O)	3%	2%	9%	2%
Cox Cable (A)	14%	9%	31%	7%
LVO Cable (O)	4	2%	11%	2%
Tele-Communications (O)	5%	3	21	2%
Teleprompter (A)	6%	4%	34%	3%
UA-Columbia (O)	5%	3%	15	3%
Viacom (N)	7	5%	20	4%
Vlkoa (A)	3%	2%	9%	1%

A—American Stock Exchange; N—New York Stock Exchange; O—Over-the-counter bid.

Financial Briefs

Results of tender. Gulf & Western Industries said it received some 380,000 common shares of Madison Square Garden Corp. in tender offer that expired Jan. 18, raising G&W's holdings from 20% to 28%, or about 1,350,000 shares. Company had offered \$7 per share, had sought 41% of MSG.

Near sell-out. Secondary public offering of 588,500 common shares of Burnup

& Sims Inc. was reported 90% sold last week. Stock went for \$19.75 per share, netting total of \$11.6 million. Sale was managed by several brokers for group of shareholders.

Taft purchase. Taft Broadcasting Co.'s board has approved purchase of up to 200,000 shares of company's common stock on open market. Shares will be used for employee compensation plans. Taft said its employees' profit-sharing retirement plan was contemplating purchase of up to 25,000 shares of Taft common.

Warner buy. Warner Communications has completed purchase of two million shares of its common stock under repurchasing agreement announced last October.

Banks protest lack of differentiation in Senate's study

Seven say report 'verged on reckless' by including nonvoting shares; FCC explains its procedure

Seven banks have disputed the accuracy of a Senate report that charged the firms will violate the FCC's multiple ownership rules if they do not divest themselves of certain broadcasting stocks by June 1975 (BROADCASTING, Jan. 14).

In fact, one of the institutions charged that portions of the report, "Disclosure of Corporate Ownership," prepared by two subcommittees of the Senate Government Operations Committee with assistance from the FCC, "verged on the

reckless" because the section on bank ownership of broadcast stocks failed to adequately distinguish between voting and nonvoting shares held by banking firms.

Following are the seven banks and the broadcast holdings over 5% that the report claims they had on July 5, 1972, the cut-off date the FCC used in compiling figures for the Senate subcommittees (all common stock unless otherwise noted):

- Bankers Trust Co. (alleged in the report to have 10.4% of ABC, 5.9% of Dun & Bradstreet, 5.7% of CBS and 9.8% of Metromedia).

- Bank of New York (which according to the report, owns 7.2% of ABC, 6.6% of Columbia Pictures, 12.7% of Pacific & Southern, 6% of Adams-Russell, 5.3% of RKO General, and 7.2% of Ridder Publications).

- Chase Manhattan (6.7% of Westinghouse, 14.1% of CBS, 6.5% of Travelers Insurance, 5.5% of Time, 7.4% of Fuqua Industries and 14.5% of Rahl).

- Manufacturers Hanover Trust Co. (7.3% of Starr Broadcasting, 5.9% of Ridder Publications preferred, 10.5% of Pueblo International Broadcasting).

- Mellon Bank and Trust (5.2% of Times-Mirror Co., 8.2% of Metromedia).

- Morgan Guaranty Trust (7.0% of Dun & Bradstreet, 6% of Capital Cities, 11.1% of Travelers Insurance, 7.4% of Time).

- United States Trust Co. (9.1% of Dun & Bradstreet, 5.3% of Capital Cities, 5.3% of Gannett Broadcasting).

The FCC in 1972 raised from 1% to 5% the voting stock interest a bank may hold in a broadcasting company without counting the stations toward multiple ownership limits. It gave the institutions until June 1975 to comply.

All the banks denied being over the commission's ownership limits, and some speculated that the FCC mixed nonvoting shares with voting shares in compiling its figures.

An FCC spokesman said the figures, compiled from the commission's ownership files, should be "substantially" correct. He explained that the American Society of Corporate Secretaries' *Nominee List*, a publication containing all "street" names (companies created by banks to hold and trade stock) was used to obtain a list of such accounts that were associated with broadcasting companies. Then, he said, each street name was looked up in the FCC's ownership books (which are computer printouts) to find out the amount of stock held under the street name.

One of the problems, he said, is that the information in the ownership books comes from data filed by broadcast licensees. And that data, he said, is not submitted to the commission in any standardized manner.

The commission spokesman said it could be difficult to tell whether street listings involved voting or nonvoting stock. If there was no indication to the contrary in the ownership books, he said, it was assumed the stock was voting.

December, 1973

\$1,700,000

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(Bangor, Maine)

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

Company	Period/Ended	CURRENT AND CHANGE					YEAR EARLIER		
		Revenues	Change	Net Income	Change	Per Share	Revenues	Net Income	Per Share
Dun & Bradstreet Companies Inc. ¹	year 12/31	457,725,000	+ 14.3%	38,350,000	+ 12.7%	1.47	400,301,000	34,043,000	1.31
Harris-Intertype Corp.	6 mo. 12/31	235,860,000	+ 20.7%	9,642,000	+ 27.1%	1.55	195,369,000	7,588,000	1.20
LVO Cable Inc.	6 mo. 11/30	4,426,000	+ 20.0%	154,000	- 33.3%	.08	3,687,000	231,000	.16
Meredith Corp.	6 mo. 12/31	71,247,000	+ 5.4%	2,979,000	+ 6.5%	1.03	67,587,000	2,797,000 ²	.99
MGM Inc.	3 mo. 11/24	34,493,000	+ 7.9%	9,102,000	+ 49.5%	1.53	31,967,000	6,086,000	1.02
3M Co.	year 12/31	2,546,000,000	+ 20.4%	295,500,000	+ 20.9%	2.62	2,114,000,000	244,300,000	2.17
MPO Videotronics Inc.	year 10/31	14,805,346	- 4.3%	(1,555,783)	*	#	15,471,545	(295,216)	#
Rollins Inc. ³	6 mo. 12/31	90,273,012	+ 19.5%	6,197,959	+ 15.8%	.45	75,537,041	5,354,398	.39
Scientific-Atlanta Inc.	6 mo. 12/31	12,336,000	+ 40.5%	432,000	+ 47.4%	.47	8,780,000	293,000	.32
Scripps-Howard Broadcasting Co.	year 12/31	28,179,193	+ 7.2%	5,429,751	+ 3.4%	2.10	26,288,895	5,248,874	2.03
Sony Corp.	year 10/31	1,050,000,000	+ 28.5%	84,600,000	+ 26.8%	1.28	817,000,000	66,700,000	1.04
Taft Broadcasting Co. ⁴	9 mo. 12/31	64,939,409	+ 16.0%	9,484,596	+ 5.4%	2.28	55,975,579	8,997,770	2.22
Wells Rich Greene Inc.	year 10/31	185,250,000	+ 7.1%	3,375,077	+ 6.4%	2.08	173,017,000	3,172,678	1.96

* Percentage change is not meaningful.

Per share figures not given.

¹ Broadcasting accounted for 6.6% of revenues and 16.5% of income in 1973.

² Includes gain of \$875,000 on sale of KPHO(AM) Phoenix and loss of \$400,000 in connection with cessation of television program packaging and

disposal of certain properties by wholly owned subsidiary, MC Productions Inc., Burbank, Calif.

³ Per share figures assume full dilution.

⁴ Net income for 1973 period does not include net gain of \$650,188 from sale of WNEP-TV Scranton-Wilkes-Barre, Pa. Net income for 1972 period does not include net gain of \$1,086,455 from sale of WBRC-AM-FM Birmingham, Ala.

Broadcasting's index of 137 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. Jan. 23	Closing Wed. Jan. 16	Net change in week	% change in week	High 1973	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	ABC	N 23 7/8	23 1/4	+ 5/8	+ 2.68	34 1/4	20	9	16,584	395,943
CAPITAL CITIES COMM.	CCB	N 31 3/8	31 3/4	- 3/8	- 1.18	62 1/2	30 1/2	13	7,074	221,946
CBS	CBS	N 27 7/8	27 1/2	+ 3/8	+ 1.36	52	24 7/8	9	28,315	789,280
COX	COX	N 19 1/8	18 3/8	+ 3/4	+ 4.08	40 1/4	13 3/8	10	5,831	111,517
FEDERATED MEDIA*	O	5 1/2	5 1/2		.00	5 1/2	2	18	820	4,510
GROSS TELECASTING	GGG	A 11	11 1/8	- 1/8	- 1.12	18 3/8	10	7	800	8,800
LIN	LINB	O 5 1/2	5 3/4	- 1/4	- 4.34	14 3/4	3 1/4	5	2,296	12,628
MOONEY	MOON	O 3	2 7/8	+ 1/8	+ 4.34	10 1/4	2 1/4	8	385	1,155
PACIFIC & SOUTHERN	PSOU	O 5 3/4	5 1/2	+ 1/4	+ 4.54	13 3/4	5 1/4	82	1,751	10,068
RAHALL	RAHL	O 5 1/2	5 1/4	+ 1/4	+ 4.76	12 1/4	2 3/4	9	1,297	7,133
SCRIPPS-HOWARD	SCRIP	O 15 1/2	16 1/4	- 3/4	- 4.61	21 1/4	14 3/8	7	2,589	40,129
STARR	SBG	M 8	8		.00	24 1/2	7	7	1,069	8,552
STORER	SBK	N 14 5/8	15 1/8	- 1/2	- 3.30	44	12	7	4,751	69,483
TAFT	TFB	N 18 3/8	16 3/4	+ 1 5/8	+ 9.70	58 5/8	15 1/2	7	4,219	77,524
WHDD CORP.**	O	32	32		.00	32	14	7	589	18,848
WOODS COMM.	O	3/8	3/8		.00	1 5/8	1/4	3	292	109
TOTAL									78,662	1,777,625
Broadcasting with other major interests										
ADAMS-RUSSELL	AAR	A 2 1/4	2	+ 1/4	+ 12.50	5 3/8	2	6	1,259	2,832
AVCO	AV	N 6 3/4	6 5/8	+ 1/8	+ 1.88	16	6 3/8	3	11,482	77,503
BARTELL MEDIA	BMC	A 2	1	+ 1	+ 100.00	3 1/2	1	6	2,257	4,514
CAMPTOWN INDUSTRIES	D		3/8		.00	2	1/4	5	1,138	426
CHRIS-CRAFT	CCN	N 2 1/2	2 5/8	- 1/8	- 4.76	6 5/8	2	9	4,162	10,405
COMBINED COMM.	CCA	A 11	10 1/2	+ 1/2	+ 4.76	44	10 1/2	8	3,274	36,014
COWLES	CWL	N 6	6 1/8	- 1/8	- 2.04	9 5/8	4 3/4	13	3,969	23,814
DUN & BRADSTREET	DNB	N 30	33 1/8	- 3 1/8	- 9.43	42	30	21	26,305	789,150
FAIRCHILD INDUSTRIES	FEN	N 5	5 1/4	- 1/4	- 4.76	13 3/8	4	45	4,550	22,750
FUQUA	FQA	N 8 5/8	8 1/8	+ 1/2	+ 6.15	20 3/8	6 3/4	3	8,560	73,830
GENERAL TIRE	GY	N 16 1/4	15 1/4	+ 1	+ 6.55	28 3/4	12	5	20,679	336,033
GLOBETROTTER	GLBTA	O 4 5/8	3 5/8	+ 1	+ 27.58	8 1/8	1 7/8	6	2,759	12,760
GRAY COMMUNICATIONS	O				.00	12 7/8	9	7	475	4,512
HARTE-HANKS	HHN	N 7 1/8	7 1/8		.00	29 1/4	7	6	4,337	30,901
JEFFERSON-PILOT	JP	N 34	34 3/4	- 3/4	- 2.15	40 7/8	27	15	24,082	818,788
KAISER INDUSTRIES	KI	A 7 7/8	7 7/8		.00	9 3/8	4	6	27,487	216,460
KANSAS STATE NETWORK	KSN	O 3 3/8	3 3/8		.00	6 1/8	3 3/8	6	1,741	5,875
KINGSTIP	KTP	A 6 5/8	5 3/4	+ 7/8	+ 15.21	14 1/4	4 1/4	6	1,154	7,645
LAMB COMMUNICATIONS	P				.00	2 5/8	1 1/2	35	475	831
LEE ENTERPRISES	LNT	A 12	12 3/8	- 3/8	- 3.03	25	9 7/8	8	3,352	40,224
LIBERTY	LC	N 14 1/2	14 1/8	+ 3/8	+ 2.65	23 7/8	13 3/8	7	6,631	96,149
MCGRAW-HILL	MHP	N 7 1/4	6 7/8	+ 3/8	+ 5.45	16 7/8	6 3/8	7	23,525	170,556
MEDIA GENERAL	MEG	A 23 3/8	22 3/4	+ 5/8	+ 2.74	43 1/2	20 3/4	9	3,546	82,887
MEREDITH	MOP	N 9 5/8	8 7/8	+ 3/4	+ 8.45	20 1/2	8 3/8	5	2,887	27,787
METROMEDIA	MET	N 8 3/8	8	+ 3/8	+ 4.68	32 1/4	7	5	6,493	54,378
MULTIMEDIA	MMED	O 11 1/2	13 1/2	- 2	- 14.81	30 1/4	11 1/2	8	4,388	50,462
OUTLET CO.	OTU	N 8 3/4	8 3/8	+ 3/8	+ 4.47	17 5/8	8	5	1,379	12,066
POST CORP.	POST	O 9 3/4	9 1/2	+ 1/4	+ 2.63	17	8	4	893	8,706
PSA	PSA	N 8 5/8	9 1/8	- 1/2	- 5.47	21 7/8	6 1/8	13	3,768	32,499
REEVES TELECOM	RBT	A 1 3/4	1 5/8	+ 1/8	+ 7.69	3 1/4	1 1/4	10	2,376	4,158
RIDER PUBLICATIONS	RPI	N 11 3/4	11 1/2	+ 1/4	+ 2.17	29 7/8	11 3/8	8	8,312	97,666
ROLLINS	ROL	N 17 3/4	16 3/4	+ 1	+ 5.97	36 1/2	14 1/4	15	13,305	236,163
RUST CRAFT	RUS	A 9	9 1/2	- 1/2	- 5.26	33 3/4	7 1/2	5	2,366	21,294
SAN JUAN RACING	SJR	N 13 1/8	12 5/8	+ 1/2	+ 3.96	23 3/4	12 1/8	11	2,367	31,066
SCHERING-PLOUGH	SGP	N 71	64 1/2	+ 6 1/2	+ 10.07	87 5/8	62 1/2	37	52,590	3,733,890
SONDERLING	SDB	A 8 3/4	9	- 1/4	- 2.77	16 3/8	6 3/8	5	816	7,140
TECHNICAL OPERATIONS	TO	A 6	4 3/4	+ 1 1/4	+ 26.31	13 1/2	4	7	1,376	8,256

	Stock symbol	Exch.	Closing Wed. Jan. 23	Closing Wed. Jan. 16	Net change in week	% change in week	High 1973	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
TIMES MIRROR CO.	TMC	N	14	14 1/2	- 1/2	- 3.44	25 7/8	14	9	31,145	436,030	
TURNER COMM.	D		3	3		.00	6	3	7	1,486	4,458	
WASHINGTON POST CO.	WPO	A	16 3/8	16	+ 3/8	+ 2.34	37	15 3/4	6	4,749	77,764	
WOMETCO	WOM	N	8 3/4	9	- 1/4	- 2.77	19 3/8	7 7/8	7	6,295	55,081	
Cablecasting										TOTAL	334,190	7,763,723
AMECO**	ACO	O	1/4	1/4		.00	3	1/8		1,200	300	
AMER. ELECT. LABS**	AELBA	O	1 3/8	1 3/8		.00	3 5/8	1		1,672	2,299	
AMERICAN TV & COMM.	AMTV	D	19 1/4	17 1/2	+ 1 3/4	+ 10.00	39	7 1/4	66	3,056	58,828	
ATHENA COMM.**	O		3/8			.00	5 1/2	3/8		2,126	797	
BURNUP & SIMS	BSIM	O	18 7/8	19 1/2	- 5/8	- 3.20	31 3/4	18 7/8	24	7,692	145,186	
CABLECOM-GENERAL**	CCG	A	4 3/8	2 1/2	+ 1 7/8	+ 75.00	8 7/8	1 3/4		1,121	4,904	
CABLE FUNDING CORP.+	CFUN	O		7		.00	9 3/4	4 1/2		1,233	8,631	
CABLE INFORMATION**	O		3/4	3/4		.00	2 1/2	3/4		663	497	
CITIZENS FINANCIAL	CPN	A	4 1/4	4	+ 1/4	+ 6.25	9 1/2	2 3/8	13	2,390	10,157	
COMCAST	O		1 3/4			.00	5 3/8	1 1/2	7	1,705	2,983	
COMMUNICATIONS PROP.	COMU	O	3 1/8	3	+ 1/8	+ 4.16	9 3/4	2 1/8	16	4,435	13,859	
COX CABLE	CXC	A	14 5/8	11 3/4	+ 2 7/8	+ 24.46	31 3/4	7 3/4	29	3,560	52,065	
ENTRON	ENT	O	5/8	5/8		.00	9 1/4	1/4	4	1,358	848	
GENERAL INSTRUMENT	GRL	N	14 7/8	14 1/8	+ 3/4	+ 5.30	29 1/2	12 1/4	9	6,792	101,031	
GENERAL TELEVISION*	O		1 1/2	1 1/4	+ 1/4	+ 20.00	4 1/2	1 1/4	75	1,000	1,500	
HERITAGE COMM.**	O		5 1/4	5 1/4		.00	17 1/2	4 3/4		345	1,811	
LVO CABLE	LVOC	D	4	3 3/8	+ 5/8	+ 18.51	11 1/4	2 3/4	17	1,879	7,516	
SCIENTIFIC-ATLANTA	SFA	A	8 3/4	8	+ 3/4	+ 9.37	15 3/8	6 1/4	11	917	8,023	
TELE-COMMUNICATIONS	TCOM	O	5 3/4	4 1/8	+ 1 5/8	+ 39.39	21	2 5/8	23	4,619	26,559	
TELEPROMPTER	TP	N	6 5/8	5	+ 1 5/8	+ 32.50	34 1/2	3 3/4	39	16,482	109,193	
TIME INC.	TL	N	34 1/2	34 3/4	- 1/4	- .71	63 1/4	25 3/4	8	10,380	358,110	
TOCOM	TOCM	O	3 1/4	3 1/2	- 1/4	- 7.14	12 1/8	2 3/4	8	634	2,060	
UA-COLUMBIA CABLE	UACC	O	5 1/2	5 5/8	- 1/8	- 2.22	15	3 3/4	11	1,794	9,867	
VIACOM	VIA	N	7	6 1/8	+ 7/8	+ 14.28	20	4 5/8	12	3,851	26,957	
VIKOA	VIK	A	3 5/8	3	+ 5/8	+ 20.83	9 1/8	1 3/4	121	2,591	9,392	
Programming										TOTAL	83,495	963,373
COLUMBIA PICTURES**	CPS	N	3 7/8	2 7/8	+ 1	+ 34.78	9 7/8	2 1/4		6,335	24,548	
DISNEY	DIS	N	45 3/4	40 7/8	+ 4 7/8	+ 11.92	123 7/8	37	28	29,174	1,334,710	
FILMWAYS	FWY	A	4 3/8	4 3/8		.00	5 1/2	2 1/8	7	1,801	7,879	
GULF + WESTERN	GW	N	24 1/4	24 3/4	- 1/2	- 2.02	35 3/4	21 3/8	5	13,945	338,166	
MCA	MCA	N	20 5/8	19 1/4	+ 1 3/8	+ 7.14	34 1/4	18 1/2	7	8,380	172,837	
MGM	MGM	N	11	13 3/4	- 2 3/4	- 20.00	24	7 5/8	31	5,918	65,098	
TELE-TAPE**	O		1/2	1/2		.00	1 3/4	3/8		2,190	1,095	
TELETRONICS INTL.	O		5			.00	10 1/2	2 1/2	6	943	2,829	
TRANSAMERICA	TA	N	9 1/4	9 5/8	- 3/8	- 3.89	17 5/8	8	7	66,561	615,689	
20TH CENTURY-FOX	TF	N	6 3/8	5 7/8	+ 1/2	+ 8.51	12 3/8	5	7	8,557	54,550	
WALTER READE**	WALT	O	1/4	1/4		.00	1 3/8	1/8		2,203	550	
WARNER	WCI	N	14 5/8	13 7/8	+ 3/4	+ 5.40	39 1/8	9	6	17,064	249,561	
WRATHER	WCO	A	7	6	+ 1	+ 16.66	16 5/8	3 7/8	54	2,229	15,603	
Service										TOTAL	165,300	2,883,115
88DO INC.	O		11 3/4	11 1/4	+ 1/2	+ 4.44	17 7/8	10	5	2,513	29,527	
JOHN BLAIR	BJ	N	6 3/8	6 1/8	+ 1/4	+ 4.08	13	4 7/8	5	2,403	15,319	
COMSAT	CO	N	34 3/4	37	- 2 1/4	- 6.08	64 1/2	34 3/4	11	10,000	347,500	
CREATIVE MANAGEMENT	CM	A	5	3 7/8	+ 1 1/8	+ 29.03	9 1/2	3	6	1,016	5,080	
DOYLE DANE BERNBACH	DOYL	O	11 1/2	10	+ 1 1/2	+ 15.00	23 1/2	8 1/2	6	1,834	21,091	
ELKINS INSTITUTE**	ELKN	O				.00	1 1/4	1/2		1,897	1,185	
FOOTE CONE & BELDING	FCB	N	9 1/4	9 5/8	- 3/8	- 3.89	13 3/8	8 1/8	7	2,129	19,693	
GREY ADVERTISING	GREY	O	7 5/8	7 3/4	- 1/8	- 1.61	17 1/4	7 1/2	4	1,263	9,630	
INTERPUBLIC GROUP	IPG	N	11	10 5/8	+ 3/8	+ 3.52	25 3/8	9 3/4	4	2,464	27,104	
MARVIN JOSEPHSON	MRVN	O	8	8		.00	18 1/2	6 3/4	6	957	7,656	
MCCAFFREY & MCCALL	O		6	6 1/2	- 1/2	- 7.69	10 3/4	6	3	585	3,510	
MCI COMMUNICATIONS+	MCIC	O	4 3/4	4 7/8	- 1/8	- 2.56	8 7/8	3 3/4		12,825	60,918	
MOVIELAB**	MOV	A	7/8	1	- 1/8	- 12.50	1 7/8	1/2		1,407	1,231	
MPO VIDEOELECTRONICS**	MPO	A	2 3/8	2 3/8		.00	4 7/8	2		540	1,282	
NEEDHAM, HARPER	NDHMA	D	6 3/4	6 1/2	+ 1/4	+ 3.84	26 1/4	5	3	917	6,189	
A. C. NIELSEN	NIEL8	D	21 1/2	21 3/8	+ 1/8	+ .58	40 1/2	20 1/8	19	10,598	227,857	
OGILVY & MATHER	OGIL	O	14	13 1/4	+ 3/4	+ 5.66	32 1/2	13	5	1,777	24,878	
PKL CO.	PKL	O	1 1/8	1/8	+ 1/2	+ 80.00	3	1/4	2	818	920	
J. WALTER THOMPSON	JWT	N	12	10 5/8	+ 1 3/8	+ 12.94	24 3/4	8 1/4	6	2,625	31,500	
UNIVERSAL COMM.*	O		3/4			.00	12 1/2	1/2	1	715	536	
WELLS, RICH, GREENE	WRG	N	8 1/2	8 3/8	+ 1/8	+ 1.49	21 1/8	7 1/2	4	1,623	13,795	
Electronics										TOTAL	60,906	856,401
ADMIRAL	ADL	N	11 3/8	11 5/8	- 1/4	- 2.15	18	7 1/4	6	5,863	66,691	
AMPEX	APX	N	4 3/8	3 5/8	+ 3/4	+ 20.68	6 7/8	3 1/8	10	10,878	47,591	
CCA ELECTRONICS	CCAE	O				.00	3	7/8	1	881	770	
COHU, INC.	COH	A	3 5/8	3 1/4	+ 3/8	+ 11.53	7 7/8	2 5/8	7	1,542	5,589	
COLLINS RADIO	CRI	N	24 3/4	24 3/4		.00	25 7/8	15 1/4	17	2,968	73,458	
COMPUTER EQUIPMENT	CEC	A	1 3/4	1 3/4		.00	2 7/8	1 3/8	11	2,372	4,151	
CONRAC	CAX	N	14 1/2	13 3/8	+ 1 1/8	+ 8.41	31 7/8	13 1/4	7	1,261	18,284	
GENERAL ELECTRIC	GE	N	64 3/4	62 1/4	+ 2 1/2	+ 4.01	75 7/8	55	21	182,348	11,807,033	
HARRIS-INTERTYPE	HI	N	32 1/4	31 3/8	+ 7/8	+ 2.78	49 1/4	24 1/2	12	6,223	200,691	
INTERNATIONAL VIDEO	IWCP	O	4 3/4	4 3/4		.00	14 3/4	3 3/4	12	2,741	13,019	
MAGNAVOX	MAG	N	9 1/4	7 3/4	+ 1 1/2	+ 19.35	29 5/8	6 1/4	19	17,806	164,705	
3M	MMM	N	77	76 1/2	+ 1/2	+ .65	91 5/8	71 3/4	30	113,054	8,705,158	
MOTOROLA	MOT	N	52 5/8	47	+ 5 5/8	+ 11.96	68 3/4	41 1/4	19	27,740	1,459,817	
OAK INDUSTRIES	OEN	N	10 1/4	9 3/4	+ 1/2	+ 5.12	20 1/2	9 1/2	4	1,639	16,799	
RCA	RCA	N	18 3/4	18 1/4	+ 1/2	+ 2.73	39 1/8	16 1/2	8	74,515	1,397,156	
RSC INDUSTRIES	RSC	A	1 1/2	1 1/4	+ 1/4	+ 20.00	2 1/2	1 1/8	9	3,458	5,187	
SONY CORP	SNE	N	26 1/8	26 1/2	- 3/8	- 1.41	57 1/4	21 1/4	19	66,250	1,730,781	
TEKTRONIX	TEK	N	37 1/2	39 3/8	- 1 7/8	- 4.76	56 5/8	29 7/8	16	8,179	306,712	

