

Senate puts five-year renewal back on track  
A new kind of networking in spot radio

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# Broadcasting Oct 14

The newswweekly of broadcasting and allied arts

Our 44th Year 1974

BALLOU LIBRARY  
BUENA VISTA COLLEGE  
STORM LAKE, IOWA 52226

NEWSPAPER

**Laughter is contagious.**

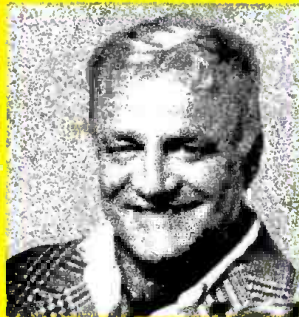
Gomer Pyle



The Dick Van Dyke Show



Family Affair



Petticoat Junction



I Love Lucy



The Beverly Hillbillies



Hogan's Heroes



The Andy Griffith Show

**Pictured here are the most common carriers.**

Forty stations that put 3 of these (or other) sitcoms together in fringe time show an average 105% more adults and 89% more 18-49 women at the end of their 90-minute laugh span.

**Forty stations!**

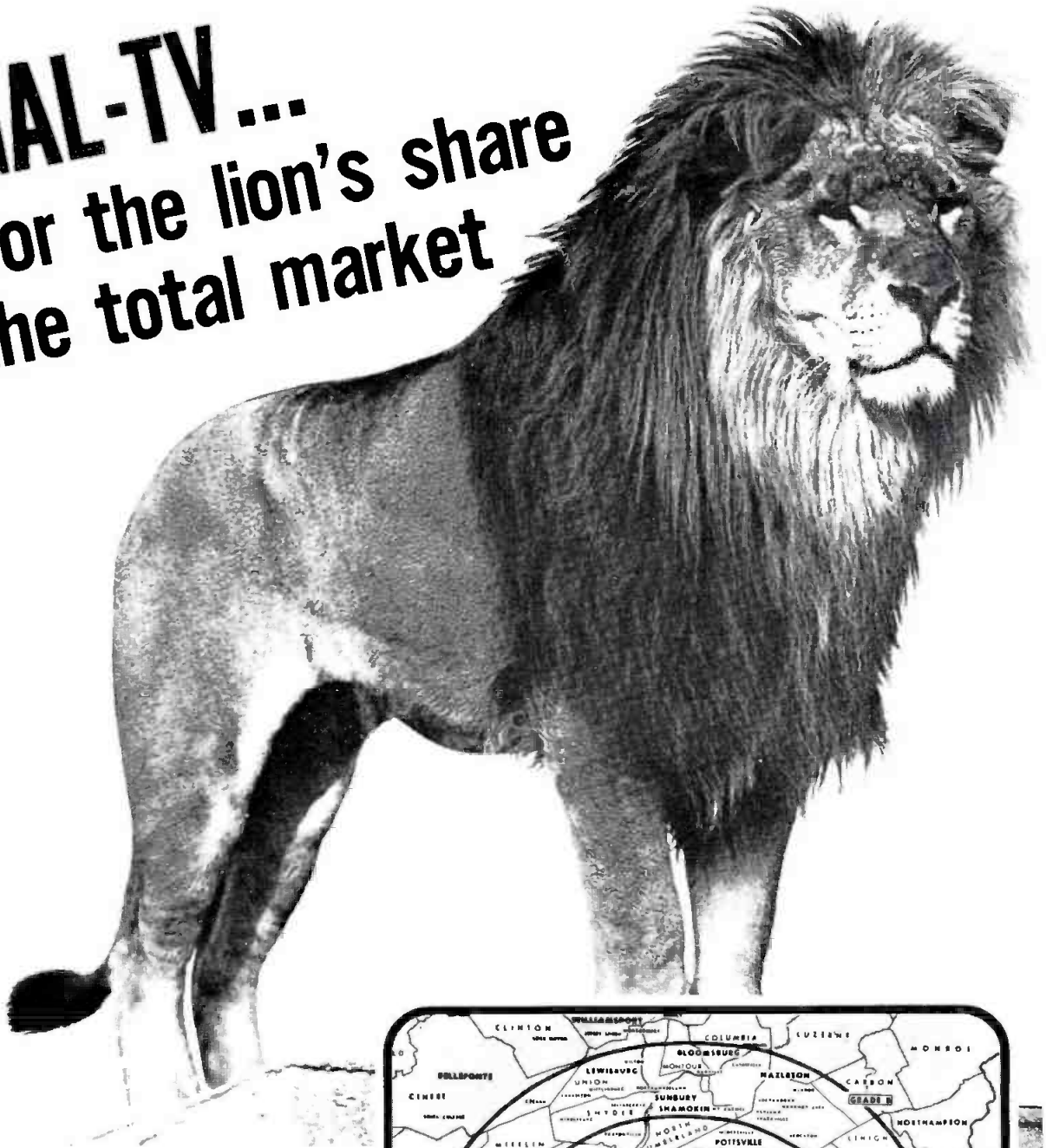
If that doesn't plant a germ in your head, call Viacom for all 40 stories. You'll catch our concept then!

**Viacom**

Source: NSI, Feb.-Mar. 1974. Audience estimates are subject to qualifications available on request.

50588 LICHT K1026WDA SPT/75  
V W LICHTENBERG  
BUENA VISTA CLG  
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STORM LAKE IOWA 50588

**WGAL-TV...**  
**for the lion's share**  
**of the total market**

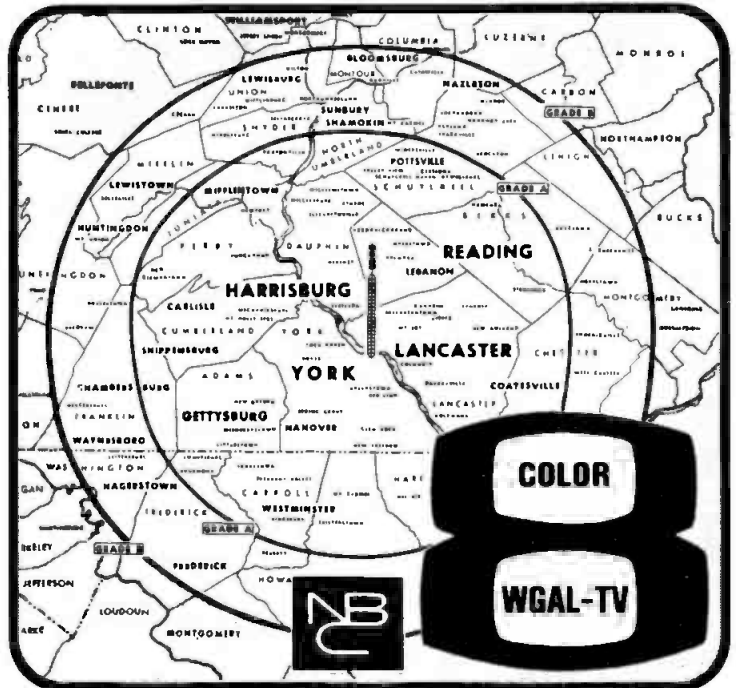


In the dynamic multi-city plus-market Lancaster-Harrisburg-York-Lebanon, WGAL-TV delivers a greater audience than any other station - totaling nearly as many homes as all other stations in the area combined.

Arbitron, Feb.-Mar. '74, sign-on to sign-off, Sun. thru Sat. Estimates subject to inherent limitations of sampling techniques and other qualifications issued by ARB, available upon request.

**WGAL-TV**  
**Channel 8 • Lancaster, Pa.**

Representative: The MEEKER Company, Inc.  
 New York • Chicago • Los Angeles • San Francisco



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

## Closed Circuit®

**Final drafting.** FCC may be prepared to complete action this week in its children's television programing proceeding. Commissioners last week were said to be reasonably if not completely satisfied with draft of policy statement staff had prepared (*Broadcasting*, Oct. 7). Most commissioners had suggestions for changes, but most dealt with tone and flavor, not substance. However, some commissioners felt document was not hard-nosed enough.

Commissioner Benjamin L. Hooks, for instance, would like stronger commission stand on hard-selling aimed at children than is present in document. But he is said to be pleased over-all with staff's work, and has not decided whether to issue separate statement of his views. On other hand, some commissioners, including Charlotte Reid, are said to feel commission is treading too far into areas where it should not venture in programing and advertising.

**Remade for TV.** CBS-TV sources say network will add sequence to Steve McQueen-Ali McGraw movie, "The Get-away," to show them getting just retribution for careers as killers and bank robbers. Ending of movie as distributed to theaters had them driving into Mexico free and clear. Movie, part of Warner Bros. package sold to CBS earlier this year, grossed \$17.5 million in U.S. and Canada alone during 1972-73. CBS expects to telecast it during 1975-76 season.

**Uncrossed ownership.** Question of what FCC will do about co-located newspaper-cable and television-cable crossownership was left hanging after discussion last Wednesday. Indications are that something will be done. There was some sentiment among commissioners, perhaps majority, for rule barring newspapers from future acquisitions of home-town cable systems. Whether there would also be breakup of existing combines seemed less likely, but it was not being ruled out, especially where concentrations are considered "egregious."

As for TV stations and cable systems, officials are retreating from estimate that votes are available to grant pending requests — about 60 — for waiver of existing rule requiring breakups or for rule's repeal. Again, there's talk of focusing on egregious situations, however they may be defined. Commissioners, who may get back to subject this week, were said to be aiming in both cases at actions that would be consistent with each other and with ultimate decision in newspaper-broadcasting crossownership proceeding (*Broadcasting*, Sept. 16, 23).

**Second thoughts.** With copyright bill (S. 1361) now way-laid until next session of Congress, National Cable Television Association thinks it's time to re-assess its copyright position, which is drawing increased criticism from small cable operators. NCTA board, at Washington meeting next month, will get whole copyright picture from staff, including rundown on alternatives to present bill. Says NCTA President David Foster: "I certainly can't argue with the position of working for a better bill."

Mr. Foster made that statement week after stormy "copyright summit" sponsored by Kentucky cable associa-

tion and dissident Community Antenna Television Association, at which he and Washington attorney Sol Schildhouse (former FCC CATV Bureau chief) heatedly disagreed on S. 1361. Mr. Schildhouse thinks bill could clobber industry, fears tribunal it would establish could arbitrarily hike cable fees. Mr. Foster blasted what he termed Mr. Schildhouse's "demagoguery," stressed "political realities." But heat from delegates was on Mr. Foster.

**Film to tape?** Plagued by rising costs of film programing (*Broadcasting*, Sept. 23), networks are beginning to look to video tape as possibly cheaper alternative. CBS has suggested 20th Century-Fox make one episode of *Police Story* on tape to test economy and quality. Last weekend group of executives from ABC's movie-of-the-week department got heavy briefing on tape production at Trans-American Video Inc., Hollywood.

On commercial front, two-day seminar on tape production staged by group of Hollywood facility houses drew 45 representatives from 10 agencies (see page 36).

**Super chairman.** Chief Judge David L. Bazelon of U.S. Circuit Court of Appeals has agreed to address Federal Communications Bar Association banquet in Washington Nov. 15 to observe 40th anniversary of FCC. Judge Bazelon has served 25 years on court that is principal point of appeals from FCC actions and has often had strong hand in setting FCC policy. Among other participants at FCBA affair will be FCC Chairman Richard E. Wiley and former FCC chairman, Paul Porter, now of prestigious Arnold & Porter law firm, who'll be master of ceremonies.

**Bummer.** Universal's new theatrical movie, "Airport '75," due to open nationally Oct. 18, puts strong knock on television journalism. Several scenes show TV newsmen and camera crew obnoxiously interfering with rescue operations that involve pilotless 747 jammed with passengers. Film even uses real-world call — KSL-TV. Rescue scenes take place at Salt Lake City airport.

**Defections.** Not everyone is happy with Television Bureau of Advertising's redirection of emphasis from national advertisers to regional-local business development (*Broadcasting*, June 10, et seq.). There's been at least smattering of TVB member resignations, reportedly attributed in most cases to concern lest TVB put too much emphasis on local.

One unexplained resignation involves Tele-Rep Inc., station representation firm owned by Cox Broadcasting — whose James Rupp is on TVB board. Mr. Rupp says he was unaware of Tele-Rep action but that, if taken, it does not represent his own or Cox's judgment of TVB but may have been Tele-Rep cost-reduction decision.

**Export expert.** One of choicest jobs in international TV program syndication is slated to be filled by Bruce Gordon, who is to be named head of international sales for Paramount Television, based in New York. Mr. Gordon, who has been overseeing Far Eastern sales for Paramount TV, based in Sydney, has been picked to succeed late Manny Reiner, who was executive VP for international sales at his death last August (*Broadcasting*, Aug. 26).



## Top of the Week

**Almost done.** It looks as though there could be a renewal bill this year after all. Senate, after months of uncertainty, approves five-year legislation offering incumbents "presumption" of renewal if certain standards are met. Legislation now goes to conference and, many feel, to Ford's desk before year-end. **Page 19.**

**Pulling the plug.** Some of the roots of inflation may lie in Washington's own back yard. That's President Ford's hunch, at least. He proposes watchdog commission to scrutinize administrative agencies. At least one bureaucrat - FTC Chairman Lewis Engman - claims agencies are being too protective of industries, including broadcasting. **Page 22.**

**Alternative.** Lorenzo Milam has done some strange things with radio. Now he wants to branch into television, and do stranger things still. Hence, an application for ch. 48 in Los Gatos, Calif. - where public access would be the rule rather than the exception. **Page 26.**

**Hot.** Grant Tinker and Mary Tyler Moore are inconspicuously building a TV production empire, with the sitcom as its mainstay. Here's how. **Page 28.**

**New edict.** Old adage that the marketplace will prevail has long endured as an FCC regulatory guideline. But with appellate court's issuance of WEFM decision, all that may be changing. "Perspective on the News" examines the new development. **Page 29.**

**The risqué revolution.** Traditionally, sex and television have been a taboo combination. No more. TV's getting more provocative - if not more permissive. And despite some rumblings of discontent, nobody envisions a backward leap. **Page 32.**

**Eviction.** Say good-bye to Texas Wheelers, Kodiak, Sons & Daughters and Sierra. First cuts are earliest on record. **Page 33.**

**The serious stuff.** TV stations devote 22.5% of their broadcast time to nonentertainment programs - and 19.1% of prime time. That's major finding of new FCC study. **Page 34.**

**Spot blocks.** Major rep firms are forning "networks" of stations to sell spot radio en masse. It's an old concept with a new twist. **Page 35.**

**Coming back.** Broadcasters still feel FCC's pay cable rules should be retained in present form, but they're getting little support from elsewhere. That's indication as commission elicits reply comments. **Page 39.** Senator Hart leads entourage from Hill seeking de-regulation of medium. **Page 39.**

**From free to fee.** For Teleprompter subscribers in Islip, N.Y., what was once a freebie is now on pay cable - which raises some eyebrows. **Page 42.**

**Fairness flap.** Claiming his employer bungled fairness dispute, veteran Chicago commentator Len O'Connor has just about had it with WMAQ-TV. **Page 42.**

**Novelty.** In a period of trendless popular music, you gotta have a gimmick, or so it seems, to rise above the mainstream. Here are some examples. **Page 48.**

**Constructive.** For nearly 30 years, Jack Blune has helped to shape communications law. Now he presides over the group that practices it. **Page 65.**



Roger D. Rice, 53, West Coast vice president of Cox Broadcasting Corp., has been named president and chief executive officer of Television Bureau of Advertising, effective in about two weeks. His selection, ending four-month search by TVB board, was announced Friday (Oct. 11) by Kenneth M. Johnson of KTRK-TV Houston, TVB chairman. Mr. Rice reportedly will receive two-year contract at about \$75,000 for first year and \$80,000 second - substantially same terms that Edwin Pfeiffer of WPRI-TV Providence, R.I., had rejected earlier for number of reasons (*Broadcasting*, Sept. 30).

Mr. Rice, who reached broadcast management level through radio and TV sales, said he welcomed new job's challenge and accepted it "with a will to win." He said he had no special projects in mind for TVB except to see that bureau's "new directions," mandated by TVB board, are "carried out completely." In presidency he will succeed Norman E. Cash, elected vice chairman last spring when moves toward "new directions" were initiated (*Broadcasting*, June 10). Mr. Rice was nominated by TVB search committee, headed by William B. Faber of WFLA-TV Tampa, Fla., and was elected by TVB board in telephone vote.

Mr. Rice has recently completed two-year term as first chairman of Association of Independent TV Stations.