	Stock symbol	Exch.	Closing Wed. Jan. 23	Closing Wed. Jan. 16	Net change In week	% change In week	High 1973	Low	P/E ratio	Approx. shares out (000)	Tc
TELEVISION**	TIMT	O	2 1/2	1 7/8	+ 5/8	+ 33.33	4 3/4	1 1/2		1,050	2,625
TELEPRO INDUSTRIES		O				.00	2 1/2	1/4	16	475	1,187
WESTINGHOUSE	WX	N	24 1/2	23 3/4	+ 3/4	+ 3.15	47 3/8	23 3/4	11	88,595	2,170,577
ZENITH	ZE	N	28 1/8	26 7/8	+ 1 1/4	+ 4.65	56	25	9	18,888	531,225
TOTAL										638,726	28,729,206
GRAND TOTAL										1,361,279	42,973,443
Standard & Poor's Industrial Average			108.35	106.61	-1.74						

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

Over-the-counter bid prices supplied by Hornblower & Weeks, Hemphill-Noyes Inc., Washington.
A blank in closing-price columns indicates no trading in stock.

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.

* P/E ratio computed with earnings figures of company's last published fiscal year.
† No annual earnings figures are available.
** No P/E ratio is computed; company registered net losses.

Fates & Fortunes®

Media



Blank

Ernest Blank, executive VP, Sammons Enterprises, Dallas, named president. Sammons Enterprises owns Sammons Communications, CATV systems operator, and is part owner of KTRN(AM) Wichita Falls, Tex. KELI(AM) Tulsa, Okla.; KHOG(AM) Fayetteville,

Ark.; KIXZ(AM) Amarillo, Tex., and KWAT-AM-FM Watertown, S.D.

Charles H. Tower, executive VP, Corinthian Television Stations Division, elected VP of parent Corinthian Broadcasting Corp., New York. **Jerry L. Gabort**, secretary and treasurer, Corinthian Broadcasting, named VP.

Darrell Peters, general manager, WFMF(AM) Chicago, and **Harvey Wittenbert**, director of research and sales promotion, named VP's.

Kay Wight Bovers, manager, audience services, CBS/Broadcast Group, New York, named director, audience services.

Frank P. Fogarty, retired president of Meredith Broadcasting Co., Omaha, and currently executive secretary of Nebraska Broadcasters Association and **A. James Ebel**, president of KOLN-TV Lincoln and KGIN-TV Grand Island, both Nebraska, and **KMEG(TV)** Sioux City, Iowa, inducted into Broadcasters Hall of Fame, University of Nebraska School of Journalism, Lincoln.

Jack C. Long, general sales manager, WVUE(TV) New Orleans, named assistant to general manager. **Robert Costley**, associate professor, Memphis State University, named writer/producer for public affairs department.

Stephen T. Lindberg, director of station relations, ABC Radio, New York, joins NBC there as manager of radio station relations.

Donald R. Whalen, assistant to comptroller, ABC Inc., New York, elected assistant corporate comptroller.



Schulte

ager, KKYK(AM) Little Rock, Ark.



Maruszcak

manager, WTVR-AM-FM Richmond, Va.

Jack Perk, general sales manager, KDON(AM) Salinas, Calif., named assistant general manager.

Bill Cornelius, manager, WOWL-TV Florence, Ala., named assistant manager and sales manager, WXOR(AM)-WQLT-FM there.

Tom Longfellow, manager, Arkansas Radio Network, Little Rock, named president, National Association of State Radio Networks, association formed in 1973.

Clyde Lear, manager, Missouri Network, Jefferson City, named first VP. **Gene Craft**, Texas State Network, named second VP and **Don Kennedy**, Georgia State Network, Atlanta, named secretary-treasurer.

Glodean Kent, general sales manager, KKZZ(AM)-KOTE-FM Lancaster, Calif., appointed executive VP.

Sylvia Cordy, associate producer, WJZ-TV Baltimore, named public affairs director.

Bill Stein, with press department, NBC West Coast, named manager, media publicity there.

Peter M. Schulte, VP and general manager, WLCY-AM-FM St. Petersburg, Fla., named general manager, WRBQ(FM) Tampa-St. Petersburg.

Rusty Gold, with sales staff, TM Productions / Programming Inc., Dallas, named general manager, KKYK(AM) Little Rock, Ark.

Daniel J. Maruszcak, VP, Valley Broadcasters, assigned additional duties as general manager of its newly acquired WMAS(AM) - WHVY(FM) Springfield, Mass.

Wesley R. Richards, sales manager, WBZA-AM-FM Glens Falls, N.Y. named general

Eugene P. McGuire, business manager, WKYC-TV Cleveland, appointed director of employe relations, WRC-TV Washington.

Gerald G. Marans, membership director, KQED Inc., San Francisco, resigns. KQED operates noncommercial KQED-FM-TV.

Frank Knorr Jr., founder, WPKM(FM) Tampa, Fla. announces establishment of The Normark Mint to produce limited edition series of silver ingots commemorating famous Florida events.

Gene Loving, station manager, WNOR-AM-FM Norfolk, Va., named VP (corrects Jan. 7 item).

Broadcast Advertising

Len Soglio, general sales manager, WBTV(TV) Charlotte, N.C. named national sales director/television, Jefferson-Pilot Broadcasting, New York. In addition to WBTV, Jefferson Pilot owns: WBT-AM-FM Charlotte, WBIG(AM) Greensboro, both North Carolina; WWBT(TV) Richmond, Va.; KIMN(AM) Denver; WQXI(AM) Atlanta and WQXI(AM) Smyrna, Ga.

Jack Bailey, account executive, WDEE(AM) Detroit, appointed local sales manager.

Donald M. Zuckert, senior VP and management representative, Ted Bates & Co., New York, named executive VP, corporate affairs.

David Russell, account executive, WTVN-TV Columbus, Ohio, appointed local sales manager.

Dick Noll, VP and director of sales, Television Bureau of Advertising, New York, appointed director of sales development, Tele-Rep Inc., there.

Francis J. Quillinan Jr., research manager, CBS Radio Spot Sales, New York, named director of research.

Thomas McConaughy, associate creative director, Ketchum, MacLeod & Grove, Pittsburgh, named VP.

Wayne D. Spracklin, group sales manager, Petry Television Sales, Chicago, named sales manager, WMAL-TV Washington.

Doug Hibbs, with sales staff, WRCP-AM-FM Philadelphia, named general sales manager.

Bruce R. Kelly, VP-creative director, Buchen Advertising, Chicago, named senior VP. **Jack Trytten**, with sales staff, named VP and Chicago office business development coordinator.

Steven Israel, media planner, Ketchum, MacLeod & Grove, Pittsburgh, joins McCann-Erickson's Media Investment Service, Atlanta, as supervisor. **John Fortune**, media buyer, MIS, named supervisor, Detroit.

Charlotte Kelly Thompson, PR director and associate director of Odyssey House, New York, drug rehabilitation agency, appointed VP and director of PR, Benton & Bowles, New York.

Jack K. Carver, VP-international marketing, Max Factor Inc. named Western regional representative, Hughes Television Network, Los Angeles.

Dick Kvale, with sales staff, Metro Radio Sales, New York, named general sales manager, WDFW(FM) Chicago.

Brian La Bonge, with sales staff, ABC-FM Radio Spot Sales, Los Angeles, joins KNX(AM) Los Angeles as general sales manager.

Gail R. Trell, one of two sales managers of WCBS-TV New York since last August, named general sales manager, filling post vacant for several months after resignation of **Marvin Shapiro**, who has become general sales manager, KHOU-TV Houston.

Mel Abramovitz, general sales manager, WDFW(FM) Pittsburgh, named general sales manager, WIXZ(AM) there.

James D. Kuras, general manager, Marschalk Co., Cleveland, elected executive VP.

Doyle A. Peterson, sales manager, KISN(AM) Vancouver, Wash., named general sales manager, KPOK(AM)-KUPL-FM Portland, Ore. All are Star Broadcasting stations.

Christie Rosser Moseley, press representative, WBAL-TV Baltimore, named assistant director of advertising and promotion.

Murray Muldofsky, art director, William Esty, New York, joins Tatham-Laird & Kudner there in same position.

Thomas Erwin, public relations counsel, Screen Gems, Los Angeles, named director of public relations, Neal Spelce Associates, advertising and public relations agency in Austin, Tex.

Programing

E. Hal Hough named VP, program and broadcast services, and **Leon Drew** VP, program development and production, for CBS Television Stations Division. Mr. Drew had been VP, programs, since September 1972, in new post will concentrate on program development — primarily, daily 90-minute late afternoon variety show for owned stations. Mr. Hough has been VP and assistant to president of division. He will be responsible for purchase of feature films and syndicated programs for CBS-owned stations.

Joan A. Kent, program commercial coordinator, CBS-TV, appointed director women's programs, CBS Broadcast

Group; **Nancy Wendt**, senior information systems associate, management information systems, named director, women's programs for corporate area and CBS/Records Group, and **Judith Yellen**, director, advertising planning for Columbia Record and Tape Club, named director, women's programs, CBS / Columbia Group and CBS/Education & Publishing Group.

Richard Cignarelli, Northeast region sales executive, **Ernest B. Goodman**, counsel, MCA-TV West Coast and **Bert Herbert**, research manager, New York, appointed VP's, MCA-TV New York.

Al Newman, Eastern advertising manager, Metro - Goldwyn - Mayer, New York, named director of advertising, publicity and promotion, MGM Television.

Don Lynch, production director, WHYY(AM) Montgomery, Ala., named program manager WNDU-AM-FM South Bend, Ind.

Winter D. Horton, president, Centre Films Inc. Hollywood, named director of development, Children's Television Workshop, New York, producer of educational programs, *Sesame Street* and *The Electric Company*.

Donald John Coney, producer-director, noncommercial KQED-TV San Francisco, appointed director of program operations, noncommercial KVIE-TV Sacramento, Calif.

Steve Starr, on air, WWUN(AM) Jackson, Miss., named program director. He succeeds **Rick Martin** who goes to WJBI-FM there as manager.

Sandra Pastoor, administrative assistant in sales, WXIX-TV Newport, Ky., named program director.

Robert L. Meyer, formerly with Armed Forces Radio Network Europe in Germany, appointed program director, KIXS-AM-FM Killeen, Tex.

Cecil Skidmore, production manager, WITI-TV Milwaukee, named production manager, KTVI(TV) St. Louis.

Don Bethmann, sports director, WAEO-TV Rhinelander, Wis., named weekend sportscaster, WISC-TV Madison, Wis.

Don Dare, journalism graduate of University of Georgia, joins WLAC(TV) Nashville news staff.

Alan Brown, supervisor of English services, Radio Canada International, Montreal, named director. He succeeds **Charles R. Delafield** who has retired.

Broadcast Journalism

Gail Christian, KNBC-TV, Los Angeles, bureau chief, appointed Los Angeles correspondent for NBC News. Mr. Christian replaces **Catherine Mackin**, re-assigned to Washington, D.C., as NBC News congressional correspondent (BROADCASTING, Jan. 21).

Don Watson, with news staff, KPRC(AM) Houston, promoted to news director.

Ron Casteel, news director, KFRC(AM) San Francisco, joins KGO(AM) San Francisco as morning anchorman.

Marilyn Brooks, reporter, WJBK-TV Detroit, joins WTTG(TV) Washington in same capacity.

Joe Thompson, news and sports writer, WGN-AM-TV Chicago, joins WITI-TV Milwaukee, as general assignment reporter. **Susan Carmichael**, named general assignment reporter, WIRE(AM)-WXTZ-FM Indianapolis (corrects Jan. 14 item).

Cablecasting

Lawrence B. Hilford, president, Viacom Enterprises, and **Douglas H. Dittrick**, president of Viacom Communications (cable TV systems), elected VPs of parent Viacom International, New York.

Patricia F. Scott, formerly director of public-access programing, Sterling Manhattan Cable TV Inc., New York, named regional director, Cable Television Information Center, Washington. She replaces **Ellen Roberts**, who resigns.



Cavalieri

Albert L. Cavalieri Jr., director of engineering, AEL Communications Corp., Lansdale, Pa., CATV subsidiary of American Electronic Laboratories, named VP.

Don Dworkin, chief engineer and director of field engineering, Coral Inc., Fort Lee, N.J., joins Industrial Technical Associates, East Orange, N.J., as cable consultant.

Harold J. Moore, assistant controller, Great Scot supermarket chain, Findlay, Ohio, named assistant controller, Continental Cablevision of Ohio, Fostoria.

Kenneth D. Lawson, president, MSI Television, Salt Lake City, cable equipment manufacturer, named VP-marketing, Telemation there.

Equipment & Engineering

Robert M. Hayflick, VP of corporate marketing and general manager, Electra/Midland Corp., San Diego, manufacturer of electronic components, named director of product development, Griffiths Electronics, Jacksonville, Fla.

Daniel R. Brewer, formerly first engineer, University of Southern California's television center, joins The Burbank Studios, Burbank, Calif., as supervisor of video tape engineering and development. TBS is cooperative studio facility owned, in part, by Warner Brothers and Columbia Pictures.

Rudolph F. Handel, national sales manager, Computer Image Corp., Denver, named national sales manager, JVC Industries, Maspeth, N.Y. JVC manufactures and distributes audio/video equipment.

Allied Fields

Rick Davenport, formerly with KVON(AM) Napa, Calif., joins Ron Curtis & Co., Chicago, management consultants specializing in executive placement, as management consultant.

Taylor Grant, one time talk-show host, WPEN(AM) Philadelphia, appointed member, Pennsylvania Public Television Network Commission.



Utting

Mary Utting, an editor, Charlotte (N.C.) Observer, named national executive director, Women in Communications, formerly Theta Sigma Phi. She succeeds Maxine Smith Elam, who was drowned in Austin, Tex., flash flood last October (BROADCASTING, Oct. 22, 1973).

Richard J. Cunningham, formerly with news staff, WHDH(AM) Boston, joins Carl Byoir & Associates, New York as PR consultant in radio-TV department.



Waymack

Michael H. Waymack, with sales staff, KOTN-AM-FM Pine Bluff, Ark., named VP and sales manager of stations and subsidiary, Kotn Motivational Background Music.

Emily Caperton, head of audio-visual presentations, Henry Dreyfuss Associates, industrial designers, New York, appointed information-programs manager, The Advertising Council, New York.

Suzanne Long, systems analyst, Manufacturers Hanover Bank, New York, named controller, Media Payment Corp., New York, billing and collection agency.



Sidney Arthur Hicks, 73, who as "Sid Hix" has been Broadcasting's principal editorial cartoonist since 1956, died Jan. 20 in St. Petersburg Beach, Fla., after exploratory surgery. He is survived by his wife, Irene, and his son, James, a TV producer for J. Walter Thompson, Chicago.

Mr. Hicks was born in London in 1900, moved to the U.S. at age 7, grew up in Ozark, Mo. After two years at Missouri State he entered the Chicago Academy of Fine Arts, and remained in that city until moving to Florida in 1956. In addition to his contributions to Broadcasting, his work appeared in Collier's and Saturday Evening Post when those magazines were in their heyday. A collection of his cartoons was published two years ago under the title "The Lighter Side of Broadcasting."

Deaths

Andrew W. Thomas, 50, FCC mailroom employee for 27 years, was shot and killed Jan. 16, in his Washington apartment. Police report no apparent motive for killing.

Arthur Peck, 66, director radio operations, CBS, died Jan. 21 in St. Francis hospital, Roslyn, L. I. He had served CBS continuously since 1973 in various engineering and operations post and had been director of operations for CBS radio from 1961 until 1972. Mr. Peck is survived by his wife, two sons, and a daughter.

Edward Boyle, 60, promotion manager, Associated Press, New York, died Jan. 23 of apparent heart attack. Mr. Boyle had been with AP since 1942. He is survived by his wife and daughter.

James J. Colligan, 70, television producer for ABC Sports from 1961 to 1969 and recently in same capacity with Eddie Elias Enterprises, New York, died Jan. 21. He is survived by his wife, two daughters, and a son.

Byron I. Millenson, 62, VP and general manager, WCAO-AM-FM Baltimore, shot himself to death Jan. 22. Survivors include his wife and three daughters.

Neal B. Welch, 79, retired general manager, WSBT-AM-FM-TV South Bend, Ind. died Jan. 17 after short illness. He is survived by his wife and two sons.

William Eugen Jackson, 56, spots director and program manager, WPTF(AM) Raleigh, N.C. died Jan. 21 after a short illness. He is survived by his wife, and three daughters.

For the Record®

As compiled by BROADCASTING Jan. 14 through Jan. 18 and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary CARS—community antenna relay station. CM—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. LS—local sunset. mhz—megahertz. mod.—modifications. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—educational.

New TV stations

Applications

■ Fresno, Calif.—Fresno County Board of Education. Seeks UHF ch. 18 (494-500 mhz); ERP 1040 kw vis. 104 aur. HAAT 2,223 ft.; ant. height above ground 245 ft. P.O. address 2314 Mariposa Street, Fresno 93721. Estimated construction cost \$574,113; first year operating cost \$220,321; revenue none. Geographic coordinates 36° 44' 45" north lat.; 119° 16' 54" west long. Type trans. CCA TA-30BT. Type ant. CCA BR-30. Consulting engineer Jacob H. Wiens, Woodside, Calif. Principals: Ernest A. Poore is superintendent of Fresno County Board of Education. Ann. Dec. 27.

■ Brownsville, Tex.—Pan American Broadcasting Corp. Seeks UHF ch. 23 (524-530 mhz); ERP 5000 kw vis. 1000 aur. HAAT 1,432 ft.; ant. height above ground 1,490 ft. P.O. address 1945 Coria, Brownsville 78520. Estimated construction cost

\$1,995,200; first year operating cost \$350,000; revenue \$400,000. Geographic coordinates 26° 06' 21" north lat.; 97° 49' 59" west long. Type trans. RCA TTU-60B. Type ant. RCA TZP 507-DA. Legal counsel Mullin, Connor & Rhyne, Washington; consulting engineer Lohnes and Culver. Washington.

**NOTE
NEW
ADDRESS**

**EDWIN TORNBERG
& COMPANY, INC.**

**Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors**

Washington—5530 Wisconsin Ave., Washington, D.C. 20015
301-652-3766

West Coast—P.O. Box 218, Carmel Valley, Calif. 93924
408-375-3164

Principals: Charles E. H. Haywood (100%). Mr. Haywood owns investment company in Brownsville. Ann. Jan. 9.

Final action

■ *Sumter, S.C.—South Carolina Educational Television Commission. Broadcast Bureau granted UHF ch. 27 (548-554 mhz); ERP 458 kw vis, 92 kw aur. HAAT 1,148 ft.; ant. height above ground 1,196 ft. (BPET-462). P.O. address 27112 Millwood Avenue, Columbia, S.C. 29205. Estimated construction cost \$756,600; first-year operating cost \$375,000; revenue none. Geographic coordinates 33° 52' 52" north lat.; 80° 16' 14" west long. Type trans. RCA TTU-30B. Type ant. RCA TFU-46K. Legal counsel Dow, Lohnes & Albertson, Washington; consulting engineer Lohnes and Culver, Washington. Principals: Henry J. Cauthan is general manager of South Carolina Educational Television Commission. Action Jan. 11.

Actions on motions

■ Chief Administrative Law Judge Arthur A. Gladstone in Corpus Christi, Tex. (U-Anchor Broadcasting and Telecorp Inc.), TV proceeding, designated Administrative Law Judge Thomas B. Fitzpatrick to serve as presiding judge; scheduled prehearing conference for Feb. 11 and hearing for March 25 (Docs. 19915-6). Action Jan. 11.

■ Administrative Law Judge Jay A. Kyle in Home-wood and Birmingham, both Alabama (Chapman Radio and Television Co. and Birmingham Broadcasting Co.), TV proceeding, granted petition of Birmingham Broadcasting Co. to amend application to reflect federal court judgment filed Dec. 4, 1973 in United States District Court for Northern District of Alabama and accepted amendment (Docs. 15461, 16761). Action Jan. 8.

Other action

■ Review board in Jackson, Miss., TV proceeding ordered issuance of supplemental initial decision in hearing on mutually exclusive applications of five Jackson groups for authority to operate ch. 3 at Jackson (Docs. 18845-49). Action resulted from petition filed by one of applicants, Civic Communications Corp., requesting that proceeding be remanded to Administrative Law Judge Lenore G. Ehrig for preparation of supplemental initial decision concerning "newly-discovered evidence of decisional significance" bearing on qualifications of Dixie National Broadcasting Corp., another applicant. Judge Ehrig had recommended grant of application of Dixie and denial of other applications in initial decision released April 20, 1973. Action Jan. 10.

Existing TV stations

Final actions

■ San Francisco—Chief, complaints and compliance division, informed Queer Blue Light Gay Revolution Video that CBS did not act unreasonably in complying with fairness obligations with respect to certain statements linking homosexuality with criminal behavior made by Jeffrey St. John in course of two-minute *Spectrum* commentary on homosexuality broadcast by CBS radio network on Aug. 15, 1973. Action Jan. 17.

■ WESH-TV Daytona Beach, Fla.—Broadcast Bureau granted CP to install alt. main trans. at main trans.-ant. location (BPCT-4646). Action Jan. 14.

■ WJXT(TV) Jacksonville, Fla.—Broadcast Bureau granted CP to install alt. main trans. at main trans.-ant. location in lieu of aux. trans. (BPCT-4664). Action Jan. 14.

■ WCEE-TV Freeport, Ill.—Broadcast Bureau granted CP to make changes in trans. equipment (BPCT-4662). Action Jan. 14.

■ KSTP-TV Minneapolis—Chief, complaints and compliance division, informed Minnesota Clergy and Layman Concerned that no further action was warranted on complaint that KSPT-TV broadcast pro-administration announcements on Vietnam war, and that station had adequately presented anti-war viewpoints. Action Jan. 17.

Actions on motions

■ Administrative Law Judge John H. Conlin in Dallas (Belo Broadcasting Corp. [WFAA-TV] and Wadeco Inc.), TV proceeding, held in abeyance motion by WFAA-TV for summary judgment on issue of Wadeco Inc.'s financial qualifications until Feb. 22; and by separate action, set certain procedural dates and scheduled hearing for March 26 (Docs. 19744-5). Action Jan. 11.

■ Administrative Law Judge Lenore G. Ehrig in Panama City and Key West, both Florida (Panhandle Broadcasting Co. [WDTB-TV] and Brannen and Brannen), TV and FM proceeding, granted request by Panhandle and rescheduled dates for exchange of exhibits, notification of witnesses for cross-examination and commencement of the hearing to Jan. 29, Feb. 5 and Feb. 19, respectively (Docs. 19836, 19878). Action Jan. 15.

■ Chief, office of opinions and review, in Dallas (Belo Broadcasting Corp. and Wadeco Inc.), TV proceeding, granted motion by Belo to withdraw its application for partial review of review board memorandum opinion and order filed Oct. 11, 1973 and dismissed as moot Oct. 11 motion (Docs. 19744-5). Action Jan. 15.

■ Chief, Office of Opinions and Review, in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV] and Central Florida Enterprises Inc.), TV proceeding, granted petition by Cowles Florida Broadcasting and extended to March 8 time in which to file exceptions to initial decision released Dec. 7, 1973 (Docs. 19168-70). Action Jan. 9.

Other action

■ Chief, Broadcast Bureau, in response to letter by Maryland State Lottery Agency seeking advice with regard to televising first drawing of revised state lottery, declared that licensee might reasonably conclude in good faith that first drawing under revised scheme was of such news value that its broadcast would not be prohibited even though indirect result of broadcast might be to promote lottery. Action Jan. 17.

Designated for hearing

■ WEAU-TV Eau Claire, Wis.—FCC designated for hearing application of WEAU Inc. for renewal of license for WEAU-TV. Hearing issues to be determined include whether WEAU engaged in fraudulent billing practices or failed to exercise reasonable diligence to see that its agents and employees did not engage in fraudulent billing practices. Action Jan. 16.

New AM stations

Applications

■ Milledgeville, Ga.—Oconee Broadcasting Corp. Seeks 1060 khz, 1 kw-D. P.O. address 111 Sanford building, West Hancock Street, Milledgeville 31061. Estimated construction cost \$62,900; first-year operating cost \$55,000; revenue \$78,000. Principals: Robert Herndon, Thomas E. Owen Jr. and Paul Wilkinson (each 33.33%). Mr. Herndon practices law in Milledgeville. Messrs. Owen and Wilkinson have business interests there. Ann. Jan. 2.

■ Sandy Creek-Pulaski, N.Y. — Oswego-Jefferson Broadcasting Inc.—Seeks 1070 khz, 1 kw-D. P.O. address Box 158, 9190 Main Street, Sandy Creek 13145. Estimated construction cost \$32,716; first-year operating cost \$25,467; revenue \$55,000. Principals: Stephen C. Sattler and James J. Foederer (each 50%). Mr. Sattler owns ranch and Mr. Foederer owns grocery store, both Sandy Creek. Ann. Dec. 13.

Final actions

■ Hackettstown, N.J.—FCC scheduled oral argument for March 28 concerning review board grant of CP for new AM at Hackettstown to Radio New Jersey (Doc. 18252). Action Jan. 16.

Actions on motions

■ Administrative Law Judge John H. Conlin in Statesboro, Ga. (Rosemor Broadcasting Co. and Southeast Radio Inc.), AM proceeding, set certain procedural dates and rescheduled hearing from Feb. 25 to March 19 (Docs. 19887-8). Action Jan. 11.

■ Administrative Law Judge Forest L. McClenning in Tallahassee, Fla. (Charles W. Holt and B. F. J. Timm), AM proceeding, reopened record and admitted in evidence Timm exhibit (Docs. 19445, 19447). Action Jan. 14.

■ Administrative Law Judge Herbert Sharfman in Wallingford and Ridgefield, both Connecticut (Quinnipiac Valley Service Inc. and Radio Ridgefield Inc.), AM proceeding, granted unopposed request by Radio Ridgefield and extended from Jan. 14 to Jan. 28 time for exchange of proposed direct case exhibits; hearing on Feb. 25 and other procedural dates remain same (Docs. 19686-87). Action Jan. 9.

■ Administrative Law Judge Herbert Sharfman in Milton, Fla. (Jimmie H. Howell, et al.), AM proceeding, at prehearing conference this date, scheduled further prehearing conference for May 28 and canceled hearing scheduled for Feb. 20 due to pendency of various pleadings (Docs. 19882-85). Action Jan. 8.

Other actions

■ Review board in Mobile, Ala., AM proceeding, ordered petition by W.G.O.K. Inc., licensee of WGOK(AM) Mobile, to dismiss its application, together with affidavit of no consideration received, held in abeyance for ten days (Docs. 17555-6, 17558). Proceeding involves supplemental initial decision released June 21, 1973, and 1969 initial decision proposing grant of application of Mobile Broadcast Service Inc. for new AM at Mobile and denial of competing applications of Azalea Corp. for new facilities in Mobile and W.G.O.K. for modification of its existing facilities. Action Jan. 16.

■ Review board in Santa Cruz and Aptos-Capitola,

both California, AM proceeding, granted motion by Progressive Broadcasting Co. for extension of time through Jan. 31 in which to file responsive pleadings to petition to add issues filed by Broadcast Bureau. Proceeding involves mutually exclusive applications of St. Cross Broadcasting Inc., Santa Cruz, and Progressive Broadcasting Co., Aptos-Capitola, for new AM on 1540 khz (Docs. 19503, 19506). Action Jan. 14.

■ Review board in Milton, Fla., AM proceeding, denied petition by Jimmie H. Howell seeking to delete certain issue against him in proceeding involving competing applications of Mr. Howell, Mapoles Broadcasting Co., Aaron J. Wells and Radio Santa Rosa Inc. for former WEBY(AM) facilities at Milton (Docs. 19882-85). Action Jan. 16.

■ Review board in West Hazleton, Pa., AM proceeding, scheduled oral argument for Feb. 12 on exceptions and briefs to initial decision released Sept. 6, 1972, proposing denial of application of Broadcasters 7 Inc. for new AM on 1300 khz at West Hazleton, Pa. (Doc. 18491). Action Jan. 14.

■ Review Board in Plainview, Tex. granted application of Panhandle Broadcasting Inc. for 1090 khz, 1 kw-D (Doc. 19456). P.O. address 2304 West 5th Street, Plainview 79072. Estimated construction cost \$30,249; first-year operating cost \$53,700; revenue \$68,000. Principals: Ralph E. Wayne (60%), William W. Rives (35%) and Billy W. Clayton (5%). Messrs. Wayne and Clayton are representatives to Texas state legislature. Mr. Rives owns apartments in Amarillo, Tex. and has farming and ranching interests in Texas and New Mexico. Mutually exclusive application of Caprock Radio Inc. was dismissed by review board (Doc. 19455). Action Dec. 27.

Call letter application

■ Parker-Rew Enterprises, Jamesville, Va.—Seeks WEXM.

Existing AM stations

Final actions

■ KOPO Tucson, Ariz.—Broadcast Bureau granted license covering changes; trans. location redescribed to 1775 South Cherry Avenue, Tucson; condition (BL-13490). Action Jan. 10.

■ KRED Eureka, Calif.—Broadcast Bureau granted license covering changes; trans. and studio location 5640 South Broadway, Eureka; remote control deleted (BL-13548). Action Jan. 10.

■ WL1B New York—FCC denied request by Inner City Broadcasting Corp., licensee, to increase interim pre-sunrise operating power from 50 to 1260 w. Action Jan. 16.

Actions on motions

■ Chief Administrative Law Judge Arthur A. Gladstone in Lemoore, Calif. (Golden Broadcasting System Inc.), for renewal of license for KOAD, designated Administrative Law Judge John H. Conlin to serve as presiding judge; scheduled prehearing conference for Feb. 13 and hearing for April 1 (Doc. 19922). Action Jan. 11.

■ Chief Administrative Law Judge Arthur A. Gladstone in Milton, Fla. (Radio Milton Inc.), renewal of license for WSRM, upon petition to dismiss by Radio Milton, ordered pending application for renewal of license dismissed with prejudice, effective 30 days after release date on Jan. 10 (Doc. 19788). Action Jan. 8.

■ Chief Administrative Law Judge Arthur A. Gladstone in Portsmouth, Va. (Chesapeake-Portsmouth Broadcasting Corp.), for license for WPMH, denied petition by Broadcast Bureau to change venue, subject to renewal of motion at such time as bureau is prepared more explicitly to identify and designate local witnesses it intends to interrogate, since hearing may be postponed until approximately April 16 (Doc. 19787). Action Jan. 8.

■ Administrative Law Judge Byron E. Harrison in Nashua, N. H. (Eastminster Broadcasting Corp.), renewal of license for WOTW-AM-FM, granted request by Broadcast Bureau and extended time for filing supplemental proposed findings from Jan. 15 to Jan. 25 and for replies from Jan. 25 to Feb. 1 (Docs. 19564-65). Action Jan. 10.

■ Administrative Law Judge William Jensen in Madisonville, Tenn. (Monroe Broadcasters Inc.), for renewal of license for WKYZ, set certain procedural dates and scheduled hearing for March 5 in Madisonville (Doc. 19829). Action Jan. 14.

■ Administrative Law Judge David I. Kraushaar in Richmond, Va., and Sanford, N.C. (WGOE Inc. [WGOE] and Crest Broadcasting Corp. [WEYE]), AM renewal proceeding, set certain procedural dates and scheduled further hearing for Feb. 4 (Docs. 19757-8). Action Jan. 14.

■ Administrative Law Judge Jay A. Kyle in Portsmouth, Va. (Chesapeake-Portsmouth Broadcasting Corp.) for license for WPMH(AM), granted motion by applicant and rescheduled Jan. 15 hearing for April 16 (Doc. 19787). Action Jan. 8.

■ Administrative Law Judge Reuben Lozner in Apple Valley, Calif. (BHA Enterprises Inc.), for

revocation of licenses for KAVR-AM-FM, granted motion by BHA to extent that certain documents and BHA stock certificate forms are to be produced for inspection and copying at time and place mutually convenient to counsel for BHA and Broadcast Bureau on or before Feb. 1 (Doc. 19844). Action Jan. 11.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Beaufort, S.C. (Sea Island Broadcasting Corp. of South Carolina.) for revocation of license of WSIB, scheduled hearing for April 11 and further hearing on April 22 (Doc. 19886). Action Jan. 11.

Fines

■ KWAC Bakersfield, Calif.—FCC reduced forfeiture of \$2,500 imposed against KMAP Inc., licensee of KWAC, to \$2,000. Commission originally ordered KMAC to forfeit \$2,500 for broadcast of lottery information; for failure to state that dedications of programs were paid for and for failure to disclose that consideration had been received by station's announcers for broadcast of dedications. Action Jan. 16.

■ KFML-AM-FM Denver—Broadcast Bureau notified KFML Broadcasting Inc., licensee, that it has incurred apparent liability of \$750 for failure to observe rules by operating station without properly licensed operator. Action Jan. 11.

■ KSCB Liberal, Kan.—Chief, Broadcast Bureau, ordered Seward County Broadcasting Co., licensee, to forfeit \$200 for repeated violation of rules by failing to provide data concerning equipment performance measurements as required. Action Jan. 3.

■ KQRS-AM-FM Golden Valley, Minn.—Broadcast Bureau notified Hudson Broadcasting Corp., licensee, that it has incurred apparent liability of \$1,000 for violation of rules by operating station without properly licensed operator. Action Jan. 14.

■ KOGT Orange, Tex.—Chief, Broadcast Bureau, ordered Sabine Area Broadcasting Corp., licensee, to forfeit \$200 for repeated violation of rules by failing to provide data concerning equipment performance measurements as required. Action Dec. 13.

■ WCIR-AM-FM Beckley, W. Va.—FCC denied petition by radio evangelist Rev. Jimmy Lee Swaggart seeking partial reconsideration of notice of apparent liability for \$5,000 issued Oct. 25, 1973 against Waldron Broadcasting Corp., licensee, for violation of program logging rules. Action Jan. 16.

New FM stations

Applications

■ Hope, Ark.—Newport Broadcasting Co. Seeks 104.9 mhz, 3 kw. HAAT 300 ft. P.O. address Box 989, Blytheville, Ark. 72315. Estimated construction cost \$63,811; first-year operating cost \$48,000; revenue \$12,000. Principals: Harold L. Sudbury, Gladys S. Sudbury (together 99%) et al. Sudburys also own KNBY-AM-FM Newport, KAWW-AM-FM Heber Springs, KSUD(AM) West Memphis and KIPA(AM) Prescott, all Arkansas. Ann. Jan. 10.

■ Columbus, Ind.—Bartholomew County Broadcasting Inc. Seeks 104.9 mhz, 3 kw. HAAT 300 ft. P.O. address 102 North Perkins Street, Rushville, Ind. 46173. Estimated construction cost \$58,874; first-year operating cost \$42,400; revenue \$150,000. Principals: Edward Roehling, Gene Kinman (each 28%), et al. Messrs. Roehling and Kinman have interest in WRCR(FM) Rushville, Ind. Ann. Jan. 2.

■ Franklin, La.—KFRA Inc. Seeks 95.3 mhz, 3 kw. HAAT 154 ft. P.O. address Box 427, Franklin 70538. Estimated construction cost \$19,495; first-year operating cost \$7,000; revenue \$9,000. Principals: Lionel B. DeVille, Chris Duplechain, Paul H. and Thomas A. DeClouet (each 22.5%) and L. J. N. duTreil (10%). Messrs. DeVille, Duplechain and DeClouet own KFRA(AM) Franklin. Messrs. DeVille and DeClouet own KVPI-AM-FM Ville Platte, La. and Messrs. DeClouet also own KEUN(AM) Eunice, La. Mr. duTreil is consulting radio engineer in New Orleans. Ann. Jan. 10.

■ Toledo, Ohio—Greater Toledo Educational Television Foundation. Seeks 91.3 mhz, 28.5 kw. HAAT 554 ft. P.O. address 415 North St. Clair, Toledo 43604. Estimated construction cost \$108,273; first-year operating cost \$92,850; revenue none. Principals: Mrs. Ann A. Stranahan is president of nonprofit Greater Toledo Educational Television Foundation. Ann. Jan. 4.

■ Soddy-Daisy, Tenn.—C. Alfred Dick. Seeks 102.3 mhz, 3 kw. HAAT 134 ft. P.O. address 1307 Elfin Road, Lookout Mountain, Tenn. 37350. Estimated construction cost \$54,250; first-year operating cost \$17,400; revenue \$24,000. Principals: Mr. Dick (100%) is general manager of WMOC(AM) Chattanooga. Ann. Jan. 10.

■ Mount Pleasant, Utah—North Sanpete School District. Seeks 91.1 mhz, 10 w. HAAT 885 ft. P.O. address 41 West Main Street, Mount Pleasant 84647. Estimated construction cost \$5,000; first-year operating cost \$1,000; revenue none. Principals: Royal N. Allred is superintendent of North Sanpete School District. Ann. Jan. 10.