### Chairman Wiley raises an FCC eyebrow over violence, obscenity in TV programming

FCC Chairman Richard E. Wiley has called on nation's broadcasters to take steps to meet congressional concern about broadcasting of violence and obscenity. But chairman, in speech to Illinois Broadcasters Association last Thursday, did not ask broadcasters to avoid "sensitive or controversial" programming. Rather, he expressed hope such programming can be performed "with taste, discretion and decency." And he suggested that "intelligent scheduling, appropriate warnings and, perhaps, even some kind of industry-administered rating program (similar to that employed by the motion pictures)" would afford protection to those members of public "who may need it," particularly children.

Chairman noted that Appropriations Committees of both Senate and House have called on commission to submit by end of year report on actions it has planned or has taken "to protect children from excessive programming of violence and obscenity." He said he could not predict form of report, but noted that project raises "legal and constitutional" questions. "An ultimate solution," he said, "may be beyond the appropriate limits of our commission authority."

Chairman Wiley also gave sketchy preview of children's television report and policy statement (*Broadcasting*, Oct. 7), which tended to confirm published accounts of staff draft. He said report should applaud recent actions of Nat-

ional Association of Broadcasters and of Association of Independent Television Stations to reduce substantially commercial matter in children's programming. He also said statement will make it clear that commission expects broadcasters to operate as "public trustees in the important area of programming — to play a major role in contributing to the educational and cultural development of our children."

Speech also contained hint that commission may liberalize its AM "freeze" rules, which were adopted early last year when moratorium in effect since 1968 was lifted. Chairman Wiley said he had asked staff to report within 30 days on feasibility of such action. He noted that new assignment standards are regarded by many broadcasters as too restrictive. However, two principal objectives of 1973 order will probably be retained: minimizing increases in present levels of AM interference, and encouraging fuller use of FM service.

One other piece of news in speech: He confirmed that FCC's third regional meeting will be held in Washington on Dec. 3. Over next two years, chairman said, regional meetings will have been held affecting "almost every state."

### **Crack in congressional barrier to radio, TV**

First step in making TV cameras permanent fixtures in House and Senate chambers was taken last week when Joint Committee on Congressional Operations issued report to both houses recommending one-year trial for continuous live coverage of floor proceedings of first session of 94th Congress (next year). Congress would evaluate test at year end and consider whether permanent system should be inaugurated prior to beginning of bicentennial.

Joint committee, chaired by Senator Lee Metcalf (D-Mont.), recommends inviting Public Broadcasting Service to submit plan for implementing test and perhaps operating system under congressional supervision. Ultimate goal might be system similar to that of United Nations, with visual and audio feed provided by congressional employees for commercial and public radio and TV broadcast and for monitors in offices of all members of Congress.

During test year, broadcasters could pick up video feed after 60-day trial period free of charge for use as they see fit, and could pick up audio feed after 30-day trial. Report says Congress should exercise no control over materials for broadcast, but also recommends adoption of procedures for insuring that coverage "is fair and equitable" in recording views of members participating in proceedings.

Cameras — enough to cover entire floor in both chambers — would be restricted to galleries above floor. Anchoring by radio and TV commentators would not be permitted and panning chamber for reactions to particular speaker should be "held to a minimum," report recommends.

### **NBC solidifies switch on prime-time access**

NBC, one-time opponent of FCC's prime-time access rule, has taken major role in defending it, and last week went head-to-head with major opponents of rule, seven major motion picture companies. Network, in reply comments filed in FCC's reopened inquiry into rule, said PTAR has not resulted in decline in amount of programming majors supply to networks or, as majors contend, increase in network dominance over prime-time programming.

NBC supplied table showing that majors are producing as many hours of prime-time programming for networks — 39 — as they did in 1970, despite half-hour cutback in available time resulting from rule. In intervening years, hours of programming majors provided were 41 in 1971, 39 in 1972 and 41½ in 1973. Majors want repeal of rule, NBC said, because it would place them in advantageous competitive position to supply much of additional network programming they believe would be required.

In disputing argument as to networks' new "dominance,"

NBC said fees it has paid to producers since rule was adopted three years ago have increased 19%. And any increase in rate it has charged advertisers that can be attributed to rule are "marginal," NBC added. Increase in audience and general trends in economy were among factors influencing those rates, network said.

### **More congressmen side with pay cable**

Representative Lionel Van Deerlin (D-Calif.) suggested to House last week that pay cable antisiphoning restrictions should be lifted for two-year trial "to give this young industry a chance to show what it might do . . ." Congressman, who comes from ranks of commercial broadcasters and shares many of their interests, said ". . . I wonder if the principle of free enterprise is being served by government regulations which tend to stifle a new technology and deny Americans the right of full access to a product that many have shown they would like to buy."

Mr. Van Deerlin was joined in support of pay cable interests by Representatives Barry Goldwater Jr. (R-Calif.) and James Corman (D-Calif.), both with large numbers of filmmakers in their Los Angeles constituencies. They argued that pay cable industry could open new outlets for under-employed Hollywood talent.

National Cable Television Association President David Foster also argued last week that pay cable could expand market for films. In Atlanta address to National Association of Theatre Owners, Mr. Foster asked, "How long will you blindly tag along with broadcasters? [They] want to limit film product to what they can and will show on TV. You need a variety of films to suit the many audiences which patronize your theaters."

Meanwhile, broadcast lobbyists were searching for congressional allies last week to write FCC in support of their interests as counteroffensive to earlier barrage of pro-pay letters (see page 41). Broadcasters were hopeful they had found mark in Senator Ted Stevens (R-Alaska), but at week's end he had not decided to proceed on matter.

### **Radio's side of black audience story**

Blacks do more than half of their radio listening with black-oriented stations, according to 10-market study by Arbitron Radio. Study, released on heels of A.C. Nielsen report on black TV viewing (story page 34), showed black radio stations with average 73% share of black teen-age (12-17) audience, 54% share of black women aged 18 and over, 47% of black men 18-plus. Next to black programming, blacks favored all-news and news-talk formats in New York and Philadelphia, contemporary-music formats in Chicago, Houston, Memphis and New Orleans, middle-of-road music formats in Atlanta, Baltimore, Birmingham and Washington. Special analysis in New York metro area also showed high exclusivity levels: Almost half of black listeners to black stations during morning drive time listened to no other station during morning drive, and comparable figures were even higher during other day-parts: midday 62%, afternoon drive 69%, evening 68%. Arbitron Radio said it plans to issue black reports for 10 or more markets at least once per year.

### **WWDC stations sold to Capitol for \$3.6 million**

WWDC-AM-FM Washington have been sold by Avco Broadcasting Corp. to Capitol Broadcasting Co. for \$3.6 million, subject to FCC approval. Capitol is new firm headed by Washington businessman Morton Bender, whose family controls Blake Construction Co., one of area's largest building concerns. Avco acquired WWDC facilities from Ben Strouse family in 1965 in stock transaction involving preferred stock valued in excess of \$3.5 million plus \$112,275 in Avco common. Broker in Capitol purchase was Edwin Tornberg & Co., Washington.

## In Brief

**Wake.** Reorganization of ABC Entertainment division under President Martin Starger is under study and almost certainly will occur, ABC official said Friday. But he denied rampant reports of widespread reorganization — some of which had Mr. Starger departing and ABC Sports President Roone Arledge moving into Mr. Starger's or some other key Entertainment post — as result of ABC-TV ratings crisis. Spokesman said anticipated changes related to departure of Barry Diller as chief prime-time program executive to become chairman of Paramount Pictures (*Broadcasting*, Oct. 7), and that probably there would be some realignment of functions rather than simply appointment of successor to Mr. Diller. "Under Martin Starger," he added. "That's the key phrase."

**Reforming.** Sweeping campaign spending reform legislation is on President Ford's desk, awaiting expected signature before becoming law. House-Senate conference compromise, minus provision in original Senate bill for repeal of equal-time law for federal candidates (*Broadcasting*, Oct. 7), passed both houses last week, by 60-to-16 in Senate and 365-to-24 in House. Effective next year, bill would limit amount of money contributors can give to federal campaigns as well as amounts candidates can spend. Bill also provides for public financing of presidential campaigns and for creation of independent commission with civil enforcement powers to police law.

**Progress.** Bill to permit broadcasting, mailing and transportation of state lottery advertising and information (H.R. 6668), currently forbidden by law, passed House Judiciary Subcommittee last week. It now goes to full committee for action after election recess. Similar measure pending in Senate (*Broadcasting*, Sept. 9), remains unenacted.

**Hazardous duty.** Haney Howell, CBS News bureau chief in Saigon, was beaten twice in two weeks, reportedly by police, while covering Buddhist demonstrations against South Vietnamese President Nguyen Van Thieu. Oct. 2 letter from CBS News President Richard Salant protesting first beating had no apparent effect; Mr. Howell was beaten again last Thursday during anti-Thieu demonstration coverage, suffering injury to spleen.

**Sick call.** Kenneth Giddens, director of Voice of America and owner of WKRG-AM-FM-TV Mobile, Ala., underwent emergency surgery for removal of infected (gangrenous) gall bladder Oct. 6, in Mobile. He was expected to be released from intensive care unit of Mobile infirmary at weekend.

**Tower downed.** Authorities Friday were investigating possible sabotage or vandalism of portion of three-element directional array that had been completed just two days before (Oct. 9) for new KQRX (AM) Las Vegas. Carl Jones, part owner of permittee Radio Nevada and principal in Gautney & Jones, Washington consulting engineers, said bolts on 392-foot east tower evidently had been cut Thursday, collapsing structure. Damage was estimated at \$50,000.

**Sidelined.** NBC-TV sources say network has "sent back for further editing" episode of *Police Woman* (Friday, 10-11 p.m.) dealing with three lesbian bunco artists suspected of murder.

**Repercussions.** San Francisco woman has filed \$11 million lawsuit against that city's KRON-TV, NBC and 10 advertisers on charge that vicious sex attack on her 9-year-old daughter and another girl, unidentified 8-year-old, was triggered by network's Sept. 10 broadcast of "Born Innocent." Complaint charges that two of four involved in Sept. 13 assault on daughter saw broadcast that included

broomstick rape of young girl in juvenile institution. San Francisco case reportedly involved soft-drink bottle. NBC said it had no comment; nor did KRON-TV President A. H. Constant, who had not seen complaint Friday.

## Headliners



Herpe



Gabbert



Weidenfeld



Israel



Parton

**Robert Herpe**, general manager of WPLR (FM) New Haven, Conn., was elected chairman, and **James Gabbert**, general manager of KIOI (FM) San Francisco, was elected president of National Association of FM Broadcasters at board meeting preceding New Orleans convention last week. Mr. Gabbert succeeds John L. Richer, formerly of WIOQ-FM Philadelphia. Vice presidents: East — **Steve Trivers**, general manager of WQLR (FM) Kalamazoo, Mich.; West — **John Winnaman**, general manager of KLOS (FM) Los Angeles.

**Shelia Rabb Weidenfeld**, producer of talk show on NBC's WRC-TV Washington, has been named news secretary to First Lady Betty Ford. Thus electronic media in general, and NBC in particular, have lock on top news-secretary posts in White House (NBC alumnus Ron Nessen serves President). Mrs. Weidenfeld, who takes over new duties Nov. 1, has held television production jobs since graduating from Brandeis University in 1965. She is Emmy award winner, has produced WRC-TV's *Take It From Here* for past year. Mrs. Weidenfeld's father is Maxwell Rabb, secretary to cabinet for six years during Eisenhower administration.

**Larry H. Israel**, president of Washington Post Co., parent of Post-Newsweek Stations, named man of year by Pulse Inc. Award will be presented at Nov. 26 luncheon of Ad Club of Metropolitan Washington, at Mayflower hotel.

**James Parton**, president and chief executive officer of Encyclopaedia Britannica Educational Corp., Chicago, until his retirement last year, appointed chairman of National Advertising Review Board, effective Nov. 1. He succeeds **Edwin D. Etherington**, who resigned last May for reasons of health. **William H. Ewen**, who has served as acting chairman in interim, becomes deputy chairman. **C. Wanton Balis III** continues as director of NARB.

**John M. Torbet**, executive director of FCC since January 1971, has resigned, effective Oct. 21, to establish own consultancy in Washington. Present plans include representation of firms in construction and pharmaceutical fields, as well as advertising, public relations and international commodities areas. He is retired Air Force colonel.





**"WGN?...**  
**Let me tell you...**  
**when I listen to radio, I listen to WGN.**  
**And when I watch TV, I watch WGN.**  
**WGN is great."**

WGN IS CHICAGO.

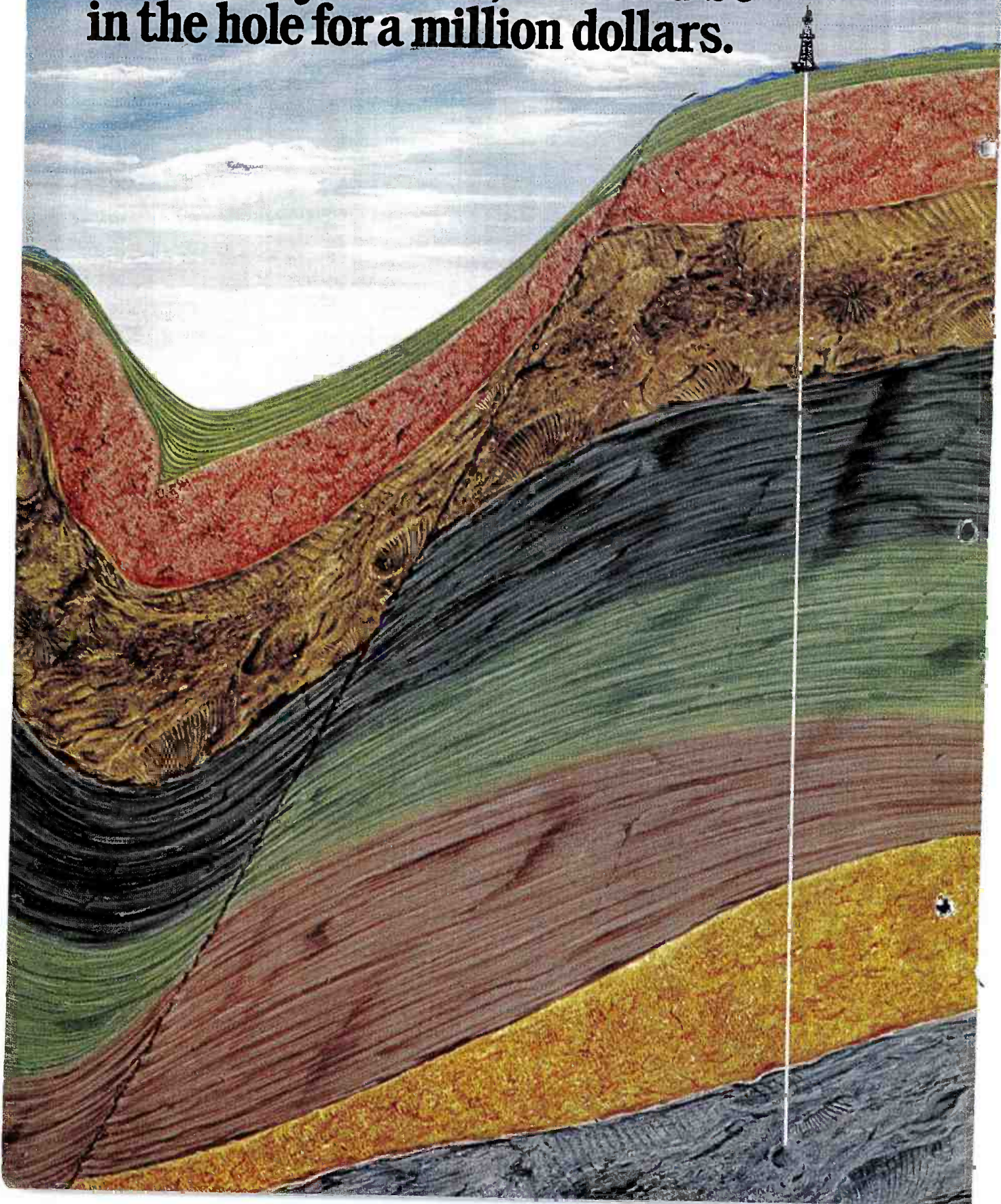


WGN Continental Broadcasting Company





**When we drill down 3 miles into the earth for the oil you need, we could be in the hole for a million dollars.**







1 MILE  
\$200,000

2 MILES  
\$450,000

3 MILES  
\$1,000,000

Even under normal circumstances, drilling for oil is financially risky.

Fairly risky if the well is being drilled in an area where oil is known to exist.

Very risky if it's a wildcat well. (That's a well in an area where oil has never been struck before.)

One of the biggest chances we take, of course, is deep drilling. Because the deeper we drill, the more expensive it gets.

But it's a chance we have to take. Even though it could cost a million dollars to drill down 3 miles, we could still come up dry.

Right now we're deep-drilling in places like Texas, Louisiana, and California. Sometimes to depths of 20,000 feet or more. And we'll keep on drilling to get the crude oil we must have to make the products you need.

America needs energy. We're working to see that you get it.



We're working to keep your trust.

# Monday Memo®

A broadcast advertising commentary from Jerry Wayt, executive vice president, Huntington National Bank of Columbus (Ohio).

## Who's afraid of bank advertising?

Bank advertising in general has been called unappealing, unattractive, intimidating and even dull. And bank advertising on television has been accused of putting the viewer to sleep.

This may have been true 20 years ago, but the complaint is no longer legitimate. The banking industry has finally caught up with its more glamorous sisters. An investigation of current bank TV commercials will show you spots every bit as stimulating and innovative as those for cars, cosmetics or food.

A case in point is the recent Huntington National Bank "phobia" campaign we ran in the Columbus area. We were faced with a common banking problem: How do you advertise a banking service similar to those offered by competitors in the area?

A year ago the Huntington had introduced its "All-In-One Account." We were the first bank in Ohio to provide this type of "package-banking" service. For \$2 a month, Huntington customers could avail themselves of seven basic banking services—unlimited checking, free personalized checks, a checking reserve, no-fee traveler's checks, a savings account with free \$1 deposit, 24-hour banking and 10% off installment-loan finance charges.

The All-In-One Account was a huge success—so successful that other banks in the area inaugurated this same service, charging more than the Huntington but providing essentially the same package. We turned the problem of setting our bank apart from the competition over to our agency, Tracy-Locke Advertising, of Columbus and Dallas.

Copywriter Andy Spiegel and art director Bob Young came up with the "phobia" campaign. It was based upon the premise that everyone, at one time or another, has been stricken by a banking fear. Like bouncephobia, the fear of bouncing a check. Or anonymophobia, the fear of transacting business with unpersonalized checks.

The Tracy-Locke team used these phobias as a vehicle to sell the All-In-One Account. They created seven different phobias that could each be cured by an All-In-One service. Anonymophobia could be remedied with the free personalized check service; Huntington's checking reserve service would combat bouncephobia. The remaining five phobias were: grovelphobia, the fear of knees; catastrophobia, the fear of not having to beg for a loan on bended having a nest egg set aside for unfore-



Jerry Wayt is executive vice president of Huntington National Bank of Columbus (Ohio) and vice president/marketing director of Huntington Bancshares Inc., a multi-bank holding company with 12 affiliates in the Columbus market and assets of \$1.4 billion. Mr. Wayt recently expanded the holding company's corporate marketing division (handling advertising, public relations and marketing research for all affiliated banks) to include product management, sales marketing development and planning.

seen money needs; cashaphobia, fear of carrying cash and personal checks in a strange city; procrastinophobia, fear of being locked out of your bank, and check-feephobia, the fear of being nickel-and-dimed to death by monthly checking account fees.

I liked the campaign immediately. Its primary objective, that of setting the All-In-One Account apart from the competition, had been successfully met. Original and imaginative, the campaign is also a positive step toward establishing a relationship with bank customers, especially those who, entering the world of financial institutions for the first time, have several banking worries. In addition to selling a service, the campaign softens the bank's image. Through it, our employees appear more accessible and less intimidating to bank customers. By use of a people-talking-to-people approach, the campaign subtly aids a

change in the Huntington's image, from a commercial thrust to a more individual platform.

We developed two 30-second TV spots to run in prime and news time. In the TV, a voiceover by Louis Nye recounts various phobias as the viewer watches the reactions of on-camera talent. "Scared about asking for a loan? Afraid of being nickel-and-dimed to death by monthly checking fees?" And we watch a bank customer become increasingly fearful . . . until he hears the good news about Huntington's All-In-One Account.

The TV was supported by two 60-second radio spots airing on the top three Columbus stations during drive time. We also developed seven newspaper print ads, each reflecting a different phobia. Stan Watts, of Don Punchatz's Sketch Pad Studio in Arlington, Tex., created a unique series of illustrations for the ads, each depicting a man, woman or family in the throes of their particular phobia.

TV, radio and print all kicked off July 8 for a six-week run. To date, the comments I have received, all unsolicited, have been positive . . . everyone likes the campaign. The TV spot especially has caught and held the viewer's attention. Most viewers identify with the bank customer in the TV spot. It's believable because nine times out of 10 they too have worried about carrying cash in a strange city or asking for a loan.

Prior to the All-In-One Account, the Huntington's switching level was 19%—that was the level of new accounts switching into our bank from other banks. With the start of the All-In-One Account, our switching level rose to 40%, a percentage we maintained for nine months, when the All-In-One was the only account of its type in the area. Now, due to the competition's offer of a similar package, our switching level has dropped to 24%, but this is still 20% higher than it was when we were competing equally without the advantage of All-In-One. We feel the phobia campaign's unique manner of differentiating product differences has allowed us to retain a higher level of switching.

Our bank employees are enthusiastic about the campaign. They all wear lapel badges inscribed with "What's Your Phobia?" We have a large poster in the Huntington lobby listing all seven common banking fears. Phobia brochures giving more information about the All-In-One Account are also available.

Who says bank advertising has to be dull? The Huntington has cured its "bankboredomphobia."



# GOOD STATION MARKETING HAS A WAY OF WINNING NEW CLIENTS

**KUSN/KSFT**

St. Joseph, Mo.

**WVOC**

Battle Creek, Mich.

**KNOT**

Prescott, Ariz.

**KVLH**

Pauls Valley, Okla.

**WLIZ**

Lake Worth, Fla.

**KJIN/KCIL**

Houma, La.

**WCVS**

Springfield, Ill.

**KIVM**

Lihue, Hawaii

**WDLP**

Panama City, Fla.

**KFRA**

Franklin, La.

**KMHT**

Marshall, Tex.

**WBPZ/WBPZ-FM**

Lock Haven, Pa.

**WAJF**

Decatur, Ala.

**WWJB**

Brooksville, Fla.

**KSVC**

Yreka, Calif.

**KMRC**

Morgan City, La.

**KNUS**

Dallas, Tex.

**KTEN**

Ada, Okla.

**KEOR**

Atoka, Okla.

**KKAJ**

Ardmore, Okla.

**KSEO**

Durant, Okla.

**KTOB**

Petaluma, Calif.

**WROS**

Scottsboro, Ala.

**KBLF**

Red Bluff, Calif.

**KHYT**

Tucson, Ariz.

**WBOW/WBOQ**

Terre Haute, Ind.

**WCNR**

Bloomsburg, Pa.

**KJCS/KEEE**

Nacogdoches, Tex.

**KNIE**

Cheyenne, Wyo.

**KTMC**

McAlester, Okla.

**WBEU**

Beaufort, S.C.

**WXOR/WQLT**

Florence, Ala.

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Greenville, Pa.

**KELK**

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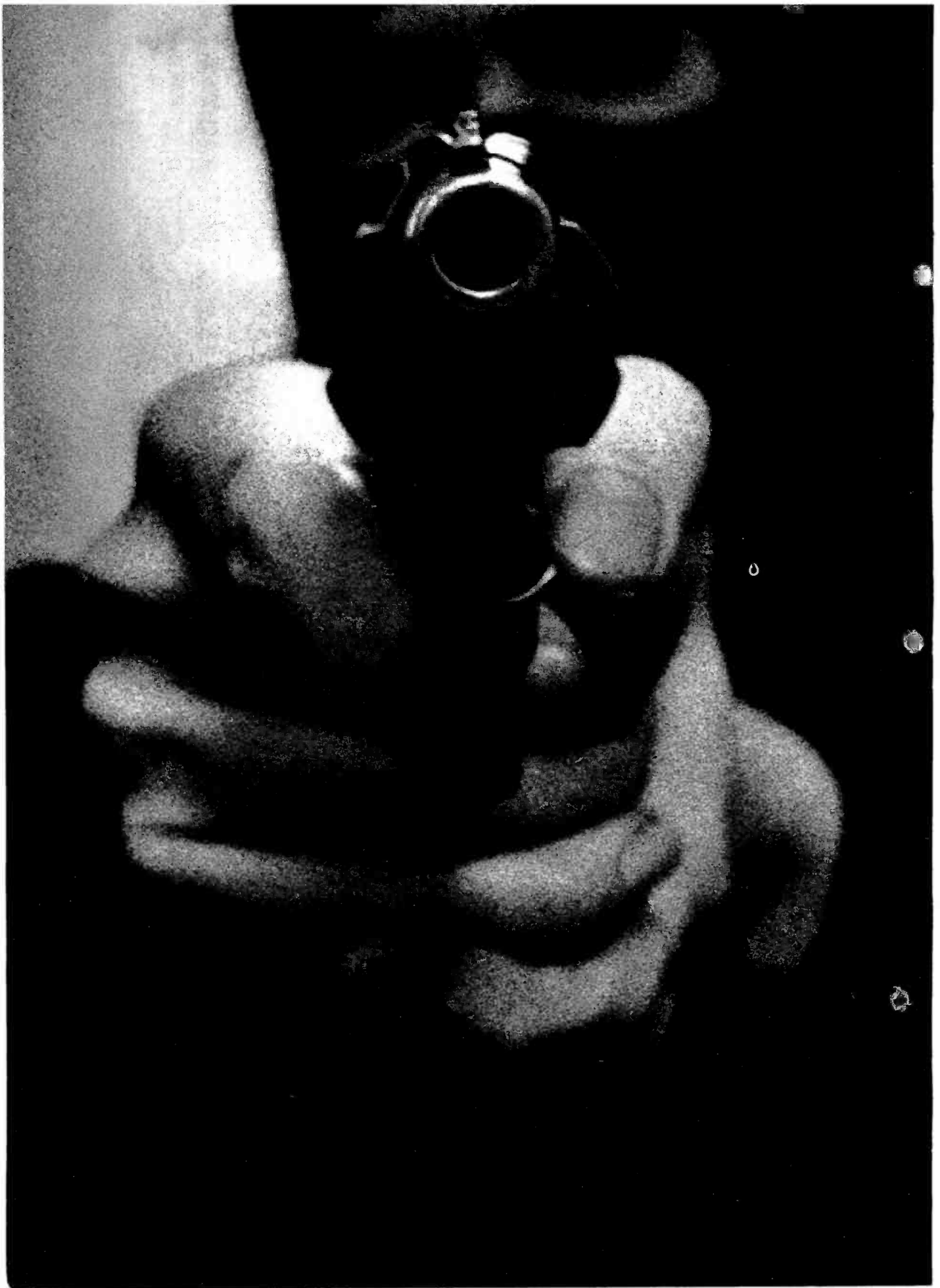
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# THIS YEAR, OVER 800,000 AMERICANS WILL FACE THIS PROBLEM.

## **Storer stations are concerned and are doing something about it.**

A robbery every 84 seconds. A violent crime every 38 seconds. 1972, in fact, saw 5,891,900 serious crimes committed in the United States.

Crimes of violence (which include murder, forcible rape, robbery and aggravated assault) soared 67% between 1965 and 1972. And according to latest FBI reports, they're up another 3% for the first nine months of 1973.

Besides endangering life and limb, crime is costly. Property valued at over 2 billion dollars was stolen in 1972. And 10.5 billion was spent nationwide for criminal-justice activities.

Obviously, curtailing crime is an urgent need today. To this end, Storer stations give vigorous support to crime control efforts in program specials and editorials.

For example, with the number of handgun owners in the U.S. estimated at 30 million and growing 1.8 million a year, WGBS Radio in Miami strongly backed gun control legislation for Dade County. This despite vociferous gun enthusiasts who tried to upset the vote. Result: a new law for Dade County which, among other things, bans further sale of "Saturday Night Specials" and further restricts dealers in weapons.

Last summer Toledo was torn by an epidemic of 22 rapes, all attributed to one man. Women verged on panic. Rumors were rampant. Vigilante groups were formed. To calm the city, WSPD-TV rushed into production a special 35-minute program. Its purpose: to squelch the rumors and advise people how to protect themselves. Hailed by both public and officials, the program had the desired effect. Strangely, too, the rapes suddenly ceased.

On the positive side, WAGA-TV in Atlanta supported local police recruitment efforts. They also focused attention on "Trouble in the Ghettos" and took viewers on a filmed tour of Georgia's juvenile prisons for a penetrating look at the state's juvenile justice system.

Helping fight crime and its causes is one more way Storer stations get deeply involved in the vital affairs of the communities they serve.

We believe the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

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# Broadcasting<sup>®</sup>

The newswEEKly of broadcasting and allied arts

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# Open Mike<sup>®</sup>

## The story straight

EDITOR: I much appreciated the accuracy and fairness of your Oct. 7 article concerning my recent reappearance in the news. There is nothing which means more to me than the good opinion of my friends in the broadcasting industry, and that is why I am particularly grateful that BROADCASTING was the publication which got the story straight.—Richard A. Moore, *special counsel to the President, Washington (now resigned)*.

## Frank Silvernail

EDITOR: The death of Frank Silvernail (BROADCASTING, Sept. 30) has saddened many of us who were privileged to know and associate professionally with a man who had the respect of his peers—both buyers and sellers. Frank was the model for the ultimate media buyer: tough, yet fair, while always maintaining the proper buyer/seller relationship; friendly, but never buddy-buddy. We shall miss him.—Peter M. Bardach, *vice president, director of broadcast, Foote, Cone & Belding, N.Y.*

## Footnote

EDITOR: In your Sept. 30 article on FCC filings on pay cable, you mentioned only one citizen group as filing in support of pay cable—National Citizens Committee for Broadcasting. You summarized NCCB's comments, which we filed, as simply stating that cable is "overregulated." This potentially misleading oversimplification needs to be clarified.

NCCB reiterated its past FCC cable filings, which have argued that in critical public interest areas cable is in fact underregulated. These included rulemakings on public notices, public files, public complaint procedures, public hearings at original franchise, transfer and renewal, crossownership with other media and effective public access support.

But, NCCB argued, FCC regulation insuring citizen input has not impeded cable development. The real problem, we did say, is that the industry is "overregulated" as to restrictions upon its content. Removal of pay cable and similar content inhibitions, far more than "regulation" or "clarification" that removes public accountability, will help provide the economic base for a viable cable medium capable of community service.

NCCB also argued that pay cable could have many direct benefits—such as diversifying options in programing, ownership and employment. But this careful distinction between two kinds of regulation—legitimate public interest regulation and economic protectionism—was at the heart of its comments.—Frank Lloyd and Edward Haynes Jr., *Citizens Communications Center, Washington*.

## Other side of the picture

EDITOR: The picture of the dais of the fall luncheon meeting of the International Radio and Television Society in the Sept. 23 issue was, as stated, "worthy of note." [But] if true, that was sad commentary when you wrote "this assembly [is] of the top echelon of the radio, TV and cable television business..."

I doubt if any one person in that entire group could make an ultimate decision without first having to go to a board of directors or a superior. Not one of them has had to risk a dime of his own money to work for the company, network or organization to which he was attributed. Outnumbering that pictured group by hundreds to one are those who conceived the idea of their stations, provided the risk capital, put and kept them on the air, giving genuine service to their communities. They are the real ones who should be recognized as being in the "top echelons" of broadcasting.

I do recognize that in their corporate capacities most of these men have made contributions to broadcasting. On the other hand, those in the TV networks have been the seed causing the growth of oppressive regulations that have affected us all. The FCC, the Congress and the courts have lumped us all into one big batch called "radio and television." There should be some way for radio to disinherit its erstwhile offspring because we are not the same as television, being competitive with it in every respect.—Sam A. Burk, *president, KIRX-(AM)-KRXL(FM) Kirksville, Mo.*

## Guess Who second-guessing

EDITOR: *Clap for the Wolfman* by the Guess Who is a national hit. WNCI carries *The Wolfman Jack* syndicated program. WCOL, our main AM competitor, does not carry *Wolfman Jack* and, thusly, is not playing the song. WCOL tried to break the *Road Food* side of the single, but was not successful. In Columbus, the major record stores and record departments have their singles racked according to WCOL's playlist. Thus, record buyers cannot buy *Clap for the Wolfman* in Columbus. The public is, in effect, being denied access to this record because of the record rack jobbers who serve Ohio.

It seems to me that the record and music people who cry to have their records played and always promise to get the product into stores could help out. When I talk to the buyers for record departments and ask why they buy from WCOL's list, they say that's the way "it's always been done." Can you really believe that?—E. Karl, *program director, WNCI(FM) Columbus, Ohio*.



# Datebook.

■ Indicates new or revised listing

## This week

Oct. 14—Country Music Awards eighth annual show. Grand Ole Opry House, Nashville.