Final actions

■ Tisbury, Mass.—Wasque Corp. FCC granted 95.9 mhz, 3 kw. HAAT 279 ft. (BPH-8027). P.O. address Edgartown Road, Tisbury 02568. Estimated construction cost \$48,603, first-year operating cost \$64,226; revenue \$75,000. Principals: J. Robert Windsor, president (8.3%), et al. Mr. Windsor, formerly news correspondent for ABC News, New York, is employed by Watchguard Corp. alarm systems company in Edgartown, Mass. Commission also approved joint petition by Wasque and Francis E. Daddario, applicant for same facilities at Falmouth, Mass., providing for dismissal of Mr. Daddario's application (BPH-8206) in return for partial payment of its expenses by Wasque. Action Jan. 16.

■ Helena, Mont.—KCAP Broadcasters Inc. FCC granted 103.1 mhz, 3 kw. HAAT minus 367 ft. (BPH-8453). P.O. address Drawer M, Missoula, Mont. 59801. Estimated construction cost \$49,624; first-year operating cost \$19,500; revenue \$16,000. Principals: Dale G. Moore, president (92.5%), et al. Mr. Moore has majority interests in KTFI(AM)-KMVT(TV) Twin Falls, Idaho; KTVM(TV) Butte, KCAP(AM) Helena, KCFW-TV Kallispy and KGVO-AM-TV Missoula, all Montana. Action Jan. 16.

Initial decisions

■ West Palm Beach, Fla.—In initial decision announced Dec. 10, 1973 (Broadcasting, Jan. 21), delete Roger Coleman (deceased) from principals of Sandpiper Broadcasting Co. Sandpiper principals are John Keljikan (80%), Ralph Keesing (15%) and Patrick Fagan (5%).

■ Glenwood Springs, Colo.—Administrative Law Judge Byron E. Harrison, in initial decision, proposed grant of application of Colorado West Broadcasting Inc. for 92.7 mhz, 3 kw. HAAT 301 ft. (Doc. 19588). P.O. address 806 Garfield, Glenwood Springs 81601. Estimated construction cost \$33,000; first-year operating cost \$51,965; revenue \$46,000. Principals: William R. Dunaway, Carl Curtis (each 45%) and Glen Allen Lee Bell (10%). Mr. Dunaway has interest in KSNO(AM) Aspen, Colo. Mr. Curtis has real estate interests in Aspen and Mr. Bell is employed with Western Telecommunications Inc., Grand Junction, Colo. Competing application of Glenwood Broadcasting Inc. would be denied. (Doc. 19589). Ann. Jan. 8.

Actions on motions

■ Administrative Law Judge John H. Conlin in Santa Paula and Fillmore, both California. (Jerry Lawrence, et al.), FM proceeding, suspended schedule of procedural dates established by presiding officer's order of Dec. 20, 1973; scheduled prehearing conference for Jan. 29 and continued without date hearing now scheduled for March 5 (Docs. 19865-8). Action Jan. 15.

■ Administrative Law Judge John H. Conlin in Hattiesburg, Miss. (Deep South Radio Inc., et al.), FM proceeding, set certain procedural dates; scheduled hearing for April 2 instead of Feb. 26 (Docs. 19889-91). Action Jan. 15.

■ Administrative Law Judge Lenore G. Ehrig in Fort Smith, Ark. (KFPW Broadcasting Co.), FM proceeding, notified commission of her withdrawal from proceeding as newly assigned presiding judge, in accordance with rules (Doc. 18241). Action Jan. 10.

■ Administrative Law Judge Lenore G. Ehrig in Bloomington, Ind. (Henderson Broadcasting Co., et al.), FM proceeding granted Henderson's petition to amend application to provide new financial plan covering increased construction costs; to show present employment of one of its principals; to reflect change in proposed main studio location to Bloomington at site to be determined and to include amended engineering proposal involving change in location of proposed ant. site and related changes in equipment, and accepted amend-

ments with proviso that Henderson may not claim any comparative advantage resulting from this action (Docs. 19813-15). Action Jan. 9.

■ Chief Administrative Law Judge Arthur A. Gladstone in Fort Smith, Ark. (KFPW Broadcasting Co.), FM proceeding, in view of order issue Jan. 10 by Administrative Law Judge Lenore G. Ehrig, designated Administrative Law Judge Herbert Sharfman to serve as presiding judge (D. 18241). Action Jan. 11.

■ Chief Administrative Law Judge Arthur Gladstone in Sacramento, Calif. (Intercast Inc. & Royce International Broadcasting), FM proceeding denied motion by Royce International to char. site of hearing, without prejudice however to renewal after relevant depositions have been obtained and upon further more appropriate and specific showing in support of request (Docs. 19516, 19611). Action Jan. 10.

■ Administrative Law Judge William Jensen in Williamson and Matewan, both West Virginia (Harvit Broadcasting Corp., and Three States Broadcasting Co.), FM proceeding, adopted dates suggested in letter by Three States for filing of proposed findings as March 22 and reply findings as April 15; as to admission of Three States exhibits, other parties having no objections to admissibility may so indicate informally to presiding officer or otherwise should file written objections (Docs. 18456-57). Action Jan. 10.

■ Administrative Law Judge David I. Kraushaar in Arab, Ala. (Brindlee Broadcasting Corp., et al.), FM proceeding granted joint petition of Brindlee and Helton & Norris Enterprises Inc. filed Dec. 18, 1973 and approved agreement between these parties; authorized payment by Brindlee to Helton of expenses in amount of \$4,000 and dismissed with prejudice application of Helton & Norris Enterprises Inc.; retained in hearing applications of Brindlee Broadcasting Corp. and Marshall County Broadcasting Co. Inc. (Docs. 19849-51). Action Jan. 2.

■ Administrative Law Judge David I. Kraushaar in Lexington Park and Leonardtown, both Maryland (Key Broadcasting Corp. and Sound Media Inc.), FM proceeding, granted motion by Sound Media and corrected hearing transcripts and on judge's own motion made additional corrections (Docs. 19410-1). Action Jan. 11.

■ Administrative Law Judge Jay A. Kyle in Arkadelphia, Ark. (Great Southwest Media Corp., et al.), FM proceeding, set certain procedural dates and rescheduled hearing from Feb. 25 to Apr. 23 (Docs. 19892-4). Action Jan. 14.

■ Administrative Law Judge Ernest Nash in Wilimantic, Conn. (Windham Broadcasting Group and Nutmeg Broadcasting Co.), FM proceeding, ordered evidence by parties in form of written testimony and exhibits to be exchanged by Feb. 1; set Feb. 15 for notification of witnesses and March 26 for hearing, in lieu of Feb. 25 (Docs. 19870-71). Action Jan. 9.

■ Administrative Law Judge Ernest Nash in Dayton, Tenn. (Erwin O'Conner Broadcasting Co. and Norman A. Thomas), FM proceeding, granted petitions by O'Conner Broadcasting Co. and Mr. Thomas to amend their applications' financial sections, and accepted amendments (Docs. 18547-48). Action Jan. 7.

■ Administrative Law Judge Ernest Nash in Dayton, Tenn. (Erwin O'Conner Broadcasting Co. and Norman A. Thomas), FM proceeding, set certain procedural dates and scheduled hearing for March 5 (Docs. 18547-8). Action Jan. 14.

■ Administrative Law Judge James F. Tierney in Bisbee, Ariz. (Bisbee Broadcasters Inc. and Wryce Associates), FM proceeding, on request of Broadcast Bureau, extended times for filing proposed findings and reply findings to Jan. 25 and Feb. 8, respectively (Docs. 19754-5). Action Jan. 15.

■ Administrative Law Judge James F. Tierney in Washington (Pacifica Foundation), educational FM

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ling, granted motion by Pacifica to amend motion to reflect board member omitted by (Doc. 18634). Action Jan. 8.

Applications

College Corp., Quincy, Ill.—Seeks
Gallup, N.M.—Seeks KGLP-FM.
High School, Lancaster, N.Y.—
M.
Milton, Wis.—Seeks *WMDF

All letter actions

Jamie Patrick Broadcasting Ltd., Bastrop, La.—
Granted KTRY-FM.
*Dean Junior College, Franklin, Mass.—Granted
*WGAO(FM).
North Montana Broadcasters Inc., Harve, Mont.—
Granted KPQX(FM).
KHEY Inc., El Paso—Granted KEZB(FM).

Designated for hearing

Cabo Rojo and Hormigueros, both Puerto Rico—
Broadcast Bureau designated for hearing mutually
exclusive applications of David Ortiz Radio Corp.,
Cabo Rojo, and Southwestern Broadcasting Corp.,
Hormigueros, for new FM to operate on ch. 221
(92.1 mhz) (Docs. 19920-1). Action Jan. 16.

Existing FM stations

Final actions

*WAPI-FM Birmingham, Ala.—Broadcast Bureau
granted license covering changes; ERP 100 kw; ant.
height 980 ft. (BLH-5886). Action Jan. 14.
*WAMI-FM Opp, Ala.—Broadcast Bureau granted
license covering new trans.; ant.; ERP 3 kw; ant.
height 280 ft. (BLH-6002). Action Jan. 14.
*KOZN-FM San Diego—Broadcast Bureau denied
request by Broadmoor Broadcasting Co., licensee of
KSON(AM) San Diego for revocation of call letters
of KOZN-FM and issuance of new call sign.
KSON complained that KOZN-FM was represented on
market surveys of American Research Bureau as
"KOZN" without FM suffix, causing confusion to
potential advertisers. Action Jan. 11.
*KCBS-FM San Francisco—Broadcast Bureau
granted licenses covering changes for main trans.,
ERP 4.3 kw; ant. height 1450 ft. and covering new
alt. trans. (BLH-6015, BLH-6016). Action Jan. 14.
*WIOF(FM) Waterbury, Conn.—Broadcast Bureau
granted license covering changes for main trans.,
ERP 12.5 kw; ant. height 600 ft. and license cover-
ing new aux. trans., ERP 12 kw; ant. height 600
ft. (BLH-5956, BLH-5960). Action Jan. 14.
*WSGC-FM Elberton, Ga.—Broadcast Bureau
granted license covering new FM, ERP 3 kw; ant.
height 300 ft. (BLH-6027). Action Jan. 14.
*WKLO-FM Louisville, KY.—Broadcast Bureau
granted license covering new aux. ant. to be used
with both main and aux. trans.; ERP 9.3 kw; ant.
height 490 ft. for main trans.; ERP 8.7 kw; ant.
height 490 ft. for aux. trans. (BLH-6021). Action
Jan. 14.
*WROR-FM Boston—FCC denied petition by
Boston Community Media Coalition, Minority Cau-
cus, for reconsideration of Aug. 2, 1973 action in
which it granted application of RKO General to
assign license of WROR-FM to Heftel Broadcasting-
Boston Inc., while invalidating agreement between
Heftel and Boston Community Media Committee,
Minority Caucus. Agreement concerned minority
employment, programing and payment of "sub-
scription fee." Action Jan. 16.
*WDRQ(FM) Detroit—Broadcast Bureau granted
CP to install new aux. trans. at main trans. location
to be operated on 93.1 mhz; TPO 8.1 kw; ERP 20
kw and ant. height 500 ft. for aux. purposes only
(BPH-8726). Action Jan. 11.
*WLIN(FM) Jackson, Miss.—Broadcast Bureau
granted license covering new FM; ERP 100 kw;
ant. height 1058 ft. (BLH-6026). Action Jan. 14.
*WJOJ(FM) Picayune, Miss.—Broadcast Bureau
granted license covering new FM; ERP 3 kw; ant.
height 175 ft. (BLH-6025). Action Jan. 14.
*KBFL(FM) Buffalo, Mo.—Broadcast Bureau
granted license covering changes; ERP 780 w; ant.
height 245 ft. (BLE-1181). Action Jan. 14.
*KYSS-FM Missoula, Mont.—Broadcast Bureau
granted license covering changes; ERP 30 kw; ant.
height 2490 ft. (BLH-6004). Action Jan. 14.
*WFMV-FM Blairstown, N.J.—Broadcast Bureau
granted CP to make changes in ant. system (in-
crease height); change transmission line; change
ERP to 265 w and change ant. height to 860 ft.
(BPH-8727). Action Jan. 11.
*KAFG(FM) Oklahoma City—Broadcast Bureau
granted CP to install new ant.; change ERP to
100 kw and ant. height to 295 ft. (BPH-8727).
Action Jan. 10.
*KGOV(FM) Portland, Ore.—Broadcast Bureau

granted mod. of license to change name of licensee
to KGOV Inc. (BMLH-481). Action Jan. 11.

*KOL-FM Seattle—Broadcast Bureau granted CP
to change trans. location to top of Cougar Moun-
tain, Seattle; change ant.; make change in ant.
height (decrease height); change TPO; ERP 98
kw; ant. height 1,170 ft.; remote control from
main studio at 1100 S.W. Florida Street, Seattle,
conditions (BPH-8423). Action Jan. 9.

Action on motion

*Chief Administrative Law Judge Arthur A. Glad-
stone in Ypsilanti, Ann Arbor and Plymouth, all
Michigan. (Eastern Michigan University [WEMU
(FM)], regents of the University of Michigan
[WCBN-FM] and Plymouth Community School
District [WSDP(FM)], educational FM proceed-
ing, designated Administrative Law Judge James F.
Tierney to serve as presiding judge; scheduled pre-
hearing conference for Feb. 21 and hearing for
April 8 (Docs. 19911-14). Action Jan. 11.

Fine

*WIXK-FM New Richmond, Wis.—Chief, Broad-
cast Bureau, ordered Smith Broadcasting Co., li-
censee, to forfeit \$250 for repeated violation of
rules by failing to enter trans. readings into main-
tenance log of station. Action Jan. 3.

Call letter applications

*KJKL(FM) Pueblo, Colo.—Seeks KDJQ(FM).
*KACE-FM Riverside, Calif.—Seeks KCNW(FM).
*WCOA-FM Pensacola, Fla.—Seeks WJLQ(FM).
*WDAN-FM Danville, Ill.—Seeks WMBJ(FM).
*WCHD(FM) Detroit—Seeks WJZZ(FM).
*WLRG-FM White Hall, Mich.—Seeks WLRQ
(FM).

Call letter action

*KPIE(FM) Manteca, Calif.—Granted *KNBS-
(FM).

Renewal of licenses, all stations

Broadcast Bureau granted renewal of licenses,
co-pending aux. and SCAs when appropriate for
following stations: WACF(FM) Paris, WAJF(FM)
Joliet and WBBA-AM-FM Pittsfield, all Illinois;
WCOW-AM-FM Sparta, Wis.; WDDD(FM) Ma-
rion, Ill.; WHDF(AM) Houghton, Mich.; WHOW-
(AM) Clinton, Ill.; WJCD-AM-FM Seymour, Ind.;
WKDX(AM) Hamlet, N.C.; WLUV-AM-FM Loves
Park, Ill.; WNAU-AM-FM New Albany, Miss.;
WOKY(AM) Milwaukee; WPRS(AM) Paris
and WRMS(AM) Beardstown, both Illinois;
WROE(FM) Neenah-Menasha, Wis.; WSTV-AM-
FM Pekin, Ill.; WSTV-AM-FM Steubenville, Ohio;
WTAY-AM-FM Robinson, Ill.; WVOC(AM) Bat-
tle Creek, Mich., and WWTO(FM) Peoria, Ill.
Actions Jan. 11.

Modification of CP's, all stations

*KUPD-FM Tempe, Ariz.—Broadcast Bureau
granted mod. of CP for extension of time of com-
pletion date to June 26 for changes (BMPH-13960).
Action Jan. 14.
*KSFH(FM) Mountain View, Calif.—Broadcast
Bureau granted mod. of CP for extension of com-
pletion of new educational FM to April 11
(BMPED-1050). Action Jan. 14.
*MJMJ(FM) Hartford, Conn.—Broadcast Bureau
granted mod. of CP for extension of completion
date for new educational FM to July 10 (BMPED-
1053). Action Jan. 14.
*KKEA(FM) Hilo, Hawaii—Broadcast Bureau
granted mod. of CP for new FM to extend com-
pletion date to June 26 (BMPH-13957). Action Jan.
14.
*KKAI(FM) Kailua, Hawaii—Broadcast Bureau
granted mod. of CP to extend completion time to
June 21 for new FM (BMPH-13956). Action Jan.
14.
*WLS-TV Chicago—Broadcast Bureau granted
mod. of CP to change type trans. (BMPCT-7513).
Action Jan. 14.
*KIKS-FM Lake Charles, La.—Broadcast Bureau
granted mod. of CP for extension of completion
date to July 6, 1974 (BMPH-9837). Action Jan.
3.
*KPAL(AM) Pineville, La.—Broadcast Bureau
granted mod. of CP to move ant.-trans. site to 8
mile off Rigolette Road on New Light Church
Road, 2.3 miles northwest of Pineville (BMP-
13717). Action Jan. 11.
*WAMH(FM) Amherst, Mass.—Broadcast Bu-
reau granted mod. of CP to extend completion
date for changes to June 7 (BMPED-1052). Action
Jan. 14.
*WGCY(FM) New Bedford, Mass.—Broadcast
Bureau granted mod. of CP to extend completion
time for changes to May 29 (BMPH-13953). Action
Jan. 14.

*WMSM-FM Ironwood, Mich.—Broadcast Bureau
granted mod. of CP for new FM to extend com-
pletion time to July 1 (BMPH-13959). Action Jan.
10.

*WKAR-FM East Lansing, Mich.—Broadcast Bu-
reau granted mod. of CP to extend completion time
for changes to March 17 (BMPED-1058). Action
Jan. 14.

*KSMU(FM) Springfield, Mo.—Broadcast Bureau
granted mod. of CP for new educational FM to
extend completion time to June 31 (BMPED-1054).
Action Jan. 14.

*KAUB(FM) Auburn, Neb.—Broadcast Bureau
granted mod. of CP to extend completion time for
new FM to March 31 (BMPH-13801). Action
Jan. 31.

*WRSU-FM New Brunswick, N.J.—Broadcast
Bureau granted mod. of CP to extend completion
time for new educational FM to March 7 (BMPED-
1051). Action Jan. 14.

*WGRF(FM) Pleasantville, N.J.—Broadcast Bu-
reau granted mod. of CP to extend completion
time for new FM to April 26 (BMPH-13952). Ac-
tion Jan. 14.

*WSNL-TV Patchogue, N.Y.—Broadcast Bureau
granted mod. of CP to change type trans. (BMPCT-
7511). Action Dec. 26.

Ownership changes

Applications

*WKRX(FM) Louisville, Ky.—Seeks assignment
of license from WKRX Inc. to Stoner Broad-
casting System Inc. for \$725,000. Sellers: Keith L.
Reising, president et al. (100%). Mr. Reising also
has interest in WQXE(FM) Elizabethtown, Ky.
Buyers: Thomas H. Stoner is president of Stoner
Broadcasting which also operates KSO(AM)-
KFMG(FM) Des Moines, Iowa; WGN(AM)
Huntington, W. Va. and WNB(AM)-WQYT-
(FM) Binghamton, N.Y. Ann. Jan. 4.
*WKKS(AM) Vanceburg, Ky.—Seeks assignment
of license from Karl Kegley to Ohio Valley Broad-
casting Co. for \$80,000. Seller: Mr. Kegley (100%).
Buyers: Avery L. Stanley, Charles Jordan Jr. and
Phillip R. Hull (each 33.33%). Mr. Stanley has
law practice in Vanceburg. Messrs. Hull and Jordan
are directors of Vanceburg bank. Ann. Dec. 28.
*WKTP(AM) South Paris, Me.—Seeks transfer of
control of Oxford Broadcasting Corp. from Gerald
T. Higgins (99% before, none after) to Robert T.
and Pamela H. Healy (none before, 100% after).
Consideration: \$120,000. Principals: Mr. Healy
owns electrical contracting firm. Mrs. Healy is
daughter of transferor, Mr. Higgins. Ann. Jan. 4.
*WSMM(FM) Sault Ste. Marie, Mich.—Seeks
assignment of license from Lock City Broadcasting
Co. to Chippewa Broadcasting Corp. for \$32,868.
Seller: Leon B. Van Dam (100%). Buyers: William
H. Thorne, president, et al. Mr. Thorne was an-
nouncer with WSOO(AM) Sault Ste. Marie; he is
presently community development director for Sault
Ste. Marie. Ann. Jan. 14.
*KREI(AM) Farmington, Mo.—Seeks assignment
of license from Cecil W. and James R. Roberts to
KBOA Inc. for \$150,000. Sellers: Messrs. Roberts
(100%) also own KCHI-AM-FM Chillicothe, Mo.
Buyers: Maurice F. Dunne Jr. and Charles C.
Earls. They also own KBOA(AM) Kennett, Mo.
Ann. Jan. 14.
*KWTO-AM-FM Springfield, Mo.—Seeks transfer
of control of Ozarks Broadcasting Co. from Ralph
D. Foster, Lester L. Cox, et al. as estate executors
of Lester E. Cox (100% before, 40% after) to
South Central Broadcasters Inc. (none before, 60%
after). Consideration: \$750,000. Principals: South
Central Broadcasters is owned by John B. Mahaf-
ey and John Mihalevich (each 50%). They also
own KJPW(AM)-KYSD(FM) Waynesville, Mo.
(sale of these stations is pending, see below).
Mr. Mahafey also has interest in KICA(AM)
Clovis, N.M. and KCIJ(AM) Shreveport, La. Ann.
Jan. 14.
*KJPW(AM)-KYSD(FM) Waynesville, Mo.—
Seeks assignment of license from South Central
Broadcasters Inc. to Pulaski County Broadcasters
Inc. for \$300,000. Sellers: John B. Mahafey and
John Mihalevich (see above). Buyers: James R.
Dodds, Harold C. King, Donald E. Coates and
Clay S. Howlett (each 25%). Messrs. Coates and
Howlett are presently employed with South Central
Broadcasters. Messrs. King and Dodds have other
business interests in Waynesville. Ann. Jan. 4.
*WRNJ(FM) Atlantic City, N.J.—Seeks assign-
ment of license from WRNJ Associates Inc. to
Radio WAYV Inc. for \$250,000. Sellers: Edward
R. Newman, president, et al. (100%). Mr. New-
man also owns WBRX(AM) Berwick, Pa. Buyers:
Ernest Tannen, Seymour Dubroff, Marvin Mirvis
and Kerby E. Conter (each 25%). Mr. Tannen and
Dr. Seymour have interest in WEEZ(AM) Chester,
Pa. Messrs. Mirvis and Conter have interest in
WYRE(AM) Annapolis, Md. Ann. Jan. 14.
*WMCV(TV) Nashville, Tenn.—Seeks assignment
of license from Charles H. White, to Hudson Broad-
casting Co. for \$25,000. Seller: Mr. White is trustee
in bankruptcy for station formerly owned by Music
City Video Corp. Buyers: Educating Systems Inc.