Oct. 14-15—Institute of Electrical and Electronics Engineers broadcast symposium. Philip Rubin, chairman (202) 293-6160. Hotel Washington, Washington.

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

Oct. 15—Radio Advertising Bureau large market sales clinic. Parker House, Boston.

Oct. 15—Hollywood Radio and Television Society, newsmaker luncheon. Speaker: Robert T. Howard, president. NBC-TV. Beverly Wilshire hotel, Beverly Hills, Calif.

Oct. 16—Country music awards banquet. American Society of Composers, Authors and Publishers. National Guard Armory, Sidco Drive, Nashville.

■ Oct. 16-17—J. Walter Thompson Co. "Consumer in Crisis" seminar. Conrad Hilton hotel, Chicago.

Oct. 16-17—20th annual FM Clinic. University of Wisconsin, Madison. For information: A. Hinderstein, Department of Communication, 821 University Avenue, Madison, Wis. 53706.

Oct. 16-18—Ohio Association of Broadcasters and Indiana Broadcasters Association joint fall convention. Speakers include Vincent Wasilewski, president, National Association of Broadcasters; FCC Chairman Richard E. Wiley; Frank Magid, Market Research Corp.; Bill Monroe, NBC-TV Washington editor; Otis R. Bowen, governor of Indiana and John J. Gilligan, governor of Ohio. Kings Island Inn, Mason, Ohio.

Oct. 16-19—WSM Grand Ole Opry 49th annual birth-day celebration. Municipal Auditorium, Nashville.

Oct. 16-19—Information Film Producers of America 1974 national conference. Vacation Village hotel, San Diego.

## Major meeting dates in 1974-75

Oct. 21-23—National Association of Broadcasters fall conference. Waldorf-Astoria hotel, New York.

Oct. 27-29—National Association of Broadcasters fall conference. Hyatt Regency hotel, Atlanta.

Oct. 27-30—Association of National Advertisers annual meeting. The Homestead, Hot Springs, Va.

Oct. 29-31—National Association of Broadcasters fall conference. Hyatt O'Hare hotel, Chicago.

Nov. 13-15—National Association of Broadcasters fall conference. Fairmont hotel, Dallas.

Nov. 13-16—Society of Professional Journalists, Sigma Delta Chi annual national convention. TowneHouse hotel, Phoenix.

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

Nov. 17-19—National Association of Broadcasters fall conference. Brown Palace, Denver.

Nov. 17-20—National Association of Educational Broadcasters 50th annual convention. Las Vegas Hilton, Las Vegas.

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

Nov. 19-21—National Association of Broadcasters fall conference. Sands hotel, Las Vegas.

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

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

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

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

Oct. 17—National Association of Business and Educational Radio symposium. Speaker: FCC Commissioner Charlotte T. Reid. Sheraton Inn, New Carrollton, Md.

Oct. 17—Radio Advertising Bureau large market sales clinic. Sheraton Inn-Laguardia, New York.

Oct. 17—Federal Communications Bar Association luncheon. Barbara Walters, guest speaker. Army-Navy Club, Washington.

Oct. 17-18—American Association of Advertising Agencies central regional meeting. Chicago.

Oct. 17-19—Information Film Producers of America annual conference. Vacation Village, Mission Bay, San Diego.

Oct. 17-20—Cable conference. Sponsors: City of Boulder, Colo., Boulder Public Library and Community Free School of Boulder. Boulder Public Library.

Oct. 18-19—New York State Associated Press Broadcasters Association meeting. Holiday Inn, Grand Island.

Oct. 18-20—National Association of Farm Broadcasters annual meeting. Crown Center, Kansas City, Mo.

Oct. 18-20—American Women in Radio and Television east central area conference. Marriott Inn, Ohio Hospitality Center, Cincinnati.

Oct. 18-20—American Women in Radio and Television west central area conference. Lincoln Hilton, Lincoln, Neb.

Oct. 18-29—Mifed, 30th biannual International Film, TV Film and Documentary Market for film buyers and sellers. Largo Domodossola 1, 20145 Milano, Italy.

## Also in October

Oct. 21-23—National Association of Broadcasters fall conference. Waldorf-Astoria hotel, New York.

Oct. 21-24—Electronic Industries Association 50th annual convention. Beverly Hilton hotel, Beverly Hills, Calif.

Oct. 23-24—Kentucky Broadcasters Association fall convention. Holiday Inn, Lexington.

Oct. 23-25—Second oral argument at FCC on proposed revisions to pay cable antisiphoning rule. Washington.

Oct. 24-25—American Association of Advertising Agencies central regional meeting. Detroit.

Oct. 25—National Association of Broadcasters radio code board fall meeting. Royal Orleans hotel, New Orleans.

Oct. 25-26—New York chapter, Society of Broadcast Engineers first annual miniconvention. Tarrytown Hilton, Tarrytown. Larry Strasser, chairman, WTFM-(FM), 212-357-8000.

Oct. 25-27—American Women in Radio and Television southwest area conference. Hilton Inn, Tulsa, Oklahoma.

Oct. 27-17th annual National Press Photographers Association Flying Short Course. Sheraton Airport Inn, Philadelphia.

Oct. 27-29—National Association of Broadcasters fall conference. Hyatt Regency hotel, Atlanta.

■ Oct. 27-29—Virginia CATV Association convention, Martha Washington Inn, Abingdon.

Oct. 27-30—Association of National Advertisers annual meeting. The Homestead, Hot Springs, Va.

Oct. 29—Connecticut Broadcasters Association annual fall convention. Hotel Sonesta, Hartford.

Oct. 29-17th annual National Press Photographers Association Flying Short Course. Pfister hotel, Milwaukee.

Oct. 29-31—Institute of Electrical and Electronics Engineers annual northeast electronics research and engineering meeting. John B. Hynes Veterans Auditorium, Boston.

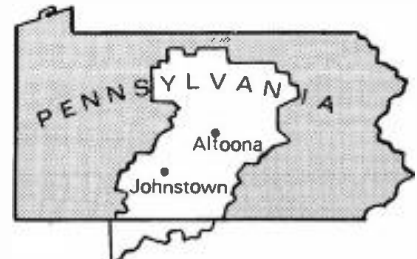
Oct. 29-31—National Association of Broadcasters fall conference. Hyatt-Regency O'Hare hotel, Chicago.

Oct. 31-17th annual National Press Photographers Association Flying Short Course. Holiday Inn Downtown, Denver.

## November

■ Nov. 1—Society of Broadcast Engineers, Pittsburgh chapter, "mini-vention." Marriott Inn, Parkway West, Greentree, Pa.

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■ **Nov. 1-2**—*Society of Broadcast Engineers*, Boston chapter, "mini-vention." Sheraton Yankee-Drummer Inn, Auburn, Mass.

**Nov. 1-3**—*Loyola University* college radio conference. Lewis Towers Campus, Chicago.

**Nov. 2**—*National Conference of Black Lawyers*. Seminar: "Legal and public policy considerations of the communications industry." Dillard University, New Orleans.

**Nov. 2**—17th annual *National Press Photographers Association Flying Short Course*. International hotel, Los Angeles.

**Nov. 2-3**—*California Campus Radio Association* second annual convention. California Polytechnic State University, San Luis Obispo.

**Nov. 2-4**—*Texas Association of Broadcasters* convention. Engineering conference and exhibits. Sheraton hotel, Dallas.

■ **Nov. 2-5**—*North Central CATV Expo* sponsored jointly by National Cable Television Association and state and regional cable groups. Sheraton Cleveland hotel, Cleveland.

**Nov. 3-5**—*National Academy of Television Arts and Sciences*, trustees semi-annual meeting. Savoy hotel, London.

**Nov. 4-6**—*International F.T.F. Corp.* film and TV festival of New York. Americana hotel, New York.

**Nov. 6**—*National Decorating Products Association* annual convention. Speaker: Irving R. Levine, NBC economic affairs correspondent. Conrad Hilton hotel, Chicago.

**Nov. 8-10**—*Educational Foundation, American Women in Radio and Television* board of trustees meeting. Houston Oaks hotel, Houston.

**Nov. 8-21**—*Chicago International Film Festival*, 10th anniversary. Hyatt Regency hotel, Chicago.

**Nov. 10-15**—*Society of Motion Picture & Television Engineers* technical conference and equipment exhibit. Four Seasons Sheraton hotel, Toronto.

**Nov. 13-15**—*National Association of Broadcasters* fall conference. Fairmont hotel, Dallas.

**Nov. 13-16**—*Society of Professional Journalists, Sigma Delta Chi* 1974 national convention. Towne-House hotel, Phoenix.

**Nov. 14-15**—*Oregon Association of Broadcasters* fall conference. Benson hotel, Portland.

■ **Nov. 15**—*Federal Communications Bar Association* dinner celebrating 40th anniversary of FCC. Dinner tickets, \$25, from Peter O'Connell, 1000 Ring Bldg.,

Washington, D.C. 20036. Sheraton Park hotel, Washington.

**Nov. 15-17**—*American Women in Radio and Television* board of directors meeting. Continental Plaza hotel, Chicago.

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

**Nov. 17-19**—*National Association of Broadcasters* fall conference. Brown Palace hotel, Denver.

**Nov. 17-20**—*National Association of Educational Broadcasters* 50th annual convention. Speaker: R. Buckminster Fuller. Las Vegas Hilton, Las Vegas.

**Nov. 19-20**—*American Association of Advertising Agencies* eastern region meeting. New York.

**Nov. 19-20**—*National Cable Television Association* board meeting. Watergate hotel, Washington.

**Nov. 19-21**—*National Association of Broadcasters* fall conference. Sands hotel, Las Vegas

**Nov. 19-27**—*National Association of Farm Broadcasters* seminar at sea. QE-2 Caribbean Islands cruise.

## December

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

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

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

**Dec. 3-6**—*10th Hollywood Festival of World Television*, Los Angeles World Trade Center. Entries invited. P.O. Box 2430, Hollywood 90028.

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

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

## January 1975

**Jan. 5-6**—*Winter Consumer Electronics Show*. Conrad Hilton hotel, Chicago.

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

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

## February 1975

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

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

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

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

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

■ **Feb. 24, 1975**—*Armstrong Awards Program* deadline for entries. Executive Director, Armstrong Awards, 510 Mudd Building, Columbia University, New York 10027.

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

■ **Feb. 26-29**—*Texas Cable TV Association* annual convention. Dallas Fairmont hotel.

## March 1975

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

## April 1975

■ **April 3-5, 1975**—*Alpha Epsilon Rho*, national honorary broadcasting society annual convention, Las Vegas.

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

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

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

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

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

## May 1975

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

■ **May 15-16**—*Western States Advertising Agencies Association* annual conference. Canyon hotel, Palm Springs, Calif.

**May 29-31, 1975**—*Associated Press Broadcasters Association* convention. Hotel Palacio Del Rio, San Antonio, Tex.

## June 1975

■ **June 1-3**—*1975 Video Systems Exposition and Conference*. McCormick Place, Chicago.

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

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

## July 1975

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

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# Media Payment expands services

Inflation within the general economy has produced dramatic and pervasive change throughout the business community. The erosion of the dollar has resulted in extensive credit dependence—a receivables explosion—and increasingly stimulates the demand for cash balances. Some industry sources estimate that national receivables in the spot broadcast industry today approximate \$300,000,000, and many stations face a past due receivables condition in excess of 70 days or 19% of annual billing past due and unavailable. What does this mean to broadcasters? Several things—and they're all bad!

- If your station bills \$1,200,000 net annually in national spot, your cash in hand amounts to only \$970,000.
- That leaves \$230,000 uncollected and unavailable for operating expenses or investment.
- To obtain the \$1,200,000 cash flow your sales should produce, you would either have to borrow \$230,000 (at a cost of 12% interest or \$27,600) or, you'd have to increase sales by +23.5%. The example below illustrates the billing increase required to maintain cash flow at 100% of current sales.

		Put In Your Figures
<b>AN EXAMPLE</b>		
Annual Spot Billing (Net)	\$1,200,000	*
Required increase to achieve \$1,200,000 cash flow +23.5%	+ 282,000	_____
Total Spot Billing Required	\$1,482,000	
Less 70-day Receivables (-19%) not generating cash	- 282,000	_____
Net Cash Flow	\$1,200,000	*

\*Your annual Spot Billing should equal cash flow

With Media Payment Corporation's processing, billing, payment, credit and collection services, station clients are paid cash for their sales and can use it to generate income. MPC customers receive automatic and scheduled payments each month—from MPC. This service concept recognizes that changing



Dennis Robich  
Director Business Development



Carolyn Shasky  
Systems & Control



John Schnabel  
Credit Manager

business practices in the industry have increased the value of money. MPC provides a unique financial opportunity by delivering more money from national accounts, faster than stations can collect on their own.

An important part of MPC's operation is its highly sophisticated computer complex. Recently, capability was increased and upgraded with the addition of an IBM 360/50 computer. This new technology now enables MPC systems to operate in a dynamic, multi-processing mode. MPC has implemented direct tape transfer capability with the BIAS and BCS systems and is working to achieve the same capability with other station computer systems. MPC's Director of EDP, Ed Swinarski and his staff are working toward development of direct computer interface. Computers talking to computers!

This technological capability enables MPC to simplify billing and resolve discrepant items faster. In October, 1973, MPC promised to introduce an automated and standardized affidavit/invoice system. In July, 1974, MPC completed conversion of all TV stations to this system which is the only automated, billing reconciliation system in the broadcast industry today. Top agencies responded with comments like, "it is a vast improvement—helpful to us in expediting processing".

MPC's Standard Affidavit/Invoice System now produces hard-copy invoices inclusive of remittance sections for easier agency handling and faster payment. The next step is to improve the SAI System to include machine-readable capability for invoicing and payment which will dramatically cut paper-

work handling for broadcasters and agencies.

MPC's comprehensive, confidential credit ratings have also played a major role in protecting customers from exposure to bad debt write-offs—in 1973 MPC stations averaged write-offs of only 13 hundredths of 1% of billing. More than 1600 agencies and buying services are credit rated by MPC. MPC is planning to introduce a computerized credit system allowing customers immediate access to credit data. John Schnabel, Credit Manager, reports that implementing the system will begin during the fourth quarter. Additionally, MPC has expanded, and made more detailed, its credit category definitions and has begun publishing a monthly Credit Newsletter to summarize latest account by account credit developments.

MPC has also expanded its clearinghouse services to representatives and currently pays rep commissions, on behalf of many station subscribers, to Avco, Blair, Katz, McGavren-Guild, Petry and others.

For more information, call or write Dennis E. Robich, Director of Business Development. He'll tell you why Media Payment makes "Dollars and Sense" for broadcasters. Media Payment Corporation, 230 Madison Avenue, New York 10017. (212) 953-1504.



## Media

### The dream of renewal relief gets closer to reality

**Senate passes amended bill including five-year license term; next step is joint conference expected shortly after elections**

Following Senate passage of a license renewal bill last Tuesday (Oct. 8), broadcasters and their opponents will now carry their fight to a conference session between the House and Senate, expected to take place shortly after the two bodies reconvene the week of Nov. 11 following the election recess. Observers express hope that some form of renewal bill will be on the President's desk before Congress adjourns this year.

A major victory for broadcasters was the Senate passage of a five-year license term, an amendment to the Commerce Committee's bill which had left the term at three years. Because the Senate and House-passed bills agree on the five-year term, that provision is locked in despite other changes that may occur later.

The final Senate vote on the over-all measure was 69-to-2.

Aside from extending the license term, the Senate bill does the following: (1) It directs the FCC to make a rule establishing procedures for broadcast licensees to ascertain the problems, needs and interests of their service areas. (2) It directs the FCC at renewal time to consider whether a licensee has followed the applicable ascertainment procedures, whether the licensee has substantially met the ascertained problems, needs and interests, and whether the station's operation was not "otherwise characterized by serious deficiencies." If the renewal applicant has satisfied the above three requirements, the FCC shall grant a "presumption" in favor of renewal. (3) The bill requires the FCC to undertake a study to determine how existing regulations which no longer serve the public interest might be eliminated. (4) The bill directs the FCC to complete its multiple ownership rulemaking (Docket 18110) by Dec. 31 of this year.

A final provision, attached to the bill on the Senate floor last Tuesday, pro-

vides that the FCC shall consider any bank, mutual fund or insurance company which holds more than 5% of a corporate licensee's outstanding voting stock (provided that licensee has more than 50 voting stockholders) to have a controlling interest in that license.

According to the floor statement of that provision's sponsor, Senator Lee Metcalf (D-Mont.), banks are already bound to the 5% benchmark by FCC rule, but mutual funds and insurance companies have received no action on pending petitions for 10% and 5% benchmarks, respectively. In current FCC rules mutual funds are benchmarked at 3% and insurance companies at 1%. Above those levels, their holdings in broadcast companies are counted against total station portfolios under multiple ownership ceilings of seven television stations—five VHF and two UHF—and seven AM and seven FM stations, Senator Metcalf added: "If the FCC will not act to stop financial institutions and institutional investors from gobbling up control of the broadcast media, Congress must." And the Senate did, passing the Metcalf amendment by voice vote.

Speaking prior to the passage, Communications Subcommittee Chairman John Pastore (D-R.I.), who authored the Commerce Committee bill with Senator Howard Baker (R-Tenn.), ranking minority member of that subcommittee, called the bill a "balanced compromise."



**Thanks.** John W. Warner (r), administrator of the American Revolution Bicentennial Administration, presents a certificate of appreciation to the National Association of Broadcasters and its president, Vincent Wasilewski, during a ceremony in Washington last Tuesday. The certificate is in recognition of the NAB-produced series of public service radio announcements for the nation's bicentennial, entitled "The Spirit of America."

By offering the "presumption" as a reward for solid service in the public interest and leaving the license term at three years, "a reasonable amount of stability is maintained within the industry while at the same time substantial programming performance is promoted," Senator Pastore said.

Senator Baker told the Senate: "We did a good job, not a perfect job but the best job we think can be done . . . in view of the conflicting viewpoints."

Senator Pastore also said; "We would never have a good bill until we made both sides unhappy, and that is exactly what we did." But one side, the broadcasters, came away Tuesday considerably less unhappy following the Senate's adoption of the five-year license term.

The National Association of Broadcasters was pleased, though not particularly surprised, by the vote for five years since it and the state broadcasters associations were largely responsible for corraling the favorable votes. It was rumored before Tuesday's debate began that the industry had 60 votes for the five-year amendment, a rumor Senator Pastore alluded to on the floor. And when the votes were counted, 62 senators had supported the amendment.

What the National Association of Broadcasters wants for the upcoming House-Senate conference session, though, is an iron-clad assurance of renewal for those applicants whose past programming has satisfied clear standards for programming in the public interest. If that amounts to a license in perpetuity, said one NAB spokesman, "then it is a license in perpetuity for the guy who continues to do a good job."

Of the "presumption" the spokesman said, "it improves in our favor existing law and does provide a measure of stability—but not as much as we think we should be provided." Instead of a presumption in favor of renewal, NAB would prefer an assurance of renewal.

As part of that assurance, NAB would prefer a provision similar to Section 2(B) in the House bill banning FCC consideration of multimedia ownerships at renewal time. NAB was evidently not convinced when Senator Pastore told the Senate Tuesday: "We overruled, more or less, the WHDH case . . ."

That case was the genesis for the industry drive for renewal-reform legislation. It involved an FCC decision in 1969 to deny the renewal of WHDH-TV Boston and to grant the competing application of WCVB-TV, largely on the ground that WHDH-TV was co-owned with other local media.

The Senate bill provides simply that





**Old-timers.** Executives of some of the stations honored for 30 years of continuous affiliation with CBS Radio are shown here with network executives at the 19th CBS Radio affiliates convention, where they received gold microphones to mark the anniversary (*Broadcasting*, Sept. 30). L to r. front row: Sherril W. Taylor, CBS Radio affiliate relations vice president; Randy Holder, WGAU(AM) Athens, Ga.; Bob Rausch, WINK(AM) Fort Myers, Fla.; George Williams, WCED(AM) Dubois, Pa.; Sam Cook Digges, president, CBS Radio division; Luke Medley, WHUB(AM) Cookeville, Tenn.; Max Shaffer, WDAN(AM) Danville, Ill., and George J. Arkedis, vice president and general manager, CBS Radio network. Back row: Tony Malara, WWNY(AM) Watertown, N.Y.; Dick Griggs, WSOY(AM) Decatur, Ill.; Jess Kellam, KLBK(AM) Austin, Tex.; Dutch Lackey, WHOP(AM) Hopkinsville, Ky.; Cliff Lanson, WSPB(AM) Sarasota, Fla., and Jim Gibbons, WFMD(AM) Frederick, Md. In all, 17 affiliates received the symbolic mikes, bringing the 30-year roster to 59 affiliates.

the FCC shall complete its rulemaking on multiple ownerships. A Commerce Committee report says, however, that ad hoc restructuring through renewal challenges is to be avoided, though considerations of multiple ownership may in unique circumstances have an effect on the presumption for renewal.

The reference to unique circumstances was inserted at the urging of Senator Philip Hart (D-Mich.), a member of the Commerce Committee and chairman of the Senate Antitrust Subcommittee. The colloquy between Senators Hart and Pastore on the subject over the past two months continued Tuesday on the Senate floor, with Senator Hart again demanding assurance that the House bill's flat ban on multiple ownership consideration could not be read into the Senate bill.

The Commerce Committee report made it clear that a station's past performance shall be the key to renewal, and Senator Hart wanted to know if the bill therefore bars multiple ownership considerations. Senator Pastore's response: "The bill does not bar it." Said Senator Hart. "That is the answer I was hoping to get."

Early in Tuesday's debate, Senator Hart said he supported the Commerce Committee's bill but was uneasy because the bill was aimed at making "life a little easier for the sector of the economy which is relatively very healthy." He said he supported the Commerce Committee bill, although it is the "maximum to which we should yield to the unease of that industry." He said broadcasters "are all friends of ours. But enough is enough." The passage of the five-year amendment later during the debate was too much for Senator Hart and he was one of the two who voted against the over-all package.

The five-year term amendment passed with ease (62-to-10) despite protests from Senators Pastore and Baker, who acted as floor leaders for the debate.

Senator Pastore told the Senate that the Commerce Committee left the license term at the current three years to avoid weakening the impact of the petition to deny, used by minority and consumer groups at renewal time as a bargaining tool to gain access to a station's programming and hiring. Said Senator Pastore: "I beg my colleagues today—do not remove the voice of the public . . . and compel it to wait five years before it can make a complaint."

But Senator Pastore argued in vain, admitting a short while later that "stopping this amendment is going to be like stopping the wind today."

The five-year amendment was introduced by Senator John Tunney (R-Calif.) on behalf of its principal sponsor, Senator Lloyd Bentsen (D-Tex.), who was out of town Tuesday. Senator Tunney offered four reasons for extending license terms: (1) it will reduce the FCC's yearly renewal application load by roughly 40%, allowing the FCC to scrutinize applications more closely; (2) closer scrutiny will assure the public that broadcasters are being required to fashion their programming to community needs; (3) it will ease the burden on small broadcasters, for whom the renewal procedures have become increasingly complex, expensive and time consuming over the 40 years since the three-year term was codified, and (4) it will "create an improved climate for capital expenditures, allowing the broadcasters to amortize, over a reasonable length of time, the heavy capital commitments necessary" to improve their service.

Senator Pastore argued that the establishment of the presumption in favor of renewal for the broadcaster goes far enough in accommodating the appeals for industry stability. Senator Robert Griffin (R-Mich.) offered a compromise amendment providing that first-time licenses be given three-year terms, then five-year terms for every renewal there-

after, an amendment that Senator Pastore embraced. But the Griffin amendment failed 23-to-46.

Among the 62 voting for the five-year amendment were 10 of the 18 members of the Senate Commerce Committee, which never seriously considered extending the license term in its mark-up of the bill last month.

For his lack of action at the committee level, Senator Tunney was the subject of a letter distributed after the mark-up sessions by Howard J. Smiley, president of the California Broadcasters Association, to member stations, saying Senator Tunney was more an adversary than a friend of the broadcasters, and indicating the Senator had gone back on a pledge he had made earlier to the broadcasters that he would actively support a five-year renewal term. The letter went on to suggest that the California broadcasters might like to express their concern over the senator's behavior if he approached them for air time.

Senator Tunney later told Mr. Smiley that it was strategically inopportune to press for the extended renewal term at the committee level, and that it was better to wait, as he did, until the bill got to the floor. Mr. Smiley reportedly said he would retract his complaints about the senator in another letter to the Californians.

In other actions on the renewal bill Tuesday, the Senate considered four other proposed amendments. One, submitted by Senator William Hathaway (D-Me), would have deleted the provision for the grant of a "presumption." To Mr. Hathaway's thinking, a bill with a five-year term and a "presumption" was loaded too much in favor of the broadcasters. Senator Hart agreed, saying that with both provisions, "the industry comes close to having its cake and eating it." On that point, Senator Pastore also agreed, but said he preferred instead that the "presumption" be retained and the five-year term be excised.

Senator Hathaway, who voted for the five-year term, indicated he thought the "presumption" is too strong. He cited the Commerce Committee report which says that an issue of media concentration could "if compelling enough have an effect" on the presumption in unique renewal cases. But, said Senator Hathaway, "I would submit that the track record of the FCC does not offer us much hope that any such evidence—compelling or otherwise—will ever be found."

Senator Tunney at that point offered an amendment to perfect the Hathaway amendment, keeping the "presumption" but stating in the bill that it could be "rebutted by the weight of the evidence." The Tunney amendment was tabled by a 57-to-14 vote and the Hathaway amendment was rejected by a 64-to-7 vote.

Senator Hathaway was the other senator to vote against the over-all package.

Senator Metcalf offered another amendment to require the FCC to complete its inquiry, begun in 1969, into the effects of conglomerate ownership on broadcasting. "We know virtually



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nothing about the effect of such ownership on the content of news," he said. According to Mr. Metcalf, a conglomerate task force submitted a report to the FCC in February 1973, but the report was never made public and the FCC has taken no action on it. The senator then withdrew his own amendment, suggesting the Senate should study the matter in oversight hearings next year.

A final amendment, from Senator Clifford Case (R-N.J.), would have directed the FCC to make a decision on a petition for notice of inquiry into New Jersey's need for adequate television service. Senator Case said New Jersey has no commercial VHF television stations and does not receive adequate New Jersey-oriented programming from stations in neighboring New York or Philadelphia. The petition was filed in March this year by the New Jersey Coalition for Fair Broadcasting, of which Senator Case is a member. The issue was raised earlier on Capitol Hill when a contingent of New Jersey state officials including Governor Brendan Byrne appeared before the Senate Communications Subcommittee during its license-renewal hearings (BROADCASTING, July 29). The Case amendment was withdrawn and it was again suggested that oversight hearings next year would be the proper forum for its examination.

With Senate action completed, attention now turns to the upcoming House-Senate conference on the bill.

Senate conferees, named last Tuesday, will be Commerce Committee Chairman Warren Magnuson (D-Wash.) and Senators Pastore, Vance Hartke (D-Ind.), Ted Stevens (R-Alaska) and Baker. House conferees are likely to be Representative Staggers, Communications Subcommittee Chairman Torbert Macdonald (D-Mass.), Representatives Lionel Van Deerlin (D-Calif.), Fred Rooney (D-Pa.), Samuel Devine (R-Ohio), Clarence Brown (R-Ohio), and James Collins (R-Tex.).

Major differences to resolve between the two bills include such provisions as

the House bill's Section 2(B), not in the Senate bill, or the Senate bill's "presumption" not in the House bill. The reports on the two bills differ in their discussions of renewal standards. The Senate bill has one standard for all renewal applications, that of "substantially met," while the House report talks of two standards, "substantial" for applicants faced with competing applications and "minimal" for those unchallenged or faced only with a petition to deny.

Other provisions in the House bill but not in the Senate's include one moving renewal appeals from the traditional forum in D.C. district court to appeals courts in regions where the stations are located, one for the ascertainment of community "views" as well as needs and interests, one for ongoing good faith negotiations between stations and persons raising significant issues and another setting time limitations on the filing of petitions to deny.

### 'Hearsay' tactic charged in Jacksonville request

Attorneys for one of the three applicants seeking to supplant the Post-Newsweek Stations' WJXT(TV) on channel 4 in Jacksonville, Fla., managed to include a jab at the licensee's parent in a filing at the FCC. The Washington Post Co., which is also the publisher of *The Washington Post*, "apparently feels that the techniques of suggestion, innuendo and hearsay, which have served it so well in building audiences for its broadcast and newspaper facilities, can serve as well in legal proceedings," the attorneys for Florida Television Broadcasting Co. said.

They were responding to a Posts Newsweek request that the commission add an issue in the comparative renewal hearing concerning the question as to whether Florida TV principals were involved in the improper removal and use of WJXT's logs (BROADCASTING, Aug. 26). Florida TV's attorneys said that Post-Newsweek had failed to allege specific facts, supported by affidavits, that would warrant

designation of the hearing issue. The affidavits that were submitted, they added, were "fatally laced with hearsay."

Florida Television maintains that one of its principals received the documents "anonymously" on the night of June 27, 1974—months after Post-Newsweek contends the documents were in Florida Television's hands—and that the principal promptly turned the material over to counsel for appropriate disposition.

## Ford initiates another try at reforming federal agencies

**The subject's suddenly popular (again) in Washington: President's questions are also posed by one of their own, FTC's Engman**

The issue of regulatory agency reform, not a new one in Washington, surfaced again last week in President Ford's economic message to Congress. In the past, as in the James Landis report to President Kennedy, the concerns focused on the agencies' efficiency and responsiveness to public as opposed to industry needs. President Ford may be concerned about those matters, too. But his emphasis last week was on the agencies' impact on the economy.

He asked Congress to establish a "National Commission on Regulatory Reform" to undertake a long-overdue total re-examination of the independent regulatory agencies. "It would be a joint effort in which the Congress, the executive branch and the private sector would participate. And its purpose would be to 'identify and eliminate existing federal rules and regulations that increase costs to the consumer, without good reason, in today's economic climate.'"

The President was not the only person in Washington calling attention last week to the regulatory agencies as possible contributors to the nation's inflationary problems. The chairman of one of the agencies—Lewis Engman, of the Federal Trade Commission—made the charge in a speech that broke the club rules in its criticism of other agencies.

Mr. Engman's general allegation, delivered in an Oct. 7 address before the Financial Analysts Federation in Detroit, was that the federal agencies have been so protective of their regulated industries that they have become contributors to, rather than deterrents of, inflation. The result, Mr. Engman claimed, is that "the consumer, for whatever personal abuse he is being spared, is paying plenty in the form of government-sanctioned price fixing."

The examples Mr. Engman supplied to corroborate his accusations did not touch directly on the FCC or the electronic media. He chose, instead, to attack such goings-on as the Civil Aeronautics Board's allegedly anticompetitive practice of making airline fares and routes uniform, and the International Commerce



**Streaks of San Francisco.** To celebrate its 50th anniversary last month, KFRC-(AM) San Francisco set the city ablaze with a laser-light show that irradiated the Bay Area sky with blue and green rays beginning at sundown and continuing every 10 minutes until 1 a.m. The lights were reflected throughout a 10 mile radius.

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Commission's limitations of new entrants in the trucking industry. But, he noted, "when you take all the industries subject to direct federal regulation—that's air, rail and truck transport, power generation, television, radio, the securities industry and others—it works out to a substantial fraction of the economy"—about 10% of the goods and services sold in this country. All, he claimed, "are on the dole."

Indeed, Mr. Engman said, "the fact of the matter is that those regulated industries have become federal protecto-rates, living in the cozy world of cost-plus, safely protected from the ugly specters of competition, efficiency and innovation."

## As the sun goes, so goes the FCC

### Cutback of DST prompts commission to revise concessions to daytimers

The FCC last week began adjusting its rules governing presunrise operation by daytimers to the realities of the law enacted two weeks ago and will return the nation to standard time between Oct. 27, 1974, and Feb. 23, 1975.

The commission rescinded, effective Oct. 27, the emergency orders that authorized 1,165 daytime-only radio stations to begin operating at least one hour before sunrise and with 50 w of power. At the same time, it announced

that it intends to act early in 1975 to permit the daytimers to operate presunrise on generally the same terms as at present between Feb. 23 and April 27, 1975, when most of the country returns to daylight saving time.

The commission was authorized to grant emergency early sign-on authority to daytimers in the same legislation in which Congress last year placed the country on year round daylight saving time as an energy-saving measure. The emergency measures were designed to enable daytimers to continue providing the kind of early-morning service to which their listeners had become accustomed.

The commission in its order last week said it would exceed the authority granted it under the year-round daylight saving time act if it permitted the emergency sign-on authorizations to remain in effect beyond Oct. 27. It would also, the commission said, deprive fulltime stations, whose service is affected by the early sign-on of the daytimers, of hearing rights to which they are entitled under the Communications Act.