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Summary of broadcasting applications to the FCC, as of Dec. 31, 1973

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,374	4	17	4,395	53	4,448
Commercial FM	2,438	0	64	2,502	131	2,633
Commercial TV-VHF	506	1	6	513	7	520
Commercial TV-UHF	189	0	3	192	38	243
Total commercial TV	695	1	9	705	45	763
Educational FM	611	0	22	633	94	727
Educational TV-VHF	88	0	3	91	4	96
Educational TV-UHF	128	0	14	142	0	143
Total educational TV	216	0	17	233	4	239

* Special temporary authorization.

(81.82%) and Robert D. Hudson Jr. (18.18%). Frederic Gregg is president of Educating Systems, involved in instructional television and book publishing. Mr. Hudson is general manager of WAPX (AM) Montgomery, Ala. Ann. Dec. 21.

■ **WBRY (AM)** Woodbury, Tenn.—Seeks assignment of license from Cannon Broadcasting Co. to Tennessee Valley Broadcasting Corp. for \$83,000. Sellers: H. A. Creaf (50%) et al. Buyers: Frank A. and Jayne O. Woods (together 51%) and Hobart L. and Ruth Townsend (together 49%). Messrs. Woods' and Townsend also own WTBP (AM) Parsons, Tenn., and have applications pending to acquire WWSD (AM) Monticello, Fla., and WSEV-AM-FM Sevierville, Tenn. Ann. Jan. 14.

■ **KTBB (AM)** Tyler, Tex.—Seeks assignment of license from Blackstone Broadcasting Co. to Smith County Broadcasters for \$440,000. Sellers: David H. Bothwell, president, et al. (100%). Buyers: Marshall and Clint Formby, Graddy Tunnell and Don Chaney (together 100%). Messrs. Formby own KPAN (AM) Hereford, KLVT (AM) Levelland and KTEM (AM) Temple, all Texas. Mr. Chaney is general manager of KTEM and Mr. Tunnell is attorney at Plainview, Tex. Ann. Jan. 4.

Actions

■ **WSEN-AM-FM** Baldwinsville, N.Y.—Broadcast Bureau granted assignment of license from Century Radio Corp. to Sentry Communications Inc. for \$348,000 (BAL-7958, BALH-1878). Sellers: Donald C. Menapace, Robert L. Stockdale, James A. Lowery Jr. and Edward J. Poitras (together 100%). Buyers: Robert A. Orenbach (27.8%), and Roger A. O'Connor (21.6%), Joseph J. Madden and Norman Goldring (each 12.3%). Mr. Orenbach is sales manager at WVNJ-AM-FM Newark, N.J. Mr. O'Connor is vice president and sales manager for Canadian Standard Broadcast Sales Inc. Mr. Goldring owns advertising agency and Mr. Madden owns broadcast consulting service. Action Jan. 10.

■ **WOIC (AM)** Columbia, S.C.—FCC granted assignment of license from WOIC Inc. to Nuance Corp. for \$50,000 (BAL-7969). Sellers: Joe Speidel III, president, et al. (100%). Buyers: I. S. Levey Johnson (35%), J. Wade Degraffenreidt (23%), Elliot E. Franks III and H. B. Rutherford (each 21%). Mr. Johnson is Columbia attorney. Mr. Rutherford is Columbia dentist. Mr. Franks is director of Columbia Urban League and Mr. Degraffenreidt owns Carrboro, N.C., car wash. Commission also granted application for renewal of license of WOIC (Doc. No. 19674) and authorized conditional withdrawal of petition for reconsideration and granted request for dismissal without prejudice of petition filed by Columbia Citizens Concerned with Improved Broadcasting. Actions Jan. 16.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance. FCC announced Jan. 15 (stations listed are TV signals proposed for carriage):

■ **Teleservice Corp. of America**, 3027 S.E. Loop 323, Tyler, Tex. 75701 proposes for Fordyce, Ark. (CAC-3456), KTVE El Dorado, KARK-TV, KATV, KTHV and KETS, all Little Rock, both Arkansas; KTBS-TV and KSLA-TV both Shreveport, La.; KRAL-TV Texarkana, Tex.; KNOE-TV Monroe, La.; KTVT Fort Worth, KXTX-TV and KERA-TV, both Dallas.

■ **Telecable Communications Corp.**, 1336 Sulphur Spring Road, Baltimore 21227 proposes for Frederica, Del. (CAC-3438). WCMC-TV Wildwood, N.J.; KYW-TV, WPVI-TV, WCAU-TV and WPHL-TV, all Philadelphia; WMAR-TV and WBAL-TV, both Baltimore; WCPB Salisbury, Md. and WHYY-TV Wilmington, Del.

■ **American Video of Deerfield Beach Inc.**, 6115 North University Drive, Fort Lauderdale, Fla. 33313 proposes for Deerfield Beach, Fla. (CAC-3436), WCIX-TV Miami via translator W64AD Boca Raton, Fla.

■ **American Video of Lighthouse Point Inc.**, 6115 North University Drive, Fort Lauderdale, Fla. 33313 proposes for Lighthouse Point, Fla. (CAC-3433), WTVJ, WCIX-TV, WCKT, WPLG-TV, WLTW, WPBT, WTHS-TV WSEC-TV and WFCB-TV all Miami, WKID Fort Lauderdale; WPTV and WEAT-TV, both West Palm Beach and WTOG St. Petersburg, all Florida and WTCG Atlanta.

■ **Florida Cablevision**, Box 2530 Vero Beach, Fla. 32960 proposes for Saint Lucie village, Fla. (CAC-3450), WTVX Fort Pierce, WPTV Palm Beach, WEAT-TV West Palm Beach, WPBT, WTHS-TV and WLTW, all Miami and WSWB-TV Orlando, all Florida.

■ **Leesburg Cablevision Inc.**, 1310 Marion Street, Leesburg, Fla. 32748 proposes for Lake County, Fla. (CAC-863), WTLV Jacksonville, WUFT Gainesville and WSWB Orlando and delete WCJB Gainesville, all Florida.

■ **St. Lucie Cable Co.**, Box 866 Stuart, Fla. 33494 proposes for Hutchinson Island, Fla. (CAC-3441), WPBT, WTHS-TV, WCKT, WPLG-TV, WLTW and WTVJ, all Miami; WPTV and WEAT-TV, both West Palm Beach, WTVX Fort Pierce; WEDU Tampa and WKID Fort Lauderdale, all Florida.

■ **St. Lucie Cable Co.**, Port St. Lucie (CAC-3439) and St. Lucie county unincorporated area (CAC-3440), both Florida, requests certification of existing operations and to add WEDU Tampa and WKID Fort Lauderdale, both Florida.

■ **Fulton Cablevision Inc.**, 641 Dekalb Industrial Way, Decatur, Ga. 30033 proposes for Hapeville (CAC-3453), College Park (CAC-3454) and East Point (CAC-3455), all Georgia. WSB-TV, WAGA-TV, WXIA-TV, WTCG, WHAE-TV and WETV all Atlanta and WGTW Athens, Ga.; WRET-TV Charlotte, N.C., and WRIP-TV Chattanooga.

■ **Rush County Cable Television Inc.**, 102 North Perkins Street, Rushville, Ind. 46173 proposes for Rushville (CAC-3535), WISH-TV, WRTV, WLWI and WFYI, all Indianapolis, WTTV and WTIU, both Bloomington, Ind.; WGN-TV Chicago; WLWT and WXIX, both Cincinnati, WHIO-TV Dayton, Ohio and WDRB-TV Louisville, Ky.

■ **Owensboro-On-The-Air Inc.**, Box 522, Owensboro, Ky. 42301 proposes for Owensboro (CAC-3457) to add WVUT Vincennes, Ind.

■ **River City Cable TV Inc.**, 9614 Walnutwood Way, Jeffersonton, Ky. 40229 proposes for Louisville, Ky. (CAC-3444), WAVE-TV, WHAST-TV, WLKY-TV, WDRB-TV, WKPC-TV and WKMJ, all Louisville, Ky.; WTTV Bloomington, Ind., and WXIX-TV Cincinnati.

■ **CSH Inc.**, 636 Louisiana National Bank Building, Baton Rouge 70801 proposes for Tangipahoa Parish, La. (CAC-3452), WBRZ and WAFB-TV, both Baton Rouge, WWL-TV, WDSU-TV, WVUE, WYES-TV and WGNO-TV, all New Orleans and KHMA Houma, all Louisiana; WMAU Bude and WLOX-TV Biloxi, both Mississippi, and WRBT Baton Rouge.

■ **Continental Cablevision of New Hampshire Inc.**, 474 Central Avenue, Dover, N.H. 03820 proposes for Old Orchard Beach, Me. (CAC-3451), WMTW-TV Poland Spring, WCSH-TV and WGAN-TV, both Portland and WCBW Augusta, all Maine; WENH-TV Durham, N.H.; WBZ-TV, WCVB-TV, WNAC-TV and WSBK-TV, all Boston, WKBG-TV Cambridge, Mass., and CHLT-TV Sherbrooke, Que.

■ **Alden CATV Inc.**, Room 7, State Bank Building, Hillsdale, Mich. 49242 proposes for Cassopolis, Mich. (CAC-3449), WUHQ-TV Battle Creek, Mich.; WGN-TV, WSNS-TV, WTTW-TV, and WFLD-TV, all Chicago; WSJV-TV Elkhart, Ind.; WOTV-TV and WGVG-TV, both Grand Rapids and WKZO-TV Kalamazoo, both Mich.; WNDU-TV, WSBT-TV WNIT-TV and WMSH-TV, all South Bend, Ind.

■ **Cable TV Co. of Kalamazoo**, 1031 West Patterson Street, Kalamazoo, Mich. 49007 proposes for Kalamazoo township (CAC-3434), WKZO-TV Kalamazoo, WUHQ-TV Battle Creek; WGVG, WOTV and WZZM-TV, all Grand Rapids, WKAR-

TV East Lansing, WILX-TV Onondaga and WJIM-TV Lansing, all Michigan; WSJV Elkhart, WNIT, WMSH-TV, WSBT-TV and WNDU-TV, all South Bend, all Indiana; WKBD-TV and WTVS, both Detroit; WGN-TV, WSNS and WTTW, all Chicago.

■ **Ridgeway Cable TV**, 1505 Haven Lane, Olathe, Kan. 66061 proposes for Ridgeway, Mo. (CAC-3442), KQTV St. Joseph, KTVO Kirksville, WDAF-TV, KCMO-TV, KMBC-TV, KCPT and KBMA, all Kansas City, all Missouri; WOIT-TV Ames, Iowa; KHQA-TV Hannibal, Mo.; KRNT-TV and WHO-TV, both Des Moines, Iowa and WGEN-TV Quincy, Ill.

■ **Ste. Genevieve Cablevision Co.**, Box 428, Ste. Genevieve, Mo. 63670 proposes for Ste. Genevieve, Mo. (CAC-3443), KTVI, WMOX-TV, KSD-TV, KETC, KPLR-TV and KDNL-TV, all St. Louis; WSIL-TV Harrisburg Ill.; WPSD-TV Paducah, Ky.; WSIU-TV Carbondale Ill., and KFVS-TV Cape Girardeau, Mo.

■ **Diversified Communications Inc.**, Hurricane Mountain Road, North Conway, N.H. 03860 proposes for Conway, N.M. (CAC-3445), WGBH-TV and WSBK-TV, both Boston, and WKBG-TV Cambridge, both Massachusetts; WCSH-TV and WGAN-TV, both Portland, and WMTW-TV Poland Spring, both Maine; WENH-TV Durham and WMUR-TV Manchester, both New Hampshire, and WCBW Augusta, Me.

■ **Milford Cablevision Corp.**, Daniel Webster Highway, Merrimack, N.H. 03054 proposes for Milford, N.H. (CAC-3448), WSBK-TV, WBZ-TV, WCVB-TV, WNAC-TV and WGBH-TV, all Boston, WKBG-TV Cambridge and WSMW-TV Worcester, all Massachusetts; WMUR-TV Manchester and WENH-TV Durham, both New Hampshire.

■ **Clear Television Cable Corp.**, 248 Route 9, Box 340, Berkeley township, Bayville, N.J. 08721 proposes for South Toms River borough, N.J. (CAC-3446), WCBST-TV, WNBC-TV, WNEW-TV, WABC-TV, WOR-TV and WPIX-TV, all New York, KYW-TV, WPVI-TV, WCAU-TV, WPHL-TV and WFAF-TV, all Philadelphia; WKBS-TV Burlington, N.J.; WHYY-TV Wilmington, Del.; WNET, Newark and WNJT Trenton, both New Jersey.

■ **Ausable Communications Inc.**, Box 2440, Miami 33101 proposes for Plattsburgh Air Force Base, N.Y. (CAC-3432), to add WPIX-TV New York.

■ **Newchannels Corp.**, 1030 James Street, Syracuse, N.Y. 13203 proposes for Brunswick, N.Y. (CAC-3447), WTEN and WAST, both Albany; WRGB, WMHT, both Schenectady, WOR-TV and WPIX-TV, both New York, all New York and WSBK-TV Boston.

■ **Teleprompter Island Cable TV Corp.**, Box 73, Islip, N.Y. 11751 proposes for Islip township (CAC-3428) and Babylon Village (CAC-3429), both New York, to add WSNL-TV Patchogue, N.Y.

■ **CATV of Ohio Valley Inc.**, 415 Market Street, East Liverpool, Ohio 43920 proposes for East Liverpool (CAC-1293) and Wellsville (CAC-1294), both Ohio, to delete WUAB Lorain, Ohio.

■ **Telecable of Ohio**, Box 127, Sigel Star Route, Brookville, Pa. 15825 proposes for Struthers, Ohio (CAC-3430), WFMJ-TV, WKBN-TV and WYTV, all Youngstown, WKBFT-TV Cleveland, WUAB Lorain and WNEO-TV Alliance, all Ohio, and WQED Pittsburgh.

■ **Hooker TV Cable Inc.**, Box 945, Hooker, Okla. 73945 requests for Hooker (CAC-3431) certification of existing operations.

■ **Southern Oregon Cable TV**, Box 399, Medford, Ore. 97501 requests for Roseburg, Ore. (CAC-3437), certification of existing operations.

■ **Twin County Trans-Video Inc.**, RD 4, Allentown, Pa. 18103 proposes for Bushkill township (CAC-3423), Upper Nazareth township (CAC-3424), Plainfield township (CAC-3425), Pen Argyl boro (CAC-3426) and Wind Gap boro (CAC-3427), all Pennsylvania, to add WNET Newark, N.J.

■ **Murfreesboro Cable Television Co.**, 2500 Winters Bank Tower, Dayton, Ohio 45402 proposes for Murfreesboro, Tenn. WLAC-TV, WNGE, WSM-TV, WDCN-TV and WMCV-TV, all Nashville; WHAE-TV and WTCG-TV, Atlanta; WRIP-TV Chattanooga and WDXR-TV Paducah, Ky.

■ **Community Television of Utah Inc.**, 1251 Wilmington Avenue, Salt Lake City 84106 proposes for Salt Lake City (CAC-3319), to delete KTLX-TV Sacramento and add KTVU Oakland, both California.

Actions on motions

■ **Chief Administrative Law Judge Arthur A. Gladstone** in Lake Charles, La. (LVO Cable Inc.), cable TV proceeding, designated Administrative Law Judge Thomas B. Fitzpatrick to serve as presiding judge; scheduled prehearing conference for Feb. 14 and hearing for April 1 (Doc. 19910). Action Jan. 11.

■ **Acting Chief, CATV Bureau**, denied motions by WENY Inc., Holston Valley Broadcasting Corp., Springfield Television Broadcasting Corp. et al., for extensions of time in which to file comments in matter of amendment of rules with respect to network program exclusivity protection by cable television systems. Deadline for filing comments was January 16 (RM-2275). Action Jan. 14.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

RADIO

Help Wanted Management

Program Director for Public/University Stereo FM Station. Free-form program format. P.D. Responsible for budget staff, programming. Board work daily. Required: B.S. in Communications; four years in programming; one year administration in broadcasting; 3rd Phone with endorsement. Contact R. A. Schnupp, Station Manager, WFSU-FM, Florida State University, Tallahassee, FL 32306.

FM signing on soon. New staff needed. Up-beat MOR. Resort town. Send resume to Connor Broadcasting Co., P.O. Box 366, Bethany Beach, DE 19930.

Sales manager-manager: Medium size Illinois market, C & W, strong sales background. Partial ownership available. Send resume to: Decatur Broadcasting, Inc., 2800 So. Walnut, Springfield, IL 62704.

Help Wanted Sales

Radio salesperson. Network owned and operated station. Opportunity to advance into national sales in 1 or 2 years. Thirty-five thousand approximate first year income. Mail resume to Box A-36, BROADCASTING.

California daytimer seeks experienced salesperson, preferably RAB trained. Good account list, salary, bonuses, incentives, Box A-246, BROADCASTING.

Midwest small market AM-FM needs an experienced sales manager to take charge. If you are looking for a good place to raise a family and make a nice income and can show me a proven track record, we can make a deal. Box A-259, BROADCASTING.

With gasoline shortages why not live in the vacation country you now have to travel to? Have opening for salesman or saleswoman with one or more years experience who wants to bring up family in beautiful vacation country where there are no big city problems. Ideal for man or woman who wants to step up to slightly larger market or to get away from big city. Contact Charlie Persons, KVBR, Brainerd, MN 56401.

Northern California: Strong Bay Area station desires career minded Sr. Account Executive for local sales. Resume to: KZST, Box 2755, Santa Rosa, CA 95405. 707-528-4434.

Madison, Wis. Excellent career opportunity for bright young problem solving salesperson on the way up, strong on creativity and ability to build campaigns. Six station group seeks person with management potential to handle top accounts. Job opening result of promotion. Our people earn far more, city offers super living, you'll have opportunity for management and equity. WISM, Madison, WI. A Mid-West Family Station.

Seeking aggressive, young salesperson, who knows something but wants to learn more. Entire towns yours to work and no account conflict. All info first letter. WPDC, Elizabethtown, PA 17022. EOE.

10,000 plus per year against 20 percent draw. Experience required. Art Stanley, WNDT, Sullivan, IN.

FM salesmanager—Oklahoma automated country FM with big growth opportunity. Experienced sales people only. Oklahoma's best group ownership, salary, bonuses, fringe benefits. Call or write Michael McKee KXXX, P.O. Box 1268, Chickasha, OK.

Superb opportunity for account executive. Fringe benefits, advancement possibilities. Pay open. Experience necessary. Community Service Broadcasting, Inc., Box 1209, Mt. Vernon, IL 62864.

FM signing on soon. New staff needed. Up-beat MOR. Resort town. Send resume to Connor Broadcasting Co., P.O. Box 366, Bethany Beach, DE 19930.

Help Wanted Announcers

Small market 10,000 watt full time MOR serving large area in the warm sunshine needs a dependable MOR personality for fulltime position. Must be mature and responsible as well as talented. Send resume and references to Box A-144, BROADCASTING.

Come join a growing progressive group. You are an announcer now, at least two years of college. You have ego drive and empathy and would like to move into sales. We would like you to be interested in news and public affairs. Skills you'll need to move into management with us or another fine broadcaster. We are in the Rocky Mountain States. We work hard and would expect you to be able to keep up with the rest of us. Write Box A-171, BROADCASTING.

Help Wanted Announcers Continued

Major Midwestern Market: Small but growing station seeks enthusiastic combo announcer. Experience in commercial classical format and third class license necessary. Good opportunity to grow with rising station. Send resume to Box A-200, BROADCASTING.