## Changing Hands

### Announced

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

▪ WREC-AM-FM Memphis: FCC petitioned for approval of sale by Cowles Com-

munications Inc. to Triangle Broadcasting Corp. of Winston-Salem, N.C., for \$3.1 million (see BROADCASTING, June 24). Sale is part of reshuffling of media cross-ownerships by publicly traded Cowles and Triangle (owned by Gordon Gray family). WREC is on 600 khz with 5 kw full time. WREC-FM is on 102.7 mhz with 100 kw and antenna 900 feet above average terrain.

▪ WRSC(AM)-WQWK(FM) State College, Pa.: Sold by Edorea Corp. Inc. to State College Communications Corp. for \$775,000. Principals in seller are Michael M. Rea (75%) and J. Albert Dame (25%) who also own WKBO(AM) Harrisburg, Pa. Principals in buyer are Eastern Broadcasting Corp. (80%) and Robert Zimmerman, vice president (20%). Roger A. Neuhoff is president and 76.7% owner of Eastern Broadcasting, licensee of WCVS(AM) Springfield, Ill., and WHUT(AM)-WLHN(FM) Anderson and WBOV(AM)-WBQO(FM) Terre Haute, both Indiana. Mr. Zimmerman is general manager of WRSC-WQWK. WRSC is on 1390 khz with 1 kw day; WQWK is on 96.7 mhz with 3 kw and antenna 78 feet above average terrain.

▪ KIKN(AM) Sinton, Tex.: Sold by Dynamic Broadcasting Corp. to Allen E. Schepper for \$500,000. Principals in seller are R. Miller Hicks, Sam Winters, Neal Spelce, and C. Ronald Rogers, 25% each. Sales of Dynamic's other stations, KJOE(AM) Shreveport, La., and KTRM-AM-FM Beaumont, Tex., are pending before FCC. Mr. Schepper is a former executive of Capital Cities Communications. KIKN is on 1590 khz with 1 kw day and 500 w night. Broker for buyer: Sovran Associates; for seller: Norman Fischer.

▪ KMAX(FM) Arcadia, Calif.: Sold by Sierra Madre Broadcasting Co. to KPFC Inc. for \$400,000. Principals in seller are Max H. and Mary Ellen Isoard. Principals in buyer are Howard Warshaw, president (40%), wife, Miriam (25%), and her brother, Marvin B. Kosofsky (35%), who own KPFC(AM) Pasadena, Calif. Mr. Warshaw and Mr. Kosofsky also have 25% interest each in WTRE(AM) Mineola, N.Y.; 33% each in WYLO(AM) Jackson, Wis.; 33% each in WARO(AM) Cannonsburg, Pa.; 33% each in Universal Broadcasting Corp., management consultants and sales rep firm based in New York, and 15% and 51% respectively in KUXL(AM) Minneapolis-St. Paul. The Warshaws also own race horse breeding and racing business in Roslyn, N.Y. KMAX is on 107.1 mhz with 3 kw and antenna 240 feet below average terrain.

▪ KTRI(AM) Sioux City, Iowa: Sold by Sioux City Broadcasting Co. to Radio Communications Inc. for \$400,000. Principals in seller are four brothers: John C., Lennon, Eugene F. and Fred T. Kelly. The Kellys have no other broadcast interest. Principals in buyer are Carl K. Kjeldseth, president (30%), Chesterman Co. (51%) and Merle D. Oakes, vice president (19%). Cy B. Chesterman and son Cy W. own Chesterman Co., soft drink bottling concern in Sioux City. Mr. Kjeldseth is general manager and Mr. Oakes is sales manager at KRIB(AM) Ma-

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son City, Iowa. KTRI is on 1470 khz with 5 kw full time.

▪ **KISO(AM)-KLOZ(FM)** El Paso, Tex.: Sold by Sunland Broadcasting Co. to Mesa Radio Inc. for \$355,000. Principals in seller are I. T. Cohen (50%) and Summitt Saving Stamp Co. (50%). Principals in buyer are Waync E. Marcy, president (50%), James D. Clawson (25%) and Billy J. Walcik (25%). Mr. Marcy has interest in **KWBA(AM)** Baytown, Tex. KISO is daytimer on 1150 khz with 1 kw; KLOZ is on 102.1 mhz with 50 kw and antenna 1160 feet above average terrain. Broker: George Moore & Associates.

▪ **WFLY(FM)** Troy, N.Y.: Sold by Amalgamated Music Enterprises Inc. to Rust Communications Group Inc. for \$350,000. Principals in seller are Albert Wertheimer, president (40.3%), and Paul Davis (40.3%) who are licensees of **WBUF(FM)** Buffalo, **WVOR(FM)** Rochester and **WDDS(FM)** Syracuse, all New York. Principal in buyer is William Rust Jr., president and treasurer (80.36%). Rust owns **WHAM(AM)-WHFM(FM)** Rochester, **WPTR(AM)** Albany, both New York; **WAEB(AM)-WXKW(FM)** Allentown, **WNOW(AM)-WQXA(FM)** York, **WRAW(AM)** Reading, all Pennsylvania; **WRNL(AM)-WRXL(FM)** Richmond and **WKLX(AM)** Portsmouth, both Virginia. Rust Communications also has 34.5% interest in Blue Ridge Cable Television Corp., Buena Vista, Va. WFLY is on 92.3 mhz with 10 kw horizontal, 2.25 kw vertical and antenna 840 feet above average terrain.

▪ **WXUS(FM)** Lafayette, Ind.: Sold by Tiprad Broadcasting Co. to Twin Cities Broadcasting Inc. for \$240,000. Principals in seller are David M. Stevenson, president (70%), and John C. Ribbens (20%). Mr. Stevenson also has interest in **KGOY(FM)** Bethany, Okla. Principals in buyer are Donald R. Walters (44%) and Athertons Inc. (51%). Mr. Walters is former station and sales manager, **WBLY(AM)** Springfield, Ohio. Walter L. Atherton with his sons own Athertons Inc., real estate investment firm. WXUS is on 92.7 mhz with 3 kw and antenna 215 feet above average terrain.

▪ **KUMA(AM)** Pendleton, Ore.: Control of Pendleton Broadcasting Co. sold by Carl O. Fisher, Jane Whitbread and Nancy Harrison (20% each) to Theodore A. Smith (40% before, 100% after) for \$120,000. Mr. Smith is vice president and general manager of KUMA and has 50% interest in **KJDY(AM)** John Day, Ore. KUMA is on 1290 khz with 5 kw full time.

▪ **KDHN(AM)** Dimmitt, Tex.: Sold by High Plains Broadcasting Co. to P. D. (Bo) Johnson for \$109,000. Principal in seller is Steve Taylor, Amarillo, Tex., rancher and investor. Mr. Johnson owns **KFLP(AM)** Floydada, Tex. KDHN is daytimer on 1470 khz with 500 w. Broker: George Moore & Associates.

#### Approved

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

▪ **WTNT(AM)-WOMA(FM)** Tallahassee,

Fla.: Sold by Frank W. Hazelton and H. W. Rudd to Walter-Weeks Broadcasting Inc. for \$775,000. Principals in buyer are James W. Walter (45%) and Robert M. Weeks (45%). They also own **WMFJ-AM-FM** Daytona Beach, **WJNO(AM)** West Palm Beach and **WSPB-AM-FM** Sarasota, all Florida. WTNT operates full time on 1270 khz with 5 kw. WOMA is on 94.9 mhz with 51 kw and antenna 210 feet above average terrain.

▪ **WJIT-AM-FM** San Juan, Puerto Rico: Sold by Metro Broadcasting Co. to CVC Broadcasting Co. for \$730,000. Principal in seller is International Inc., food market chain. Principal in buyer is CVC TV Productions (90%). William Carpenter, CVC president, also has interest in **WSTX(AM)** St. Croix, Virgin Islands. WJIT is on 1140 khz with 500 w; and directional antenna; WJIT-FM is on 93.7 mhz with 50 kw horizontal, 6.8 kw vertical, and antenna 80 feet above average terrain.

▪ **WSFC(AM)-WSEK(FM)** Somerset, Ky.: Sold by Swartz Media Inc. to Shamrock Communications Corp. for \$662,476. Principal in seller is William P. Swartz Jr., president. Principals in buyer are Jim Gilmore Jr., and Hamilton Shea (50% each). Mr. Gilmore is president and Mr. Shea is vice president of Gilmore Broadcasting Corp., which owns **KODE-AM-TV** Joplin, Mo.; **WEHT-TV** Evansville, Ind.; **WREX-TV** Rockford, Ill., and **WSVA-AM-FM-TV** Harrisonburg, Va. WSFC operates full time on 1240 khz with 1 kw day, 250 w night. WSEK is on 96.7 mhz with

3 kw and antenna 215 above average terrain.

▪ **KBER-AM-FM** San Antonio, Tex.: Sold by KEPO Broadcasting Co. (A. V. and Maxine Bamford) to Pacific Western Broadcasting Co. for \$600,000. Principals in buyer are John J. Shepard (46.8%) and Gilbert J. Gans, Elsie M. Smith, Dan Pfeiffer (10.6% each) who also own **KVFM(FM)** San Fernando, Calif. Mr. Shepard has interest in **WLAV-AM-FM** Grand Rapids, Mich.; **WLYV(AM)** Fort Wayne, Ind., and **KITT(FM)** San Diego. Mr. Gans also has interest in **KITT(FM)**. KBER is daytimer on 1150 khz with 1 kw. KBER-FM is on 100.3 mhz with 100 kw and antenna 155 feet above average terrain.

▪ Other sales approved by the FCC last week include: **WLVN(AM)** Luverne, **WXLE(FM)** Phoenix City, both Alabama; **WLDB(AM)** Atlantic City; **WLAB(AM)** St. Pauls, N.C.; **KOFM(FM)** Oklahoma City, and **WOTR(AM)** Corry, Pa. See page 55 for details.

### Retrenching at NAEB

The National Association of Educational Broadcasters said last week it has completed a staff reorganization involving several key personnel adjustments. According to NAEB Chairman Jack McBride, the realignment conforms with the association's primary mission of providing "quality professional services" to its

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membership. Five major staff departments have been created to pursue specific service tasks.

William Harley will remain as NAEB president but will have special responsibility over fund raising activities. James Fellows, who has been secretary to the NAEB board, was named executive director and will assume many administrative responsibilities.

Mary Ann Buddington, formerly administrative secretary to Mr. Harley, was named director of personnel and employment services. Eva Archer, previously director of information, becomes head of a new publications and information department. David Gillmore, formerly in charge of NAEB's instruction program, has been named director of professional training services. Mary Lynn Moody retains her assignment to plan and coordinate NAEB conferences with a new title—director of conventions and conferences. Ms. Moody will also serve as coordinator of women's activities. H. Holt Riddleberger, formerly a program officer in charge of government and institutional relations, becomes director of institutional management service.

## ACLU steps up case against Gross

FCC review board agrees to add more issues in WJIM renewals

Gross Telecasting Inc., which faces an FCC hearing on the challenged license-renewal application for its WJIM-AM-FM-TV Lansing, Mich., now has further problems. The FCC's review board last week ordered that the issues of the WJIM hearings be enlarged to include charges that the licensee engaged in clipping of network programing, misleading program techniques and inadequate cooperation in a citizen inquiry.

The American Civil Liberties Union, whose petition to deny the stations renewal resulted in the FCC hearing order, was again the instigator in the new developments. ACLU claimed that WJIM-TV frequently cut away from network programing to present local news and/or commercials, particularly at the end of the *CBS Late Movie*. The review board noted that the clipping allegations, if substantiated in hearing, could by themselves be considered grounds for denial of renewal.

The board also agreed with ACLU that there is reason to suspect impropriety in a WJIM-TV practice of pretaping early evening weather forecasts for showing on the station's 11 p.m. newscast—despite Gross's claim that live reports are offered when the forecast changes markedly in the interim. WJIM-TV, the board maintained, failed to inform its viewers that the reports had been recorded in advance.

The board also found reason to probe further in hearing ACLU charges that Gross did not cooperate with a former Michigan State University student, Denise Miller, who had requested access to WJIM-TV's 1970 renewal application. While FCC rules require that such documents be maintained locally on public

file, it was charged that Ms. Miller's repeated requests for the form were met with licensee representations that the papers were not available.

The board refused to add a further issue regarding ACLU's charge that Gross interfered with employes' rights. The group had claimed WJIM-TV fired several members of its news department because of their union activities. The review board noted that the issue is before the National Labor Relations Board and stated that it would not attempt to duplicate the NLRB proceeding. It added, however, that NLRB's ultimate findings could result in future FCC action.

## Media Briefs

**Combatants.** Frank Stanton, chairman of American Red Cross and former president of CBS Inc., will square off with Marya Mannes, author and critic-at-large, on "Critiquing the Evening News Shows" on public broadcasting's *National Town Meeting* Sunday, Nov. 3 (4:30-5:30 p.m.). Broadcast, moderated by former *New York Times* editor Harrison E. Salisbury, will originate live from New Haven's Yale Political Union.

**One Ala. station happy.** FCC has granted license to WSLA(TV) Selma, Ala., over objections of neighboring WCOV-TV Montgomery, Ala., that WSLA was guilty of misrepresentation and lack of candor. In filing for CP, WSLA had indicated it would affiliate with ABC, but has now affiliated with CBS. Commission said WCOV-TV had failed to prove that WSLA at time of CP application had intended to affiliate with CBS.

**Sweet charity.** More than \$50,000 was raised by KMPC(AM) Los Angeles for Permanent Charities Committee of Entertainment Industries from more than 15,000 people that attended the station's fifth annual "Show of the World" Sept. 28. Event was held at city's Forum and starred such entertainers as Carroll O'Connor and Vicki Carr.

## If you think Lorenzo Milam had fun in radio, wait 'til you see him in TV

West Coast broadcaster-philanthropist who made his mark in free-form FM now goes after a UHF grant—with a program plan the likes of which are yet to be seen in over-air media

Imagine, if you will, a television picture of a warehouse with no one in it. No one at all, all night and into the morning, until, at about 10 a.m., a door in the warehouse is seen to open. A man or woman enters, hangs up his or her coat, turns on the coffee machine, and begins to read the newspaper.

That is how the day would begin for viewers of channel 48 in Los Gatos, Calif., if the application of the Fessenden Fund is granted by the FCC.

The application is the latest project of Lorenzo W. Milam, who has spent much of the last 12 years and all of a family inheritance of \$450,000 helping to establish around the country a number of noncommercial community FM stations that follow the free-form style that has become the Milam trademark (BROADCASTING, Sept. 3, 1973).

Indeed, the five individuals named in the application as participants in the enterprise come from noncommercial radio stations, including a number of the stations that owe their existence at least in part to Mr. Milam—KTAO(FM) Los Gatos, Calif.; KPOO(FM) San Francisco; KUSP(FM) Santa Cruz, Calif., and KDNA(FM) (now KEZK) St. Louis.

For Mr. Milam, having fun and letting the imagination soar are what radio has



**Spirited if unorthodox.** With Lorenzo W. Milam (c) and his partner in the establishment of a number of community radio stations, Jeremy D. Lansman (l), nothing is routine. When Cecil Heftel (r) gave them a \$900,000 check in payment for KDNA-(FM) (now KEZK) St. Louis last year, he did it larger than life-size. The \$900,000 plus much of the \$200,000 that they received under a consultancy agreement was to be devoted to the establishment of noncommercial radio stations. Some of it is now earmarked for the station Mr. Lansman's Fessenden Fund is asking the FCC for permission to build on channel 48 in Los Gatos, Calif.



been about—not making money, obviously. However, he and a partner in some of his ventures, Jeremy D. Lansman, cleared \$1,100,000 in the sale of KDNA to group broadcasters Cecil and Joyce Heftel last year, and some of Mr. Milam's share is going into the financing of the Los Gatos television station. (With their new wealth, both set up foundations—Mr. Milam, the Fessenden Fund—to aid groups in establishing community stations.)

And the proposed UHF station, according to the plans for it outlined in the application on file with the FCC, will be an original. Take the total estimated costs—\$49,700 construction, \$25,300 first-year operating costs. (Financing—\$37,500 in donations, \$12,500 of that from Mr. Milam; \$37,500 in a hoped-for matching fund grant from the Department of Health, Education and Welfare.)

As for staff, the application talks of a horde of "400 to 500 volunteers," all with roots in the community and serving as "program directors." They would be trained at the station—and on camera—to give viewers a chance to become familiar with "how it is done," and encourage them to participate.

For at channel 48, access would not be a fighting word but a way of operation. "Through instruction and assistance to nonprofessional volunteers and emphasis on programing from areas of the community regularly denied a voice, the Fessenden Fund hopes to create a television station which will ensoul the concept of citizens' right to access to their airwaves."

The application talks, also, of plans for taking advantage of the flexibility afforded by portable equipment to go outside—to service "satellite" stations, for neighborhood centers, which would give individuals access to a television audience, and provide a forum for the discussion of neighborhood issues. Portable equipment would also be used to televise public meetings of local governing bodies.

Televised courses in how to operate a television station would not be the extent of the station's educational programing. For Fessenden, according to the application, intends to create "an electronic free university." Content would be determined by volunteers and staff, areas of emphasis those not so well covered by other media—consumer information, alternative approaches to family roles, carpentry, plumbing and auto mechanics, among them.

In addition: "We hope to show a cartoon series, with the artist creating it on camera, and plan to present a regular television drama, perhaps using the soap opera style as a vehicle for information and entertainment."

All of this, the application notes, will take place in a warehouse. "The camera would be going all night, and it would feed the transmitter all night . . . into the morning. And then—at 10 or so—the door in the corner of the warehouse would open, and one of the station's staff would come in, hang up his or her coat . . ."

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## MTM's sitcoms prove well worth a Tinker's damn

**Two holdover hits, two new series fly company's banner this season; another's already a '74 casualty; producers explain their ideas on how to compete alongside Lear**

The lion's share of the TV situation-comedy publicity tends to go to the Norman Lear shows like *All in the Family*, *Sanford and Son* and *Maude*, not only because of the huge audiences they attract but also because they dabble in such controversial themes as abortion, race prejudice and Watergate.

And, too, Carroll O'Connor (*All in the Family*) and Redd Foxx (*Sanford and Son*) made headlines across the country with their assorted squabbles over wages and working conditions earlier this year.

But, almost without anyone's noticing, MTM Enterprises Inc.—the initials are, of course, Mary Tyler Moore's—leapfrogged over Norman Lear's Tandem Productions and placed five situation comedies on the 1974-75 prime-time schedules, compared to Mr. Lear's four. However, it became even-up last week when one MTM series was canceled (see page 33). The other four are *The Mary Tyler Moore Show* (now in its fifth year on CBS), *The Bob Newhart Show* (starting its third CBS year), and two rookies. *Rhoda* (a CBS spinoff from *The Mary Tyler Moore Show*) and *Friends and Lovers* (which has been awarded the choice Saturday-night time slot between *All in the Family* and *The Mary Tyler Moore Show*). The casualty was *The Texas Wheelers* (a raucous outdoor comedy, which ABC bought and which was something of a departure for MTM).

MTM would have had another new show this fall—NBC's *Second Start*—if the courts hadn't intervened on the access rule and forced the networks to trim a few shows from their schedules. But *Second Start* goes into production this month for a probable January insertion into NBC's line-up.

"When Norman Lear found out we'd sold all those new shows, he sent us his condolences," said Allan Burns, the co-creator of *The Mary Tyler Moore Show*, *Rhoda* and *Friends and Lovers*. Mr. Lear knew the burdens borne by a small independent as it changes from its former cottage-industry atmosphere to the bustling-factory climate in which it operates today. (The company now employs close to 500 people.) If success has turned Allan Burns's life into never-ending rounds of strenuous activity, it has also turned Grant Tinker, the president of MTM Enterprises (and the husband of Mary Tyler Moore), into a vocal agitator for higher network fees to production companies. When Mr. Tinker had only the Moore and Newhart shows

to worry about, he didn't mind taking a loss at the end of each year because of the fat syndication fees he will be able to command when these successful series end their network runs. But at the outset of this season, with three new shows added to the production line, Mr. Tinker was complaining to the networks about the losses he claimed to be sustaining week-in and week-out. "The cost of living has risen so drastically that we're now paying almost \$130,000 to do an episode of *The Mary Tyler Moore Show*," he said, adding that network payments to MTM fall far short of that amount. So although MTM's gross income has reached the \$20-million-a-year category, "we won't even break even when this season is finally wrapped up," according to Mr. Tinker.

Mr. Tinker, 48, is the one most responsible for turning MTM into the going enterprise that it is today. But he says he wasn't directly involved in *The Mary Tyler Moore Show* from the pilot through its first year on the air.

Mr. Tinker started in TV as a programming executive at McCann-Erickson and then at Benton & Bowles in the 1950's and spent 1961 to 1967 as an NBC programmer before going on to Universal and 20th Century-Fox.

Mary, meanwhile, according to Mr. Tinker, was "bombing out" in a series of theatrical-movie duds in the 1960s (including such unmemorable titles as "A Change of Habit" and "What's So Bad About Feeling Good") after having scored a hit in *The Dick Van Dyke Show* for five successful years on CBS.

She and Mr. Van Dyke quit the show when it was at its peak to concentrate on movies. But by the late sixties, when neither of their careers was going anywhere, CBS put them in a one-shot special called "Dick Van Dyke and the Other Woman." "The special was such a smash," Mr. Tinker recalled, "that CBS gave Mary a full-fledged commitment, and that's how *The Mary Tyler Moore Show* was born. I got involved only after the series was a going thing."

But whether MTM Enterprises continues as a going thing depends on the networks' upping their payments to the company, according to Mr. Tinker. As an illustration, he says that *Second Start* is costing him \$120,000 a week to produce, but NBC pays only \$100,000 for the initial airing and \$15,000 for the first rerun. "And half of that \$15,000 goes directly to the actors and writers and so on as residual payments," he said. "We only see \$7,500 of it."

And ABC's cancellation of *The Texas Wheelers* after only four episodes, involves an estimated loss to MTM of \$150,000, as Mr. Tinker sees it.

The MTM people are also somewhat uptight about *Friends and Lovers*, starring Paul Sand. The show has been coming across with high 30's shares, which would be great under normal circumstances. But when the lead-in is the most popular show on the air, *All in the Family*, it is not operating under normal circumstances. And with *All in the Family* averaging in the low 50s so far this season, a dangerously high total of 12 share points (16 in the most recent na-

Cal's meow. The MTM take-off on MGM's roaring lion ends these five shows (clockwise from below): *Rhoda*, *The* (soon-to-be-late) *Texas Wheelers*, *The Paul Sand Show*, *The Bob Newhart Show* and *The Mary Tyler Moore Show*.





tionals) are vanishing from CBS during the station break.

Allan Burns is also steamed because the CBS programmers forced him to postpone the original premiere episode of *Friends and Lovers* in favor of what to him was a weaker episode. His misgivings were shared by many critics, who regarded the program as contrived and mechanical. As Mr. Burns remembered the incident: "Fred Silverman [CBS's programming vice president] gave us the okay for the original episode based on the script, which had Paul getting involved with a ballerina. The episode is rich, romantic and funny, and structured almost like a movie.

"But when Fred saw the finished film, his reaction was: I'm scared of it—there's too much classical music and ballet." Mr. Burns added that the unfavorable critical reaction to the substitute Sand episode was dismissed by Mr. Silverman with the reminder that *Time* magazine and *The New York Times* both regarded the first episode of *The Mary Tyler Moore Show* five years ago as an unmitigated disaster.

The real difficulty with the Sand show, as Mr. Burns saw it, is that "unlike Mary Tyler Moore, for example, the character Sand plays has no constant underlying problem. Mary is a woman over 30 who's single and trying to make a living in a man's world. A male bachelor over 30 who's making good money, like Paul, obviously doesn't have Mary's pressure. So, in effect, we have to create a new pressure for Paul every week, and that means really racking our brains over storylines."

One remedy: the writers have decided to lay a set of parents on Paul (to be played by Jack Gilford and Jan Miner, two show biz veterans). "They've lost all their money in an Arizona retirement investment that went bust," Mr. Burns said. "So they pile on their son and become an additional financial burden to him. And we'll have them treating him like a little boy, which should squeeze some conflict back into the show."

The unqualified big hit of MTM's three new shows is *Rhoda*, but Mr. Burns (who pretty much divides his time between *Rhoda* and the Sand show, according to Grant Tinker) said he is worried that the program might "lose its thrust" when the main character gets married during the course of an hour-long special next month. "We wanted to keep Rhoda Morgenstern single for 12, maybe 15 episodes," he said. "But Fred Silverman, who's a very persuasive man, told us that if we got her married in the eighth week we'd be guaranteed a high rating during the Nielsen sweep period. And, even further, that we could expand to an hour that week and combine the casts of *Rhoda* and *The Mary Tyler Moore Show*."

The one thing that both Mr. Burns and Mr. Tinker are striving to avoid on *Rhoda* is a too heavy emphasis on the character's New York Jewishness. "We don't want to founder in some ethnic sea," Mr. Tinker said. And, added Mr. Burns: "The show is about people—the



**Behind the cameras.** Much of the business and creative drive behind the Mary Tyler Moore Enterprises mini-empire is supplied by Grant Tinker (l), the company's president, and Allan Burns, the co-creator and chief writer.

effect a Jewish mother [comedienne Nancy Walker plays Rhoda's mother] has on her daughter is universal. It applies to Irish mothers, German mothers, right on down the line."

MTM's two holdovers—*The Mary Tyler Moore Show* and *The Bob Newhart Show*—are humming along smoothly again this year. (In the most recent national Nielsens they both cracked the top 10 for the week, each attaining a healthy mid-40s share.)

Mary may, however, be getting a little more unbuttoned this year, according to Mr. Burns. "During the off-season she gained about 20 pounds, and on her it looks fantastic," he says. "So she'll be projecting a bit more sexuality this season—we'll give her more physical relationships with attractive men."

But the writers have no intention of fixing her up with a permanent love interest. "First of all," Mr. Burns said, "where would you find the actor? He'd have to be an attractive, intelligent guy, in his mid- to late-30s, who can play comedy. For example, it took us five months to find Rhoda's husband.

"And, secondly, we're performing a service to all the unmarried women out there by telling them that they shouldn't feel pressure to get married or to make permanent liaisons."

One marriage that's working beautifully is the Bob Newhart-Suzanne Pleshette match-up, and Tom Patchett and Jay Tarsis, the producers of *The Bob Newhart Show*, have no intention of tampering with success. "Bob and Suzanne play off each other perfectly," Mr. Patchett said. "Bob is the low-key reactor, the vulnerable guy who always seems to be put upon. Suzanne is more open, less inhibited—she'll launch into things without thinking, and that often precipitates the conflict."

Like MTM's other three CBS shows, each scene of Bob Newhart's program is shot with three cameras simultaneously while a live studio audience looks on. "This method allows us to make as many changes as we want in the editing room because we've got three angles for each scene," said Mr. Tarsis. Mr. Burns is even more emphatic. "We've salvaged a lot of shows in the cutting room," he said, adding that this factor gives MTM's series an advantage over Norman Lear's shows, which are all taped before a live audience. Although three tape cameras

are used, the actors' movements are blocked out in advance. The Lear shows are, in effect, pre-edited—the actors know which camera they have to play to, and only one camera records the action at any given time.

The Lear method is cheaper, but, in Mr. Burns's opinion, "film looks better. The high-key lighting for tape is too bright, too harsh—it gives everything a look that's too hard-edged for my taste." The only thing that would push MTM into shifting to tape, Mr. Tinker said, is for the costs of shooting with film to continue to skyrocket the way they have in the past year or so.

Another aspect that separates a Lear show from an MTM show is the conscious attempt by Mr. Lear to inject controversy into his series. "We don't hit our audiences over the head with social comment the way Norman does," Mr. Tinker said. And Mr. Burns added: "We figure that since Norman is deliberately trying to do satire of current issues, why should we do the same thing? But that doesn't mean we're not topical—we started off the season with a show about Mary Tyler Moore's going to jail for refusing to reveal her sources."

Finally, Mr. Patchett volunteered what's probably the most practical reason for MTM's steering clear of social issues: "When you deal with politics, you stand a good chance of alienating half your audience."

#### Perspective on the News

## How wide the wake of WEFM?

**FCC officials fear impact on station trading, expect to take case to high court as appeals bench orders agency to hold hearing on format change**

*"Moreover, there is no longer any room for doubt that if the FCC is to pursue the public interest, it may not be able at the same time to pursue a policy of free competition."*

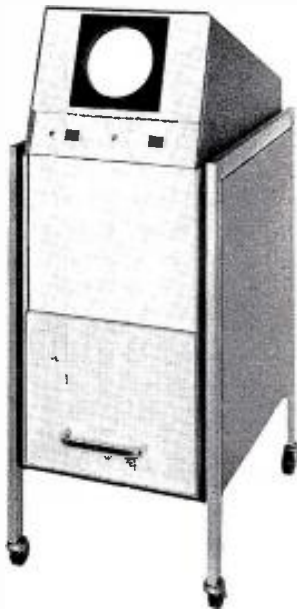
The words, coming near the conclusion of the WEFM(FM) opinion that was adopted two weeks ago by eight of 10 judges of the D.C. Circuit Court of Appeals (BROADCASTING, Oct. 7), seemed clear.

At least in cases involving station sales, the commission's policy of deferring to the marketplace in the determination of entertainment formats was struck down. In its place was to be erected one that guarded against the disappearance of diversity in entertainment formats.

As a result, the opinion was seen as having a potentially serious impact on station trading. Sales that would result in a decrease in the diversity of programming available in a market would appear to be vulnerable to challenge by citizen



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groups determined to preserve a favored format.

Some commission officials saw it as deterring broadcasters from attempting specialized programming. "They'd be afraid the format would be frozen," said one staffer. Because of these and other concerns, some officials last week said an effort to obtain Supreme Court review was likely.

The opinion giving rise to the concern and speculation overturned not only a decision of the FCC but also an earlier one of a three-judge panel of the appeals court that had affirmed the commission. The case involves Zenith Radio Corp.'s \$1 million sale of WEFM Chicago to GCC Communications of Chicago.

A Committee to Save WEFM had been doggedly opposing the sale because of GCC's plans to drop the classical music format WEFM has employed since going on the air in 1940 in favor of one featuring rock. And the court, in the opinion issued on Oct. 4, said the commission had erred in not holding a hearing on the assignment application.

The court action was significant also for the 33-page concurring opinion of Chief Judge David Bazelon, who had written the earlier opinion upholding the commission. His concurring opinion, as much a personal statement as a discussion of the applicable law, expresses concern about what it views as growing commission intrusion into broadcast programming in the last 40 years, "25 of which," Judge Bazelon notes, "I have sat in review" of commission policies.

But last week, lawyers in and out of the commission were focusing on the majority opinion. Harry Booth, the Chicago attorney who represents the citizen group, said the decision not only will "dampen" efforts to convert the nation's "quality" AM and FM stations to "rock and roll," but would "give heart" to groups "throughout the country" concerned about station sales involving format sales. "The decision of the court requires that their views be considered and that they be given an opportunity for a public hearing," he said.

Others expressed the view that the decision goes beyond the opinion in the WGKA(AM) Atlanta case, handed down in 1970 and until now considered the leading format-change case. They noted that in the WEFM case the court appears to be leaving behind the standard of uniqueness that was established in WGKA, where Atlantans were concerned about losing the only classical-music station in the market.

For in reviewing the WGKA and other format-change cases that have been taken to court, the appeals court talked of the "disappearance" not of a unique but of "a distinctive format" possibly depriving "a significant segment of the public of the benefits of radio, at least at their first-preference level," then added: "When faced with a proposed license assignment encompassing a format change, the FCC is obliged to determine whether the format to be lost is unique or otherwise serves a specialized audience that would feel its loss."

And the court made it clear that the pole star the commission is to follow in such matters is diversity.

The commission, in originally rejecting the committee's petition to deny, had made much of its conviction that, in cases that did not involve unique formats, changes should be left to licensee discretion. And it said that two other stations in the market—WNIB(FM) and WFMT(FM)—were employing formats similar to WEFM's. The commission also cited Zenith's claimed operating losses—\$2 million over a six-year period.

Furthermore, attached to the commission's March 22, 1973, order denying reconsideration, were "additional views" of then-Chairman Dean Burch in which five other commissioners joined and which were designed to explain the basis of the commission's decision. The statement warned that "locking" broadcasters into their present formats would discourage efforts at innovative programming, and said that where a community was not faced with the loss of a unique format, the commission looks to the marketplace to assure formats of interest to various segments of the public.

The court was not convinced that WEFM was not providing a unique service. It said that WNIB's signal covers only the city of Chicago, not the outlying areas in Illinois and Indiana, as does WEFM's. And it went even farther than the protesting committee did to question whether WFMT does indeed provide "a reasonable substitute" for the WEFM service; it noted that WFMT had been described as a "fine arts" station.

Accordingly, in directing the commission to hold a hearing on the sale, the court said the question of WFMT's "substitutability" for WEFM, as well as questions concerning Zenith's claimed financial losses and a possible misrepresentation on the part of GCC in its community leaders survey should be explored.

And then the court zeroed in on "an apparent error" in the six commissioners' analysis of the policy basis on which the decision rested. It was the view that entertainment program format is a matter best left to the discretion of the licensee, since, "as a matter of public acceptance and economic necessity, he will tend to program to meet the preferences of his area and fill whatever void is left by the programming of other stations."