Immediate opening for Morning Personality/PD or Morning person and PD for Ohio major market MOR. Send complete resume immediately to Box A-215, BROADCASTING.

Good opportunity for enthusiastic announcer in new station. Send resume to Box A-223, BROADCASTING.

Medium market New England contemporary MOR trying to locate talented minority or female air and production personalities. Resume Box A-265, BROADCASTING.

Morning personality South Jersey Shore Resort Area Fulltime AM-FM. The person we're looking for is articulate; personable; witty; topical; creative; the best working conditions in the area, good salary, a "Contemporary MOR" that gives its talent a chance to be themselves and enjoy being on the air again. If you are ready send resume to Box A-268, BROADCASTING.

Texas—morning personality—1st phone, C & W. Send tape, resume—KNET, Box 649, Palestine, TX, EOE.

Announcer with first phone. Send tape and resume. Station WAMD Aberdeen, MD 21001.

Florida coastal station has opening for announcer-chief engineer. Must be reasonable announcer for format and capable AM-FM maintenance and to assist consultant with construction of new studios, moving tower and FM power increase upon FCC approval. Delightful living by sea. Above average pay. Try us. Send tape, resume and starting salary. Hudson Millar, WIRA-OVV Fort Pierce, equal opportunity employer.

Florida announcer opening, contemporary. Need first phone and some experience. Send tape, resume, to: WKXY, Box 2500, Sarasota, FL 33578. No phone calls please.

Modern country WPVA in historic Petersburg, Virginia, seeks experienced announcer. Production and news ability necessary. No drifters, inexperienced, floaters. Send information to WPVA, P.O. Box 87, Petersburg, VA 23803.

If you can do talk, plan music, handle up-tempo MOR and do great production, send air check and resume. Mid-Illinois market of 160,000. We'll negotiate from \$650 monthly. Program manager/WTAX/Box 3166/Springfield, IL.

Suburban New York AM/FM operation with AFTRA benefits seeks personality M-O-R jock with tight board and top production who is also willing to get involved in the community. Immediate opening. Rush tape and resume to Mark Mason, WVOX RADIO, One Broadcast Plaza, New Rochelle, NY 10801. No calls, please.

FM signing on soon. New staff needed. Up-beat MOR. Resort town. Send resume to Connor Broadcasting Co., P.O. Box 366, Bethany Beach, DE 19930.

Superb opportunity for deejay/salesperson. Fringe benefits, advancement possibilities. Pay open. Experience necessary. Community Service Broadcasting, Inc., Box 1209, Mt. Vernon, IL 62864.

Top station in Indiana's 7th largest city needs creative, personable air person. Ideal opportunity for that small to medium market move. 317-644-1255. Jim Jacobs, PD.

Help Wanted Technical

Chief Engineer. East. Need directional AM and good FM experience. Immediate opening. Up to \$15,000 to start. Send resume and references. Box A-91, BROADCASTING.

Chief Engineer for fast growing production center. Person selected will take full responsibility for their dept. You will be working with the latest state of art equipment and staff of dedicated professional engineers and production personnel. Send resume Box A-94, BROADCASTING.

Chief Engineer needed immediately for construction of Midwest 50 kw Stereo Public FM Station. All new equipment. Must be strong on maintenance, able to do stereo proof, and know FCC Regulations. Equal opportunity employer . . . M-F. Send complete resume to Box A-170, BROADCASTING.

Come to the Rockies, young engineer. AM-FM combo, good salary, good boss, good small city. Want good technician with first phone. Box A-209, BROADCASTING.

Help Wanted Technical Continued

Technical wanted: Looking for engineer to do station maintenance with some announcing. Florida; write Box A-245, BROADCASTING.

Midwest 5 kw AM with companion automated FM in medium size town desires knowledgeable full-time chief engineer. Excellent facilities-working conditions. Must be experienced with AM and FM transmitters, have knowledge of transistors. Salary \$250.00 weekly for right person. Reply Box A-251, BROADCASTING.

Chief Engineer. Northeast Contemporary. Maintenance. Resume and Salary Requirements. We want a broadcaster. Box A-252, BROADCASTING.

Phoenix rocker needs Chief to take complete responsibility for AM/FM operation. Must know: FM, AM, STL, Studio equipment, FCC regulations, and good audio. Should be as good at maintaining old equipment as ordering new. Under 35 preferred, but minimum 5 yrs. experience. Up to \$1,000 mo. + hospitalization. Send complete resume immediately. No phone calls, no latent locks. Eric Hauenstein, V.P. & G.M., KDKB, P.O. Box 4227, Mesa, AZ 85201.

FM signing on soon. New staff needed. Up-beat MOR. Resort town. Send resume to Connor Broadcasting Co., P.O. Box 366, Bethany Beach, DE 19930.

Chief Engineer—Southeastern 3000 Watt Stereo FM Station. Metro Market. Future Expansion. 615-824-7177.

Florida coastal station wants chief engineer-announcer. See add this issue under announcers.

Chief Engineer for AM/FM operations in West Palm Beach, FL. Need person capable of taking full responsibility for quality operations of number 1 and 2 stations in market. If interested call Larsen at 305-965-5500.

Chief engineer needed immediately for a new up-state New York FM 3kw rocker. Studio and transmitter maintenance. Station is installing new transmitter and studio equipment! Should have working background of two years! Must be able to appreciate sound! Contact Gil Strother, 716/288-5470.

Qualified engineer with Manager experience. Excellent opportunity. Able to travel. Call collect G. J. Hroblak, 202-265-4735.

Chief engineer, full responsibility, midwest medium market. Good money, benefits for the right person. Equal Opportunity Employer. Call 812-425-2221.

Help Wanted News

News director. Immediate opening for a good, solid news director. Southeastern Michigan AM station. Excellent working conditions and excellent fringe benefits including a car. Experience desired. Please send resume to Box A-148, BROADCASTING.

Public affairs director strong in production wanted for 50kw public radio station in midwest. B.S. required, experience helpful. Some teaching possible. Equal Opportunity Employer—M-F. Send complete resume and recent photo to Box A-169, BROADCASTING.

Morning anchorperson for top rated metro. Creative and dynamic. Resume to Box A-240, BROADCASTING.

California daytimer has immediate opening for experienced news reporter, who can really dig, write and present news on the air. Box A-247, BROADCASTING.

Need person to work news and sales. Small market Maryland station. Prefer person with first ticket. Box A-250, BROADCASTING.

Immediate opening for newperson to join expanding staff at medium market Michigan 24 hour live wire operation. Career opportunity for intelligent, responsible adult with good voice and writing ability. If you really care about news, we promise you won't be bored here. Rush resume, pix, and writing sample to Box A-262, BROADCASTING.

Full time Michigan station seeks a qualified News Director. Must have solid gathering, writing and administrative experience. Salary open. EOE. Send resume to Box A-267, BROADCASTING.

News director—top rated adult country. WBHP has immediate opening for aggressive newperson with strong delivery. Duties include local news, public affairs, interviews, possible play-by-play & talk show. We desire a person to settle permanently and become part of community, a voice our listeners can depend on. Send tape and resume to W. H. Pollard, Jr., WBHP Radio, P.O. Box 547, Huntsville AL 35804.

Help Wanted News Continued

Top contemporary seeks experienced newperson. Must have good air sound and writing. Pay, facilities, and living conditions very good. Tape, resume, and photo first letter. News Director, WLEE, Box 8477, Richmond, VA 23226. E.O.E.

News director for automated FM station. Gather/report local news, co-host talk show. 3rd class license. Starting salary \$110. Tape-resume to: Dave Maurer, WONT, Box 308, Oneonta, NY 13820. Or call 607-432-0154.

Upper Midwest contemporary in small market seeks a dedicated, experienced morning news person with knowledge of sports. Initiative, good delivery and ability to work with others a must. Duties include airwork and local government coverage. Rush resume, references, tape and salary requirements to: WSPT; P.O. Box 247; Stevens Point, WI 54481.

News Editor for Northern Michigan Network Radio Station. Need person with sharp sense of local news. Applicants contact Jack Walkmeyer, WTCM, Traverse City, MI. Phone 616-947-7675.

Sacramento correspondent—We're looking for a conscientious newperson for actuality gathering and voice reports in the state capital. Current news affiliation preferred, but will consider all qualified applications. Send tape, resume and photo. Box 2522, Los Angeles, CA 90054.

Help Wanted, Programming, Production Others

Copy writer needed for AM and 24 hour FM radio station located in medium market near Atlanta. We are EOE. Send complete resume to Mills Fitzner, WROM Radio, P.O. Box 1546, Rome, GA 30161.

Situations Wanted Management

20 years, 15 management. Good record, excellent credentials. Want to return to West Coast. Prefer California, medium market. Want livable salary, override. Present station to be sold. You want SALES. I want money and West Coast. Let's get together. Box A-107, BROADCASTING.

Selling General Manager—aggressive self-generating. Will lead and motivate. Excellent track record in Management-Sales. Financially strong. Interested in solid growth situation. Box A-130, BROADCASTING.

Senior executive, major Canadian group, 38, seeks new challenge. Outstanding credentials in management, programming, sales, promotion. Impeccable references. Investment possible. Title, location secondary. Considering all offers over \$18,000. Box A-178, BROADCASTING.

Ambitious, successful, medium market GM looking for step up to a major. 32, married, MBA degree, 5 years at present station. Box A-182 BROADCASTING.

Small market pro wants move to a medium or major market. My station's billing has increased 125% since I arrived 3 years ago. 29, BA, 8 years experience. Box A-184, BROADCASTING.

Started at the bottom, worked way to present position as sales manager in a competitive midwestern market. Now I want the move to management. I'm young, aggressive and can produce the bottom line. Let's talk. Box A-186, BROADCASTING.

Sales Manager seeks General Manager (selling type). Unable to walk on water but did increase sales \$148,000 last station. 8 years sales, 3 agency, 3 on air, 10 management (non-radio) \$25-30,000. Impeccable references. Box A-206, BROADCASTING.

G.M. and/or S.M.—Experienced knowledgeable billing and quality builder, looking for right situation in 20,000 to 200,000 population. Background in management, sales, programming, and sports. Young aggressive—salary—commission—percentage—Reply Box A-222, BROADCASTING

V.P. & G.M. from Top Ten Market, proven professional performance in both sales and programming, seeking similar position with opportunity. 5 years in current capacity plus 8 years with present employer. 35, married, honest, dedicated and ambitious. Talent and ability to interest, develop and motivate people. Box A-224, BROADCASTING.

Young family man, Radio and CATV management background, Chamber president and civic credits, looking for stock purchase opportunity and management challenge. Strong on promotion, sales and programming. . . . desire ownership as the carrot you dangle in front of me. Write Box A-229, BROADCASTING.

Hardworking sales manager looking to manage your station and make you money. Have ideas, 9 years radio experience. Can provide great staff. Want challenge to build a better station, numbers, and sales thru creative management. Box A-256, BROADCASTING.

Situations Wanted Management Continued

Top ten market G.M. available. oriented in sales and programming. 7 1/2 years with last employer. Honest, dedicated and proven money maker. Box A-260, BROADCASTING.

Young man with heavy promotional marketing background seeks management position with station group. Strong management experience in marketing and promotional strategy, agency client development and direct radio sales in major market. Phone 503-236-2713.

Dear Broadcaster: Can you use me? Duties have been: Television sales and creative consultant, "training" general manager, national sales, co-ordinating license renewal and FCC rules, station and commercial promotions, administrative, traffic and copy. Positions: Consultant, "acting" general manager, general sales manager, sales promotion manager. Excels at sales, motivating and creativity. Proven track record. Excellent credentials. 12 years at WSGN, WAPE, WABB and WVOL. Charles C. Ashworth at 615-259-3128 or 615-242-1601.

10 years experience, management, announcing. Available for GM job at small market C & W or MOR station. Mid-South. Call Bill Sutton, 304-755-3420.

Station manager—35, six years managing talk station. 20 years in radio, strong control, profits, likes challenge, excellent air work. Call 717-587-4170.

Situations Wanted Sales

Professional creative salesman, five years small and medium market experience, desires management position. Box A-152, BROADCASTING.

Successful, aggressive, young salesman in market of 450,000 wants to move up as sales manager at your major market station. 7 years in business, 4 in sales, BA, family man. Box A-183, BROADCASTING.

I've sold small market radio—now I want to be your sales manager; preferably in an eastern market. Age 25, college grad, married. Need potential of at least \$14,000. Box A-185, BROADCASTING.

Just one look at my track record shows why I can be your next medium market sales manager. 27, radio/television degree, and lots of drive. Let's talk! Box A-187, BROADCASTING.

Situations Wanted Announcers

DJ, Tight Board, good news and commercial delivery, can follow directions, willing to go anywhere . . . NOW. Box A-134, BROADCASTING.

Announcer, first phone, experienced, willing to relocate. Box A-145, BROADCASTING.

Medium market jock wants to move. Experienced, 1st phone, degree, P.D. and M.D. background. Top 40 and contemporary. Box A-167, BROADCASTING.

Contemporary personality with P.D. experience for medium or small New England Top 40 or uptempo MOR. Good pipes, strong production. 3rd endorsed. Box A-172, BROADCASTING.

Creative matured black personality, top jock 1st ticket seeks air work in medium-large market, experienced dynamic salesman, family. Relocate today. Box A-211, BROADCASTING.

The whole world loves a rocker. Four years experience: one commercially. College broadcasting degree. Third. 22. Single. Box A-221, BROADCASTING.

DJ-Announcer, tight board, college and radio school graduate, plus network television production experience seeking a break in radio. Rock or MOR. Box A-226, BROADCASTING.

I'm a young, aggressive; 1st phone with creative ideas. Seeking long term employment. Pleasant climate, low living cost. College opportunities. Box A-254, BROADCASTING.

First phone, looking for Rock, MOR, Country. Experienced music director, now employed in major. Anywhere considered. Box A-255, BROADCASTING.

Nineteen years, allround experience. Finest background, with solid references. Strong on news, gathering and beat work. Veteran with college. Third ticket with endorsement. Like nights. Box A-261, BROADCASTING.

Professionally broadcast trained—Graduated No. 1 in class, plus two years college radio—excellent performer—D.J. announcer—tight board—interested in time sales also. Box A-263, BROADCASTING.

Black Disk Jockey-Newscaster. Experienced, third, endorsed, tight board, aggressive salesman. Clearance Collier, 1444 Shakespeare Ave., Bronx, NY 10452. 212-681-6986.

Situations Wanted Announcers Continued

Selling DJ! Experienced, 3rd., responsible adult, pleasant sound. Former radio copywriter, time salesman. Very knowledgeable in MOR and Jazz. Wants weekends with personality MOR station in suburban NYC. Call Dean Stuart, 212-TA 9-6717 for tape and resume.

From Pittsburgh with talent, first phone 1 year experience, can do it all anywhere! Write Dan Donawitz, 795 Virginia Ave., Rochester, PA 15074.

Award-winning (USAF '73 Broadcaster of Year) R/TV newscaster/anncr/sports. 10 years comm. and mili. experience. College ed. 3rd FCC lic. Young, aggressive M-O-R talent. Resume and tape sent on request. Karl Lachner, 916-488-4597. 2924 Wait Ave., #1, Sacramento 95821. Willing to relocate.

Black first phone man with four years of experience in DJing and transmitter work. 314-625-1733 or 726-0914.

First phone desires part time shift work Southern California. Good voice, good production (not a Rock Jock). 213-793-4491.

First class jock with third class license looking for rock and roll show. Put me on YOUR radio, we gonna be numero uno! Call Stan, 201-382-6561.

Energetic, hard working jock seeking position with small to medium market, disc jockey background, tightboard, rock 'n roll. Write and produce spots. Relocate, open. Basil Gordon, 21 Pleasant Place, Brooklyn, NY 11233. 212-257-4598 or 643-0122.

1st phone, 5 1/2 years experience. 34, single, good track record, stable, needs a gig! Call Bob Peacock, 214-526-9129 or 522-2333.

1974 MOR Morning man. A real beauty, this one, with power in the AM drive time and big numbers up front. All the extras: phones, voices, sincerity. So if you're in the major market for a bright, creative 29-year-old, he's got what you're looking for. Call this number: 202-783-8492.

Three years experience, First Phone, top 40/contemp. jock, looking for stable operation. Go anywhere, available immediately. Dan, 607-797-1398.

Reliable DJ. Ready now for MOR. laid Back Forty or Progressive Gig. Limited Experience. Call Gary, 607-724-7687.

First phone, experienced DJ from St. Louis, is seeking top forty or progressive rocker, production, news. Will relocate on short notice, single. Contact McKee, 314-531-3454.

Creative all-around announcer-deejay. Now employed, top-forty, middle market. Good voice, smooth, fast board; 3rd ticket. Strong background—sales, music, production. Intelligent, co-operative self-starter. Air-check available. Steve Darwin, 133-07 231 St., Laurelton, NY 11413. Phone 212-527-0378.

Help me become employed. Experienced, degree, 1st phone. Loves babies and animals. Please contact Dominic Anthony Vlasic, 4300 East Fifth Street, #1, Long Beach, CA 90814.

Capable announcer, automated out. Desires progressive or free form, will relocate, professional, college experience. B.A. radio TV. 3rd phone. Dave Gould, 305-461-0438, 416 N. 9th St., Ft. Pierce, FL.

Beginner, 3rd, needs job. CSB. grad. Top 40/MOR. Good production and grasp on biz. Limited experience. 4 years practice. Conn. preferred. Call Peter collect A.M. or after 7 p.m. 203-223-4323.

College Graduate. Campus station manager two years. Worked daily on FM, weekly on AM with third endorsed. Prefer Up-beat MOR or TOP 40. Interested in management, excellent newscaster. Relocate anywhere, now! Call 501-524-3555.

Situations Wanted Technical

Radio Broadcast Engineer with several years of experience in all facets of AM and FM engineering. Looking for staff engineer, or assistant chief engineer position. Box A-175, BROADCASTING.

Situations Wanted News

15 years experience in all phases of news. Seek news director or news announcer position in major market. Box A-88, BROADCASTING.

Radio Referee—that's me. Pbp and officiating: NFL, NHL, OB, Big Ten. My pbp rates cheers, my officiating, silence. First phone. Staff, news experience, too. Not just a pretty voice. Working NHL; talk now, relocate after Stanley Cup. Box A-161, BROADCASTING.

Professional Radio Journalist. 10 years broadcasting. 5 as N.D. Young. Educated. Track record. Medium or large markets only. Radio news is my thing. Box A-214, BROADCASTING

Situations Wanted News Continued

Knowledgeable Sportscaster needs break. B.A. Broadcasting. Radio air/reporting experience. Now doing high school play-by-play but need bigger challenge. Former ballplayer who lives it and digs it so money no object. Give me a shot. Box A-225, BROADCASTING.

Experience all phases, medium market. Journalism B.A. Seriously interested doing complete news, drawing on many sources near, far. My news different, truly informative. Interested communications, not money. Bill, 3307 Martindale, Canton, OH 44714. 216-456-6458.

Is news image of your station same as competition? It won't be with me as ND. For viable news and public affairs, call now! L.A. experience. Paul Young, 1-213-766-7421.

Veteran newsmen, 17 years, offers award winning background, management of broadcast news chain, first phone. References galore! D.J. interest also. Phone: 216-888-7225, Jack Dempsey, 6060 Stumph Road, Apt. A-104, Parma, OH 44130.

Enthusiastic beginner with: Experience with Top 5 TV newsteam, college basketball PBP, ability to do all PBP, sports reports and editorials, as well as news reporting and analysis. Let me tell your listeners the "whys." 617-235-6778.

Not a ballsy voice, but a more than just competent newsmen who's looking to grow in a solid shop. Westinghouse experienced, Cornell degreed, but now unemployed. Steve Jacobs, 617-696-7943.

Situations Wanted Programing, Production, Others

If your small or medium market rock, oldies or adult contemporary station can pay a creative, hard working program director a five figure salary contact Box N-23, BROADCASTING.

Need help in the Rating Race? One of the nations Top "Modern Country" Programmers has a desire to relocate. Mature, family man. Let's get together! Box A-116, BROADCASTING.

Traffic and Operations—Young man exp. in traffic and operations—able to adapt knowledge to most any traffic system—looking for position with advancement possibilities—will relocate—write Box A-23B, BROADCASTING.

Present salesman wants new challenge. Marketing research, consulting, sales. M.A. communications; Radio-TV. Young, ambitious, self starter, will relocate. Box A-253, BROADCASTING.

For Sale: One Rock/Top 40 pro. Only used 6 1/2 years, mostly in major markets. Equipped with specially tuned hi-performance format, decent set of pipes, and ability. Available for immediate delivery. Call Ron O'Brien at 402-467-2279 or 477-3495 today!

Experienced PD available medium market preferred. Active small acceptable. Top 40—MOR—Cross Country can relocate easily, all areas considered. Some TV top references. 505-873-1328. PD, 2329 Foothill Dr. SW, Albuquerque, NM 87105.

TELEVISION

Help Wanted Sales

Group owned Network affiliate VHF, in North Central area desires young, aggressive "take-charge" General Sales Manager with heavy experience in both National and local sales and sales training. Ideal situation for young person on the way up, to join the No. 1 station in the Market. Resume and recent photo to: Box A-230, BROADCASTING.

Help Wanted Announcer

We need a talented TV commercial announcer who is also capable of handling sports segments on two daily newscasts. Send resume, indicating salary requirements, together with photograph to Box A-99, BROADCASTING.

Excellent opportunity at major market VHF for skilled director, with minimum of four years commercial TV experience. Must be able to operate latest switcher and special effects equipment. Some commercial announcing background preferred. Immediate opening. Write Box A-235, BROADCASTING.

Help Wanted Technical

Need qualified maintenance engineer. Transmitter experience a must. Equal opportunity employer. Send complete resume and salary requirements to Box A-220, BROADCASTING.

Staff Engineer, 1st phone, for college PTV; color tape and studio experience required. Send resume to Ken Kendall, KTSC, 900 West Orman, Pueblo, CO 81004. Equal Opportunity Employer.

Help Wanted Technical Continued

Opportunity for aggressive, quality conscious engineer to supervise technical phases of color TV productions in a large southeast production center that produces programs for national and regional distribution. Would supervise staff of video and audio technicians and be responsible for overall technical quality. Good opportunity to get in on design and construction stages of new \$7.5 million production center. Paid hospitalization, 3 weeks vacation plus 12 paid holidays per year. Salary range \$10,000 to \$14,000. An Equal Opportunity Employer. Send detailed resume to Box A-181, BROADCASTING.

TV Studio Engineer, J. Walter Thompson Company. Capable of complete maintenance and operations, professional RCA equipment, excellent opportunity for stable employment. Contact Edward Abrams, 212-686-7000, Ext. 2136.

1st Class TV engineer for coastal, Southeast VHF. Experience desired, but will train right person. Contact Chief Engineer, 803-723-8371.

Help Wanted News

Chief camera person to head up film operation in Mid-Michigan news operation. Requires experience in cinematography/film editing and processing. Immediate opening. Send resume to Box A-212, BROADCASTING.

Experienced only—Field reporter. On camera standup reports. Experienced in use of A and B rolls. Understands visualization. Send resume and VTR to Gene Strul, News Director, WCKT-TV, Miami, FL.

16mm news photographer with journalistic background for WCKT news. Experienced only, send resume and film sample to Roger Doucha, WCKT-TV, Miami. Equal Opportunity Employer.

Dynamic medium market news operation in immediate need of strong versatile newsmen to co-anchor, produce creative reports, lead others, and be able to shoot film. Call Wes Sims, News Director, WPTA-TV, Fort Wayne, IN, 219-483-0584.

Help Wanted Programing, Production, Others

Producer/Director for southeastern PTV station. Studio, remote and 16mm experience required. Competitive salary, excellent fringe benefits. Send resume to Box N-117, BROADCASTING.

Promotion director for NBC affiliate. Top-50 market, Ohio Valley. Applicant should be familiar with all phases of station promotion, however, station is very strong in on-the-air promotion. Send resume with photograph to Box A-79, BROADCASTING.

Producer-Director for southeastern PTV Station. Color, studio, remotes, and film experience required. Include salary requirement and description of sample tape in resume. Box A-176, BROADCASTING.

Film Director needed immediately for southern Great Lakes area top 60 VHF network affiliate. Experience necessary. Must have working knowledge of all aspects of film including editing, booking, shipping and programming. Will supervise two editors in preparation of over 16 hours of film programing weekly. Excellent salary and fringe benefits. Equal opportunity employer. Box A-201, BROADCASTING.

Publicity Manager, male or female, dynamic, creative person, in media contact, general public relations, on-air promo copy, newspaper copy and coordination of promotional events. Send resume and salary requirements to. WNET-TV/Channel 17, Development Office, 184 Barton Street, Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

Director/Producer. News and commercial production experience. Must do own switching. Contact P. Restivo, WTNH-TV, 203-777-3611. An Equal Opportunity Employer.

Professor to teach production, direct telecommunication curriculum and work on nationally distributed program. Must have graduate degree and substantial experience in commercial TV. Call/write Robert Primrose, Oral Roberts University, Tulsa, OK 74102. Phone: 918-743-6161.

Situations Wanted Management

General manager, 5 years experience in top 50 market. 38, degree in business administration with ability to motivate. Ready for new challenge. Box A-188, BROADCASTING.

Dynamic sales manager seeks larger market opportunity. In my 2 years as sales manager this station has shown an excellent increase in billings. 30 years old, marketing degree. Box A-191, BROADCASTING.

Number 1 salesman in medium market with proven track record. Now ready for sales management. 2 years in this market, 29, with 4 years selling experience and degree. Box A-193, BROADCASTING.

Situations Wanted Management Continued

General manager, 4 years sales management, 2 years as GM. Desire more challenging opportunity in large market. With current income at \$28K, I'm a bargain. Box A-194, BROADCASTING.

Production manager with 8 years television experience desires like position in a top 40 market. College degree, family man; I'm ready to move for the right opportunity. Box A-227, BROADCASTING.

Operations manager/program director. Am looking for a progressive station which needs someone with 14 years experience in a top 30 market. Have held supervisory positions in both Production and News with ability to train personnel. Await your challenge. Box A-232, BROADCASTING.

Top local salesman in top 50 market desires sales management opportunity or sales position with \$25,000 plus potential in Southeast. Box A-243, BROADCASTING.

Situations Wanted Technical

First phone three years experienced studio engineer, director switcher of newscasts, commercials, seeking permanence. Box A-98, BROADCASTING.

Situations Wanted News

Newsman/Sportscaster—Young but knowledgeable. 5 years radio-TV experience. BA broadcast-journalism. All markets considered. Box A-165, BROADCASTING.

Hard working sportscaster with major market background now available. Extensive PBP credits, good commentaries, not a "score reader". Will combo with radio if desired. Box A-168, BROADCASTING.

Reporter with one of nation's top departments. Employed, aggressive, innovating, young. Air experience. Wants major market reporting or smaller market with executive opportunities. Box A-180, BROADCASTING.

Experienced anchorman now working in top 40 market. Excellent newsmen, but presentation is my forte. Box A-190, BROADCASTING.

Small, Medium Markets—Let me be your one-man news bureau, or multi-talented staff photographer. Family man with own SII-SOF cameras prefers East-Midwest and a solid future. Box A-205, BROADCASTING.

Working in small market radio and CATV. TV news anchorman, sports, PBP, you name it! Ready to move up in TV news or sports. Young, married, BA, hardworker! Prefer Ohio or surrounding states. Interested? Box A-216, BROADCASTING.

Your news team needs me. Female, 23, BA, MA—TV and radio reporting experience. East and west coast. Dedicated, willing to travel. VTR. Box A-228, BROADCASTING.

November ratings show 45+ share for major market anchorman. Now looking for best package offer. Box A-236, BROADCASTING.

Photojournalist—Six years TV film experience, last two as chief photographer. Seeking station with film-oriented newscasts only. Reply Box A-242, BROADCASTING.

Young sportscaster needs break. B.A. broadcasting. Air/reporting experience both radio, TV. Former ball player who lives and loves it, so money no object. Resume, VTR any time, but prefer interview. Walker Johnson, 2677 E. Lakeshore, Baton Rouge, LA 70808. 504-344-5091.

Weather-caster top ten will wear other hats. Staff, production duties, co-anchor (as performer). AM-FM EZ music, newscasts. Salary secondary to security and benefits. All east and south markets considered. Top references, VTR, news tape. Third endorsed. 301-320-4664.

Experienced reporter, anchor, producer, film. Missouri Masters Ivy League Bachelors. Prefer East. Steve Messier, 2012 W. Ash, Apt. 03, Columbia, MO.

Network reporter, 26, experienced as Washington and foreign correspondent. Professional news judgment, writing and delivery. Former news director. M.A. in broadcast journalism. Call 301-869-5359.

Reporter—Have the experience, background, intelligence. Not run of the mill or limited to a single talent. For VTR write P.O. Box 24093, Columbus, OH 43224.

Sports—Experienced in all areas: reporting, writing, shooting, editing, VTR available. P.O. Box 6481, Columbus, OH 43224.

Pro in TV sports, 9 years experience in presenting a visual show. Solid film background—sil-sof-editing. Extensive "PBP" experience. 405-848-4358.

Situations Wanted Programing, Production, Others

Producer-Writer—Seeking position as producer/executive producer in major market or production company, major market experience. Solid background in studio production, VTR, 16mm film, Children's Television. Good references. Young, responsible, innovative. Write Box A-89, BROADCASTING.

Eight years in radio/TV media, last three as director/producer and still young enough to keep on truckin'. Write me and let me find out if I have grown enough to be a television director at your station. Box A-137, BROADCASTING.

Young CATV station engineer wants position with promise. Color experience, have 3rd endorsed, working on 1st phone. Will relocate. Resume. Box A-142, BROADCASTING.

TV program manager ready for greater responsibility. Successful in sales for two years, but programing is my thing. Have programed both independent and network affiliates in medium markets. 35 years old with degree. I make things happen. Box A-189, BROADCASTING.

TV promotion manager with 6 years experience in group owned operations. Built an excellent image for my top 50 station and can do the same thing for yours. Box A-192, BROADCASTING.

Commercial and documentary film producer with eight years experience and more than twenty festival awards seeking affiliation with progressive TV station looking for creative innovation in local programing. Box A-195, BROADCASTING.

Challenging FTV Producer-Director slot sought to complement my drive and creativity. Young, MA, broad background. Box A-207, BROADCASTING.

Associate Director in top 10 with considerable directing experience wants director position in top 15 markets. Super references. Strong news. Creative, too. Box A-210, BROADCASTING.

O & O Newsreel cameraman wants work. Will relocate. Telephone 314-878-7198 or Box A-217, BROADCASTING.

Producer, Director, Cinematographer, Writer, Emmy winner, seeks creative climate in documentaries, news, sports. Box A-264, BROADCASTING.

Experienced Production Manager, 31, Iowa graduate, veteran, married, seeks position with station emphasizing local production. Grant Polk, 229 "D" Avenue, Coronado, CA 92118.

Youth worker. Broadcast degree. Producer-host on local kids show. Desires full-time position children's TV. Larry Johnson, 2411 9th Ave., S.W., Austin, MN 55912.

June communications graduate seeks position in radio-TV affiliate. 3rd endorsed. Accomplished cameraman. Experience in all radio-TV, cable, announcing, production. Excellent references. Will relocate. Cliff Blake, Pulaski Drive, Apt. 411, Newmarket, NH. 603-659-5203.

CABLE

Help Wanted Management

General Manager. Small MSO affiliated with a large insurance company is looking for a general manager with marketing background to operate its 60,000 home cable system. Salary in the 20's. All replies will be treated in confidence and promptly answered. Box A-114, BROADCASTING.

General manager—One of the largest CATV systems in the Midwest is looking for a top flight professional cable person to become general manager. Must have thorough knowledge of all phases of the business. Equal opportunity employer. Reply Box A-155, BROADCASTING.

Situations Wanted Management

Operations Manager, experienced program director, salesman, origination, pay-cable, Cable, VHF, UHF, can bring \$ to your system. 36, married, degree FCC First. Box A-208, BROADCASTING.

Situations Wanted Programing, Production, Others Continued

Sales/Programing for Local Organization. Extensive Sales and Management background in Cable, Television, Radio. Thorough knowledge of all phases of Programing. Capable announcer, including play by play. First Class license. Experienced, mature, cost-conscious and budget oriented. Box A-69, BROADCASTING.

WANTED TO BUY EQUIPMENT

Wanted: Synchronous Q-Prompter equipment. 12" size required. Contact C. Schuerhoff, WGBH-TV, Boston, MA 02184. Phone 617-868-3800.

WQYK-AM, Tampa, Florida wants to buy a good used 10 KW AM transmitter, not over ten years old. Call Marshall Rowland, area code 813-251-1861.

Wanted to Buy Equipment Continued

We need used 250, 50, 1 KW, 10 KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Irbide St., Laredo, TX 78040.

FOR SALE EQUIPMENT

Marti-Used. Remote pickups/studio transmitter links in stock. New equipment. Terms available. BESCO, 8585 Stemmons, Dallas, TX 75247. 214-630-3600.

For Sale 5000-78 and old 45 RPM records. KGV, Greenville, TX 75401.

3KW ERP, Xmitter Line, Antenna, 10 Channel Stereo Board. \$4500 or separate. On air at WTO. 618-687-2000.

Heliast-xyroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94628.

Used transmission line, 4 years old, 500' of 6 1/8" Universal line, 50 ohm; excellent condition together with elbows and hangers. Call or write: Tower Erection, Inc., P.O. Box 188, Menomonee Falls, WI 53051. 414-353-9300.

Marti & Sparta new and used equipment. Remote pickup/STL/Remote Control. Consoles, Revox, Complete station packages. Financing. Holzberg Associates, P.O. Box 322, Totowa, NJ 07511, 201-256-0455.

VR1000C with intersync, 4 Mark III heads, AMTEC, with or without monitors. Will sell all or separately. Call Paul Alcitiore, 504-522-6211.

Scully 270-2 stereo playback, spare capstan motor and parts. 404-266-2690.

New fidelipac cartridges—wound to any length \$1.25. Send check with order. Idaho Magnetics, 106 Anderson, Caldwell, ID 83605.

Gates Cycloid, 6-bay FM antenna, deicers. Excellent condition, low VSWR. On 94.7, tuneable. \$1,100. FOB Carson City, NV. 702-882-0888.

RCA TR-4 Hi Band Color VTR \$38,500.00 (2) TK-43 Color Camera Chains \$20,000.00 for pair. MAZE, 205-591-4800.

2 MGH Microwave Associates Solid State Microwave Transmitter Receiver, 10 Ft. Dishes \$9,500. 305-587-3926 after 6 p.m.

COMEDY

Custom Recorded! DeeJay intros, promos, and drops. Great comedy voice. Free demo. Box A-162, BROADCASTING.

Deejays: New, sure-fire comedy! 11,000 classified one-timers, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

"Reminiscing in old-time radio". 5-hour old-time comedy spectacular. Hayden Huddleston Productions, Inc., 305 Shenandoah Building, Roanoke, VA 24011, 703-342-2170.

Revelation XXIII is fabulous. 1,200 complete pieces of wit and wisdom under one cover for \$2. E. F. Brennan, Box 5116, Milwaukee, WI 53204.

MISCELLANEOUS

Small markets! We have program guaranteed to add dollars to your station. For tape and sales kit send \$20 (money returned promptly if not satisfied) to WCJU, Box 472, Columbia, MS 39429.

Airchecks, auditions duplicated. Recorder, 862 East 51st Street, Brooklyn, NY 11203. 212-451-2786.

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 94126.

Catholics comprise 23.5% of the U.S. population (43.6% in Canada). Zero in on your market. The 1974 Catholic Almanac, cloth \$7.95, paper \$3.95. Write OSV, Dept. 003, Noll Plaza, Huntington, IN 46750.

INSTRUCTION

Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

Instruction Continued

In Chicago, OMEGA Services has the best price for a First Class License. Day or evening. Guaranteed results! OMEGA Services, 333 East Ontario. 312-649-0927.

Job opportunities and announcer-d.i.—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 "Test-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).

REI teaches electronics for the FCC First Class Radio Telephone license. Over 90% of our students pass their exams. Classes begin January 7th, February 11th, March 25th, April 29th. REI, 52 South Palm Ave., Sarasota, Fla. 33577; phone: 813-955-6922. REI, 2402 Tidewater Trail, Fredericksburg, VA 22401; phone 703-373-1441.

Bryan Institute in St. Louis. 1st class FCC license, approved for Veterans. 314-752-4371. (Formerly Elkins Inst.)

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools.** Write or phone the location most convenient to you. Elkins Institute in Dallas,*** 2727 Inwood Rd. 214-357-4001.

Elkins in Atlanta**, 51 Tenth St. at Spring, N.W.

Elkins in Denver**, 420 S. Broadway.

Elkins in East Hartford, 800 Silver Lane.

Elkins in Houston***, 3518 Travis.

Elkins in Memphis***, 1362 Union Ave.

Elkins in Minneapolis***, 4103 E. Lake St.

Elkins in Nashville***, 2106-A 8th Ave. S.

Elkins in New Orleans***, 2940 Canal.

Elkins in Oklahoma City, 501 N.E. 27th St.

Elkins in San Antonio*, 503 S. Main.

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.

FCC First Class License in six weeks. Theory and laboratory training. Day or evening classes. State Technical Institute (formerly Elkins Institute), 3443 N. Central Ave., Chicago; IL 60634. 312-286-0210.

First Phone through tape recorded lessons at home plus one week personal instruction in Atlanta, Boston, Detroit, Washington, St. Louis, Seattle or Los Angeles. Our 20th year teaching FCC license courses. Bob Johnson Radio License Training, 1060D Duncan, Manhattan Beach, CA 90266. Telephone 213-379-4461.

Need a 1st phone and practical training? The DMS intensive theory course will provide you with both. Add to your income potential with your 1st phone and the capability to maintain station equipment. Don't settle for Q&A or second best courses. Our next class starts on Feb. 25, 1974. For information call or write Don Martin School of Communications, 7080 Hollywood Boulevard, Los Angeles, CA 90028, 213-462-3281.

RADIO

Help Wanted Management

GENERAL SALES MANAGER

If you really know national sales and can build a top sales department, several of our radio and television clients are interested in knowing about you. Openings exist in the \$40-\$50K salary range, but you must be outstanding. If we have your resume, you are under consideration. If not, please call Mike Walker, Management Consultant at (312) 693-6171. Completely confidential.

We want the cream of the crop! . . . and so do our clients. That's why, if you are a young and successful radio or television account executive with management potential and a burning desire to get ahead, we want to hear from you—now. Call Rick Davenport, Management Consultant at (312) 693-6171.

**Help Wanted Management
Continued**

**We
Search
You Select**

We find outstanding candidates for any position above \$12,000 per year in radio, television, or CATV.

Send in our coupon or call Rick Davenport at (312) 693-6171 for management, sales, programming, promotion, engineering, or financial people.

Ron Curtis & Company

O'Hare Plaza,
5725 East River Road,
Chicago, Illinois 60631

Name _____
Title _____
Company _____
Address _____
City _____
State _____ Zip _____
Telephone _____

Help Wanted Announcers

MORNING PERSONALITY
a real communicator

Top rated Eastern M.O.R.
TV work available

Send resume to
Box A-231, BROADCASTING

MORNING PERSONALITY

Contemporary sound in large Midwest market. Salary range \$10,000 to \$12,000. Rush picture and resume to:

Box A-234, BROADCASTING

COUNTRY PROS

Dynamic new AM needs happy jocks with big voices who can make it happen with upbeat modern country. Immediate openings for experienced music director and dynamite PD. Top 100 Midwest Market, Group Operation. Rush resume to Box A-237, Broadcasting.

**Help Wanted
Programing, Production, Others**

WANTED

Aggressive and Creative Program Director To professionalize total sound of established Black station, reorganize news, public affairs and editorial department. Challenging and rewarding opportunity. Salary open. Send resume:

Box A-154, BROADCASTING

**Help Wanted Production,
Programing, Others**

PROGRAM DIRECTOR

Opportunity to program an established metro rocker. Excellent five figure salary and fringe. All replies confidential. Send resume and photo to:

Box A-233, BROADCASTING

PROMOTION MANAGER

Immediate opening in New Haven for person experienced in STATION/SALES Promotion. Must be able to handle all aspects including heavy production of on-air promotion. Good future for creative mind in a growing corporation. Send full resume and recent examples of work. No telephone calls.

RALPH NELSON, Dir. Corp. Promotion
Broad Street Communications Corp.
Box 85, New Haven, CN 06501
Equal Opp. Emp. M&F

Situations Wanted Management

14 years experience owner-manager small market radio stations about to sell present facility.

63 years young, excellent health with expertise in all facets of radio except engineering. Looking for warm or temperate climate. Low five figure salary required.

Box A-213, BROADCASTING

Situations Wanted Announcers

GOOD MORNING

Small market morning personality with ARB SA near 60% looking to move up. 10 years experience including sales and management. Over the "30" hill, family, degree. \$15,000. MOR or CW.

Box A-241, BROADCASTING

**TOP MORNING PERSONALITY PRO
HAL MURRAY'S "MURRAY-GO-ROUND"**

Entertainer. Amazing Ad-Lib Humor. Know-how to give top numbers as in Miami—Dallas—New York—Mpls.—Hollywood and (after 2-years) Bangor. Want warmer climate in cosmo market. MOR RADIO/TV. Boss "knows." Amicable agreement. Tape-Brochure-Bio. Call/Write WGUY Radio, Bangor, ME. Days: (207) 947-7354. Nites and Sun.: Home: (207) 942-2510. Happy New Year!

Situations Wanted News

**Former Network News
Correspondent-Producer
Seeks Position.**

Wire Service Background.

Box A-248, BROADCASTING

TELE

Help Wanted

TV PROGRAM

Major Southeast market and advancement possible. Call Mike Walker, Manager, sultant at 312-693-6171.

Help Wanted Technica

AUDIO/VIDEO ENGINEER

A Chicago based national health care organization has position open for a audio/video engineer. Duties will include installing, operating and maintaining an audio recording studio and a closed-circuit TV studio. Must have formal technical training and experience in helical-scan video recording. Knowledge of color would be helpful.

Submit resume including salary history to:
Box A-218, BROADCASTING

An Equal Opportunity Employer

**Help Wanted
Programing, Production, Others**

ART DIRECTOR

Art Director with extraordinary creative ability needed at top 10 market station. Will pay up to \$30,000 for the right person. Send resume to our Creative Consultant who will contact you for any additional information.

All Replies Confidential

Box A-249, BROADCASTING

Situations Wanted Management

PERSPICACITY?

Experienced professional interested in managing TV station with problems. Got 'em?

Box A-258, BROADCASTING

Situations Wanted News

FOOTBALL AND HOCKEY

Top Play by Play
Announcer All Sports

Also do excellent strip shows, radio and TV plus talk and commentary. Seeks Major market TV or Radio challenge. Major league background and references.

Box A-239, BROADCASTING

Former Network News Correspondent
Excellent national reputation

Wants position as anchorman/commentator/
In-depth reporter in major market television station.

Available now.

Write Box A-257, BROADCASTING

For Sale Stations Continued

Florida	Small	Fulltime	250M	Terms	West	Metro	FM	200M	Terms
SE	Small	FM	130M	25%	NY	Metro	Profitable	350M	29%
East	Suburban	Profitable	825M	Cash	MW	Major	Daytime	550M	Cash



Atlanta—Chicago—Detroit—New York
Please Write: 5 Dunwoody Park, Atlanta, Georgia 30341

John Grandy
Western Business Brokers
773 Foothill Boulevard
San Luis Obispo, California
805-544-1310

SOVRAN ASSOCIATES, INC.
BROKERS & CONSULTANTS
SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 369-8545

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles Washington

Contact: William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202/223-1553

VISIT Me
Top Management Consultants
Color, play-acting, writing, editing, IVC, Janon, ill col-

ment List- ing PD's, ngineers.
Job Leads
BOX 61
Please LINCOLNDALE, N.Y. 10540

Wanted To Buy Stations

\$40,000 available

as down payment for profitable radio station. Experienced broadcaster will consider any location.

Box A-266, BROADCASTING

For Sale Stations

FOR SALE
(100% of the Corporate Stock)

Central Florida Fulltime AM Radio Station

Priced at 2½ x 1973 gross billing—plus unusual real estate asset. Dynamic metropolitan growth market; potential to double billing and market value in 3 years.

Terms: \$1,150,000.00 CASH—purchase of 100% of the Corp. Stock which includes clean license, excellent equipment, building, valuable land, excellent receivables and cash flow.

Only those inquiries which prove capability to make a cash purchase will be answered. No brokers, no terms.

Box A-219, BROADCASTING

STATION OWNERS

Can you sell your broadcast station without its being "for sale?" You can—and that's how the most profitable sales are often made. Today's complex market requires the creative approach you'll find with the nation's fastest-growing media brokerage firm. Get in touch with us, and we'll show you how it's done—confidentially. (This is where the action is!)

Single Station Markets

Fulltime AM on northern coast. \$60M downpayment required on total price of \$120M. Profitable for owner-operator. Contact Bob Kimel at our Vermont office, Box 270, St. Albans 05478 or call Bob at 802-524-5963. Small network TV in attractive area. Will need some equipment investment and is priced accordingly at \$300M. Can be financed. Contact Mr. Horton in Elmira or any associate.

Brokers & Consultants to the Communications Industry

THE KEITH W. HORTON COMPANY, INC.
200 William Street • Elmira, New York 14902
P.O. Box 948 • (607) 733-7138

BROADCASTING'S CLASSIFIED RATES AND ORDER FORM

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephoned copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Effective January 1, 1974, BROADCASTING will not forward audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number. All material sent to BROADCASTING for forwarding will be sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Rates, classified listings ads:

- Help Wanted, 40¢ per word—\$5.00 weekly minimum. (Billing charge to stations and firms: \$1.00).
- Situations Wanted, 30¢ per word—\$5.00 weekly minimum.
- All other classifications, 50¢ per word—\$5.00 weekly minimum.
- Add \$1.00 for Box Number per issue.

Rates, classified display ads:

- Situations Wanted (Personal ads) \$25.00 per inch.
- All others \$40.00 per inch.
- More than 4" billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.
- Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip Code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Profile

Tod Moore of Katz, or; Corporate overachievement never kept a good man down

When Tod Moore was 14, he was president of a Junior Achievement company that manufactured wooden beach toys and ultimately returned its investors a 1,200% profit. Flushed with his little-league entrepreneurial success, Mr. Moore set his future course. "I knew then that I wanted to be a company president," he says today.

He realized his goal 26 years later, in 1970, when he was tapped as president of one of the leading station representation firms, The Katz Agency Inc. Two years later he was also named chief executive.

His relationship with Katz began about 10 years before that, when he was sitting alone at a luncheon table at a Television Bureau of Advertising presentation. An unacquainted Eugene Katz joined him. Mr. Moore was then an account supervisor with Ted Bates & Co.; Mr. Katz was then chairman and chief executive of The Katz Agency. From the ensuing conversation, Mr. Katz says, he catalogued Mr. Moore as a young man to be watched.

And he was watched, by Mr. Katz and some of the agency's senior officials, at several luncheons over the following months. They decided Mr. Moore would be a valued addition to the Katz force, and, early in 1963, they offered him the post of director of sales development. Mr. Moore accepted.

Mr. Katz, who is still an active chairman and the largest single stockholder of the firm (although he and his family transferred majority ownership to Katz employees at the end of 1971), likes to relate this incident concerning Mr. Moore's employment at Katz:

"At that time, new executive staffers had to take a medical examination from a doctor who was a personal friend of mine. He was a no-nonsense, down-to-earth physician and I was surprised when he called me the next day and said excitedly, 'Tod Moore is in top physical condition; he has a steel-trap mind and I think he should be president of your company.'

"I was taken aback by his enthusiasm since it had not crossed my mind that Tod was ready to become president. I thought my doctor friend was going a little too far."

Obviously not too far. Everett Lloyd Moore Jr. (he has been called Tod since he was a baby) probably could outshine Gregory Peck as the Hollywood prototype for a Madison Avenue executive. He is blessed with patrician good looks on a tall, lean frame, and, in a low-keyed manner, he exudes leadership, confidence



Everett Lloyd (Tod) Moore Jr.—president and chief executive officer, The Katz Agency, New York; b. July 22, 1929, Englewood, N.J.; BA in psychology and speech, Grinnell College, Grinnell, Iowa; served in U.S. Army, released as corporal, 1951-53; salesman, J. C. Penney, San Mateo, Calif., 1954; marketing specialist, Ted Bates & Co., New York, 1954-57, account executive, Bates, 1957-60, account supervisor, Bates, 1960-63, director of television sales development, Katz, 1963-64; president, Unicom Inc., Katz CATV subsidiary, 1964-67; director of radio development, 1967-68; VP, corporate development, 1968-69; executive VP, 1970; president, 1970-72; added chief executive duties, 1972; m. Virginia Burdett, 1951; children—Michael, 20, James 18.

and drive. Associates say he is faultlessly gracious but he has no capacity for back-slapping or small talk.

Mr. Moore came out of Grinnell College in Iowa in 1953, accepted a post as a salesman in the San Mateo, Calif., J. C. Penney outlet (his father retired from Penney as a vice president and a director). The reason he went to work for Penney, he explains, was that he had applied to Ted Bates and the agency offered only \$45 a week for a job in the mailroom. He was married, had a child and was able to earn more money at Penney. And, he says, "I gained valuable experience there working in various departments and re-applied at Bates in late 1954 and took a job in market research for \$85 a week."

He remained at Bates for about eight and a half years, progressing from market-research staffer to account executive and account supervisor. Among the accounts he supervised were portions of Continental Baking and Nabisco, both heavily involved in broadcast.

And, when Gene Katz offered him an opportunity with his station-rep firm, Mr. Moore decided to accept.

What Mr. Katz apparently had in mind when he hired Mr. Moore was to expose him to a variety of challenges in

preparation for a top corporate post. Over the next four years Mr. Moore handled assignments in spot television advertising development, cable television (through a Katz subsidiary, Unicom Inc.) and radio station client solicitation. He was named a vice president in 1968, executive vice president in 1969, president in 1970 and chief executive officer in 1972.

Mr. Moore's Katz domain covers a lot more territory than the beach-toy operation, stretching over offices in 11 cities. He oversees a staff of 422—328 engaged in the national radio and television spot business and 93 with Media Payment Corp., a wholly owned but autonomous subsidiary that provides credit, billing, collection and payment services to broadcast stations.

Mr. Moore does not envision any major diversification moves by Katz in the immediate future. "We had always taken the position here at Katz that we are a service company representing our station clients," he observed. "Media Payment was our first move away from this concept though it, of course, includes our station clients. Our immediate objective is to improve both our representation business and Media Payment's business."

Though the spot business generally was sluggish in 1973, Mr. Moore says that Katz had "the highest sales year in its history in both television and radio." But he acknowledges that because of increased costs of operation, 1973 was not the company's most profitable year.

And, like any salesman, he sees the bright side for the future. "Though the energy crisis can be expected to affect some areas of advertising adversely, there are ways to cope with that," Mr. Moore ventures. "If women can't go to beauty parlors, we can sell them more home beauty products. If people can't travel to restaurants, we can sell them more specialty foods. We think people are going to watch TV more because of the energy crisis and TV is going to be a more effective means of reaching people."

Mr. Moore's outside interests are myriad. He enjoys tennis, table tennis, swimming, hiking and traveling; he has written poetry and reads extensively, particularly books on philosophy and religion. During the past two years, he has embraced the practices of transcendental meditation popularized by the ex-guru to the Beatles, Maharishi Mahesh Yogi, and spends 20 minutes twice a day meditating.

"I have found meditating a very rewarding experience," he says. "In fact, my entire family is into meditation. But I do want to stress that meditating is only one of my interests. I have many of them—including the interests of more than 400 people employed here at Katz."

Editorials

Seasons in the sun

Odd decisions were made at the "winter" meeting of the National Association of Broadcasters' board, attributable perhaps to the time and site. Funny things can happen to perspectives in the sudden transposition from, say, snow-swept Lincoln, Neb., to the tropical languor of the Mullet Bay hotel in the Netherlands Antilles.

Take for instance the decision of the television directors to make code subscription a condition of NAB membership. That proposal had been repeatedly raised since the institution of the television code, and repeatedly discarded for reasons that are as good now as they were originally.

The National Association of Broadcasters is not a professional society with a set of ethics at its core. It is a trade association which broadcasters join for mutual defense against unreasonable regulation by government. There may be subsidiary functions, such as the exchange of information and advice on management, engineering, labor relations, but none requires adherence to a particular set of operational standards or programing philosophies.

Codes may be created for equally pragmatic purposes, as self-regulatory alternatives to external regulation, but by definition they are ethical instruments. They demand the obedience of their members, the acceptance of their central authority on questions of taste.

If the industry is to avoid its own creation of a regulatory bureaucracy at least as oppressive as the government's broadcasters must be free to operate with independence of the codes. As has been reported, there are some NAB members, Westinghouse being most conspicuous, that reject the television code as too permissive. There are others that by conviction or condition think its standards too severe. Whatever their reasons for declining code identification, they ought to be free to exercise them without being denied whatever benefits NAB membership confers.

Television networks must be wondering just a little about the benefits of membership since their delegates returned from the Antilles. As reported here a week ago, the NAB radio board was all for voting out a resolution condemning sex and violence on network TV. That impulse was subdued in the joint board meeting, but it must be wondered what business it was of the radio directors to pass judgment on television programing. In amelioration it may be recalled that it was television-oriented leadership that supported a resolution excoriating sex talk on radio at the NAB convention last year. Is this the start of fratricidal conflict between radio and television membership?

Maybe future winter meetings ought to be held closer to the real world.

Is this trip necessary?

The conjunction of CBS News's report on press junkets and the CBS-TV network's participation in the running of one (*Broadcasting*, Jan. 21) serves a double purpose. It has the obvious merit of showing, as CBS-TV President Bob Wood put it, that the entertainment and news divisions are "as separate as church and state." Beyond that, it puts into extraordinary focus an issue that many broadcast newsmen — and broadcast managements — have come to regard as not an issue at all, but a fact of life.

Junkets are indeed a fact of journalistic life. Some few newsmen and their managements refuse to participate in them under any circumstances. Many more participate glad-

ly, almost without question. But the issue is not as simple as either of those approaches suggests.

Some junkets do serve a journalistic purpose; they provide hard or soft news, or both, that local audiences need or have an interest in but will not get — or will get late, perhaps second-hand, sketchily and without the informed background the subject may need — unless the reporter is on the scene. On other junkets the news value is nonexistent or at best obscured; the overriding purpose is to create general journalistic goodwill that may be reflected in future reporting about the host. Between these extremes there can be an infinite number of other examples, in some of which it becomes extremely difficult to discern which comes first, the news or the back-scratching.

We do not suggest that newsmen can be easily swayed. They are a skeptical bunch, more likely than not to resent attempts to curry them. Yet they are used to being carried in one way or another: The junket at its best is only another manifestation of the local news luncheon, albeit magnified by time and cost and distance.

A line must of course be drawn somewhere. And, since events that are news to one organization may hold no interest whatever for another, each organization must draw its own. In the final analysis, only one question need be answered: Has the news been compromised?

Exit laughing

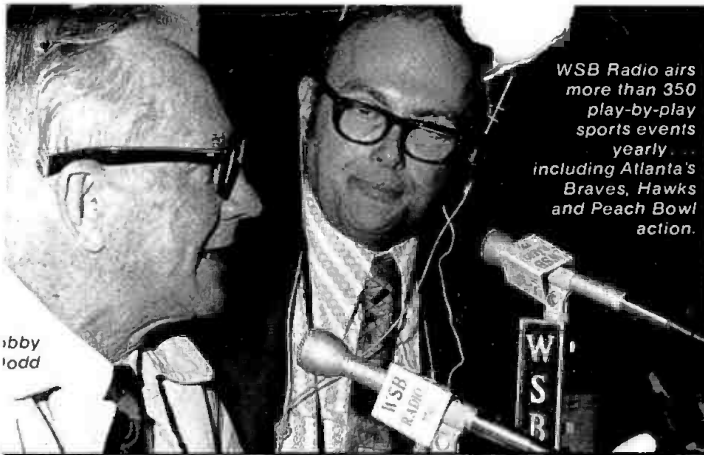
Broadcasting was six years old when Sid Hix entered the scene. Whether he discovered us or we found him we cannot recall, but in the ensuing 37 years it was Sid Hix who provided the comic relief for an industry that found increasingly fewer things to laugh about.

Last week, at age 73, Sid slipped away following surgery. While he had retired from his Chicago base where he had excelled as an advertising artist, he continued to produce for us at our request. Before he underwent surgery he had completed a series of new "roughs" for our editorial page. One is below. Others will run in succeeding weeks.

Sid Hix (whose surname was Hicks) was a genuine talent. Hix originals grace the walls of leading advertisers, ad agencies, broadcasters and government officials. He helped educate a whole generation of *Broadcasting* readers on the lighter side of their harried profession and art form.

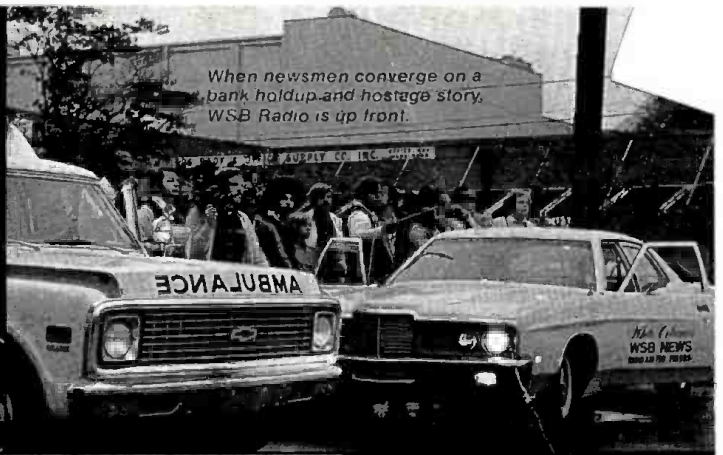


Drawn for *Broadcasting* by Sid Hix
"Ring around the collar, Father!"

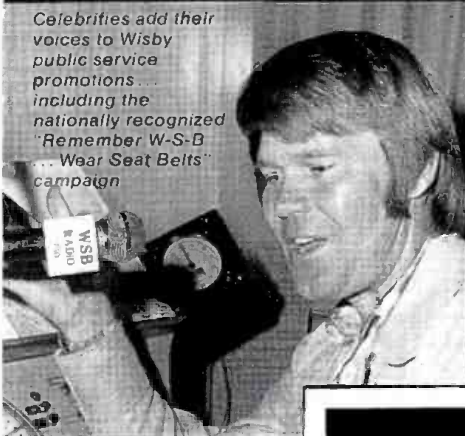


obby
todd

WSB Radio airs more than 350 play-by-play sports events yearly... including Atlanta's Braves, Hawks and Peach Bowl action.



When newsmen converge on a bank holdup and hostage story, WSB Radio is up front.



Celebrities add their voices to Wisby public service promotions... including the nationally recognized "Remember W-S-B... Wear Seat Belts" campaign



Georgia Congressman Andrew Young reports Washington developments to the home folks on WSB Radio.



WSB Radio's creative commercials win scores of honors and thousands of customers for clients

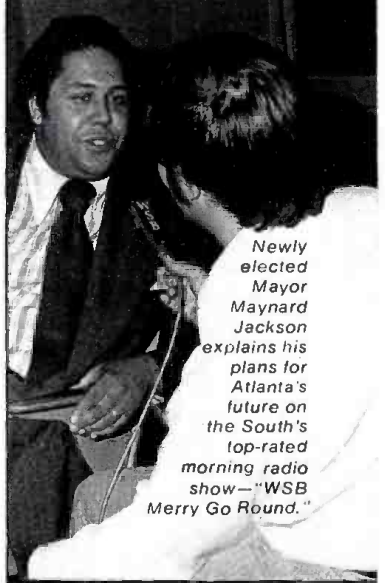


Exclusive WSB Skycopter Reports keep traffic moving.

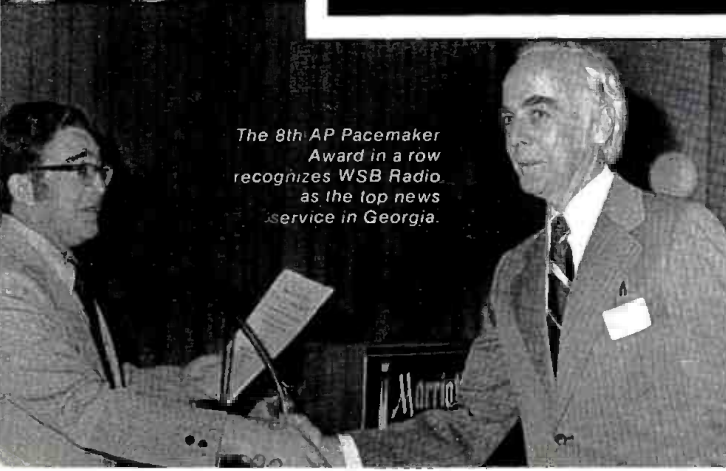
WSB RADIO 750 is Dedicated

WSB Radio Atlanta AM 750/FM 98.5 

NBC Affiliate. Represented by the Christal Company. A Communications Service of Cox Broadcasting Corporation. Cox Broadcasting Stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM, WAIA FM, Miami; WIIC-TV, Pittsburgh; KFI-AM, Los Angeles; KTVU, San Francisco-Oakland.



Newly elected Mayor Maynard Jackson explains his plans for Atlanta's future on the South's top-rated morning radio show—"WSB Merry Go Round."



The 8th AP Pacemaker Award in a row recognizes WSB Radio as the top news service in Georgia.



WSB Radio pioneers in award-winning, wholesome family entertainment.



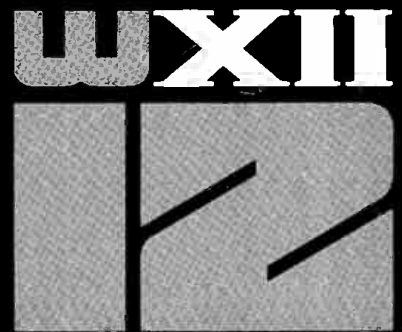
FREEDOM FROM EVIL

For every evil under the sun there is a remedy.

For every hurt inflicted on a human being...for every condition that harms humanity...a share of the burden of responsibility falls on each of us.

WXII-TV is proud to have been the recipient of the sole 1973 North Carolina Mental Health Association Award for outstanding service by media in publicizing mental health problems.

We believe the search for remedies and the assumption of responsibility to the community is part of the true meaning of Public Service in Television.



WINSTON-SALEM • GREENSBORO • HIGH POINT



MULTIMEDIA, INC.

Multimedia Stations are: WXII-TV, Winston-Salem, N. C.; WFBC-AM-FM-TV, Greenville, S. C.; WMAZ-AM-FM-TV, Macon, Ga.; WBIR-AM-FM-TV, Knoxville, Tenn.; and WWNC-AM, Asheville, N. C. Represented By KATZ.