The court did not agree. (It also thought it odd that the commission would accord such freedom to broadcasters in connection with entertainment programming while establishing some requirements for news and public affairs programming. If anything, the court said, "familiar First Amendment concepts" would indicate "a lesser" governmental role in news and public affairs.) It noted that the Supreme Court has held that "the avowed aim" of the Communications Act is "to secure the maximum benefits of radio to all the people of the United States." And it was at that point that the court said there is no longer any doubt that the commission may not be able to pursue the public interest and free competition at the same time.

Since broadcasters derive their revenues from advertising, the court said, they will fashion programming that will appeal to the kind of audience, in size or demographics, that advertisers find desirable. This, the court added, is "inconsistent" with the Supreme Court's interpretation of the purposes of the Communications Act.

"We think it axiomatic that preservation of a format that would otherwise disappear, although economically and technologically viable and preferred by a significant number of listeners, is generally in the public interest," the court said. It acknowledged, for reasons within the commission's discretion to consider, that there may be some situations where that is not the case. But, it added, "a policy of mechanistic deference to 'competition' in entertainment program format will not focus the FCC's attention on the necessity to discern such reasons before allowing diversity, serving the public interest, to disappear from the airwaves."

The opinion was written for the court by Judge Carl McGowan. Among the judges who joined in it was Harold Leventhal, who was the author of the decision the court issued a week earlier reversing the commission's decision that NBC had violated the fairness doctrine in connection with its documentary *Pensions: The Broken Promise* (BROADCASTING, Sept. 30). The dissenters were Judge Roger Robb, who had voted with Judge Bazelon to affirm the commission when the WEFM case was before the three-judge panel, and Judge George MacKinnon.

Whether the opinion would apply not only to station sales but to proposals for changing formats in mid-license term was in doubt; the question of whether the commission should or legally can prohibit such a change is now being litigated in a case involving Starr Broadcasting's WNCN (FM) New York, which wants to abandon classical music for rock (BROADCASTING, Oct. 7). But it seemed to some attorneys that, since the commission must review service at license-renewal time, a format change in mid-term would provide grounds for a petition to deny—or material for anyone interested in filing a competing application.

Judge Bazelon, in his opinion, said he was reversing himself and voting for the remand of the case because that will require the commission "more fully" to explore the First Amendment issues which trouble him. And he indicated the court's opinion troubles him because it "sustains a broad view of the Commission's authority in the delicate area of programming with nary a syllable spoken to the First Amendment implications. . . ." His opinion provides a discussion of those implications, and airs his concern over commission policies, dating from 1934, when the commission was established, that have developed "in a manner obdurately resistant to First Amendment values."

In the course of his comments, he made clear again his concern over the First Amendment; two years ago he dissented when the court upheld the commission decision to deny renewal of

WXUR-AM-FM Media, Pa., in a case which involved alleged fairness doctrine violations.

Now he feels that the doctrine has been narrowed by Supreme Court decisions only to the personal attack and political editorializing rules that were promulgated under it and specifically upheld by the Supreme Court in 1969. The decisions that, he feels, have eviscerated the doctrine itself are BEM, in which broadcasters' right to adopt a flat ban on the sale of time for editorial advertising was upheld and the *Miami Herald* case, in which a right-of-reply law for newspapers was declared unconstitutional.

Furthermore, Judge Bazelon does not

believe the commission has the authority to examine program content, except in comparative proceedings, where he feels such an examination is unavoidable. Commission actions requiring a licensee to broadcast "certain political views or artistic achievement" or "approaching a denial" of license that grow out of petitions to deny or to require compliance with the fairness doctrine would, he contended, "in any other context directly contravene freedom of the press and cannot be justified by the nature of telecommunications."

But that would not bar the commission from considering the programming proposals of the parties in the WEFM case,



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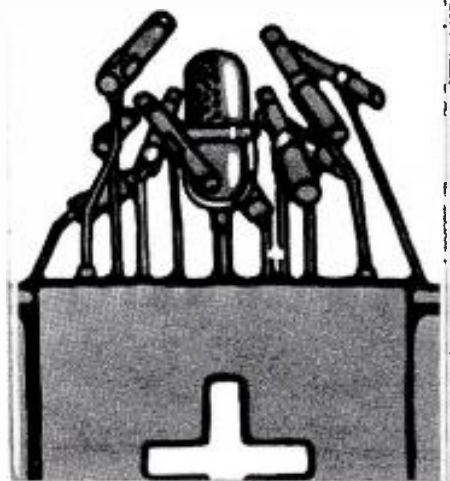
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## the "message" on the electronic media

### Models of Religious Broadcasting

J. Harold Ellens



### MODELS OF RELIGIOUS BROADCASTING

by J. Harold Ellens

The "pulpit" model, "The Mighty Acts of God" model, the "instructional" model, the "heaven" model—these are the four types of religious broadcasting used by religious groups to communicate the gospel to the "secular" market, according to J. Harold Ellens, a minister with a doctorate in communications.

After an historical introduction, Ellens analyzes the four models and discusses the factors which combine to make an effective broadcast ministry. Paper, \$3.45

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in Judge Bazelon's view. For he says that the court in *WGKA* held that "a license assignment is comparative in that the assignee and the assignor are compared." The basis for that, he says, is that if the assignment application is denied, Zenith would continue to operate *WEFM*.

As for his concerns with the manner in which the commission now regulates programing generally, Judge Bazelon turns to Congress, "the institution in our society which may legitimately transform telecommunications regulations to the degree necessary to accommodate First Amendment values."

He says Congress would have several options—"from altering the system of licenses for private licensees to public common carriers to complete and retroactive enforcement of the diversification guides. We must rely on Congress's willingness to do more than entrench the economic interests of the existing licensees."

While lawyers and FCC officials continue to ponder the decision, *WEFM* continues broadcasting classical music as, in effect, the property of *GCC*. The sale was consummated after the commission approved it but before the court stayed the effectiveness of that order. Accordingly, the court permitted *GCC* to continue operating the station provided it maintained the status quo. The station is understood to be operating at a loss.

## Whatever Lola wants, Lola gets: That's rationale for new season's emphasis on sex

**Despite the minor dust-ups in affiliate defections and audience murmuring, networks are moving their permissiveness sights higher—or lower—with the times**

Proof that sex is still an almost sure-fire TV drawing card can be gauged from the following shows, which have chalked up some of the biggest Nielsen numbers in the past five weeks:

- The made-for-TV movie "Born Innocent," which featured a graphic "rape" scene (a 14-year-old girl's violation by a group of other girls using a broom handle).

- The theatrical movie "M\*A\*S\*H," which, despite some snipping by CBS's censors, still managed to convey the impression that the favorite pastime of surgeons caught up in the Korean war was sexual intercourse;

- Another theatrical movie, "Klute," which stars Jane Fonda as a call girl being stalked by a sadistic murderer.

- "The Sex Symbol," a made-for-TV movie loosely based on events in the life of Marilyn Monroe, whose lead character was a bed-hopping, goofball-popping alcoholic.

- The theatrical film, "The Last Picture Show," which captured some of the

leazy doings in a jerkwater Texas town.

If sex-as-controversy has a built-in audience appeal, there are other reasons for this rush by the networks to embrace bolder themes. "Society is changing," says Tom Swafford, the vice president for program practices at CBS-TV. "If a television network doesn't reflect these changes, it's going to turn off the audiences it's trying to reach."

These audiences are heavily weighted toward the 18-to-49 age group, and ABC's vice president of broadcast standards and practices, Grace Johnsen, agrees that the networks' courting of these demographics is one important factor in the propelling of program content into more adventuresome areas.

But Robert Kasmire, the vice president for corporate affairs at NBC, says, "Even though we're moving into subjects that are more relevant and topical, more sensitive, we're still not lowering our standards bars."

"Our standards have to be far stricter than those of other media because we go directly into the home, and the network has no way of policing who's sitting in front of the TV set."

In the words of Charles Rembar, a communications-law attorney and an expert on constitutional law, "It is possible to regulate admission to theaters so as to keep children out; it is not possible to keep children away from television. The most vigorous opponents of censorship concede the validity of laws designed to keep children from being exposed to things thought injurious to their emotional development."

This concern for children is one of the reasons Mr. Kasmire now admits NBC may have made a mistake in airing "Born Innocent" at 8 p.m., NYT, instead of later in the evening. "That early start caused a certain amount of the adverse reaction we got to that show," he says.

All three network censors say that the time period is a factor that's taken into consideration in the decisions over what gets blue-pencilled. "We deliberately scheduled *Police Story* [which regularly tackles subjects ranging anywhere from prostitution to homosexuality] for 10 o'clock," says Mr. Kasmire. "It would be a completely different show if it were on at 8."

Theatrical movies and made-for-TV movies are causing most of the controversy this season, but CBS's Tom Swafford got some nervous phone calls from stations managers when Norman Lear had Bea Arthur, playing *Maude*, call someone on that show a "son of a bitch." "We let that one go because *Maude's* audience knows what to expect from her," Mr. Swafford says. "And, besides, that's not the first time the phrase 'son of a bitch' was uttered on the air. It was said in the movie 'Who's Afraid of Virginia Woolf' and Spencer Tracy said it in 'Guess Who's Coming to Dinner.' But when the writers included it in a *Rhoda* script we said no because that series is new—the audience expectations of that show haven't quite formed yet."

"Whether we leave a word in or take it out very much depends on the con-



text," says Miss Johnsen. "We don't sit down periodically with a list of words and say, 'These five words are now acceptable and those other five words are still taboo.' We'll be flexible on a movie like 'Patton' or an O'Neill play like 'Long Day's Journey Into Night' but much less permissive on, say, an episode of a continuing series."

Sponsors and affiliated stations have been almost surprisingly tolerant of this season's wave of sexuality, the only major sponsor defections coming over NBC's "Born Innocent" and over last Tuesday's (Oct. 8) episode of *Marcus Welby* (ABC) dealing with homosexual sodomy. In both cases, NBC and ABC replaced all the drop-outs, although, according to industry sources, they had to resort to fire-sale rates to do it.

And only two shows (both on ABC) have prompted affiliate rejections since the start of the season: the *Welby* episode, which was declined by six ABC stations (WPVI-TV Philadelphia; WCVB-TV Boston; WHYN-TV Springfield, Mass.; KATC-TV Lafayette, La.; KIII-TV Corpus Christi, Tex., and KULR-TV Billings, Mont.), and last Sunday's (Oct. 6) airing of "The Last Picture Show." In the latter case, WTVM-TV Columbus, Ga., and WTCL-TV Savannah, Ga., refused to carry it. But when KTVI-TV St. Louis said no, ABC found a willing taker in the same city: the independent KPLR-TV. Similarly, when WFTV-TV Orlando, Fla., refused to take it, the area's independent WSWB-TV picked it up. An additional 13 stations on the

ABC network delayed the movie a few hours.

## Four new series fall with leaves

**ABC-TV makes two immediate cuts; NBC-TV stays close to CBS-TV in fourth week of national Nielsens**

The networks dispatched their first official cancellation notices of the season last week. The four shows were on the receiving end of the bad news: *Kodiak* and *The Texas Wheelers* on ABC-TV, *Sons and Daughters* on CBS and *Sierra* on NBC.

ABC's rubouts also involved a bit of schedule shifting, with *Kung Fu* moving from Saturday (9-10 p.m., NYT) to Friday (8-9 p.m.), effective Nov. 1, a change that will push Friday's *The Six Million Dollar Man* back a half-hour (from 8:30 to 9 p.m.). No replacement was announced for the vacated *Kung Fu* time period, but ABC will fill the slot through Nov. 16 with theatrical movies and a rerun of the high-rated made-for-TV movie "Brian's Song." The disappearance of *The Texas Wheelers* after only four episodes and of *Kodiak* after only five represents a near-record vanishing act for shows premiering in the fall season.

CBS's *Sons and Daughters* (Wednesday, 8-9 p.m.) will run for nine weeks before being replaced by last summer's

hit variety hour, *Tony Orlando and Dawn*. *Sierra* (NBC, Thursday 8-9 p.m.) will play out its 11 completed episodes before disappearing some time in mid-December. Speculation on the replacement NBC show is centered on a musical variety hour starring either the Smothers Brothers or Mac Davis. (Until ratings lagged last season, Flip Wilson had given NBC a lock on that time period for many years.)

With the fourth full week (Sept. 30-Oct. 6) of national Nielsens now a matter of record, NBC is still close on the heels of CBS, with ABC bringing up the rear. CBS has a season-to-date rating of 20.2, NBC 19.9 and ABC 17.0.

CBS also has the fewest weak spots in its line-up, with only *Planet of the Apes* on the immediate endangered species list. (It hit its low of the season on Oct. 4, with a 15.5 rating and 26 share.) NBC's serious trouble spots include the long-running shows *Ironside* (now in its eighth year) and *Adam-12* (seven years old) and two rookies, *Lucas Tanner* and *Born Free*.

ABC's entire Friday- and Saturday-night line-ups are in the ratings doldrums, but network officials say their changes, which so far are restricted to those two nights, will make ABC more competitive. The network has three other Nielsen weaklings: *The Sonny Comedy Review*, *The Odd Couple* and *Paper Moon*.

Five new shows elbowed their way into the top 20 for the fourth week, and four of them belong to NBC: *Chico* and

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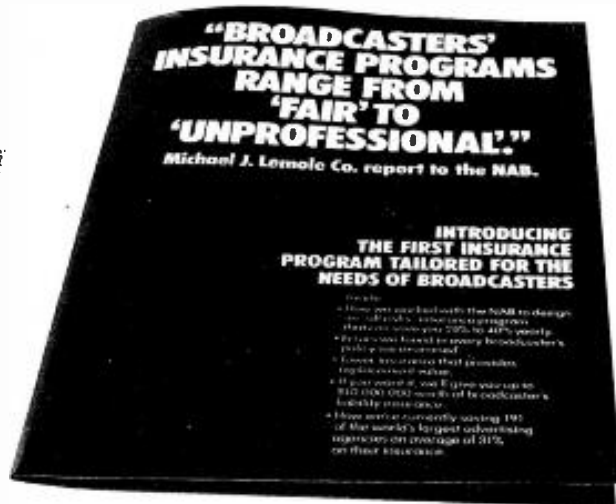
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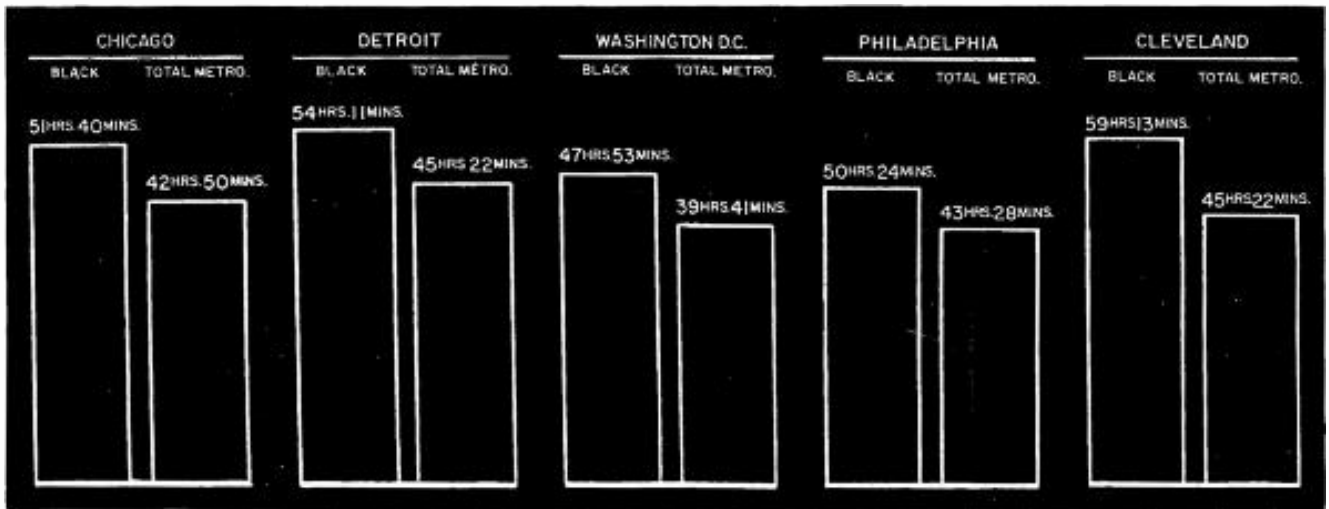
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**New measure of black viewing.** Black households watch television "significantly" more than households generally, the A. C. Nielsen Co. found in special studies in the metro areas of five major markets. Just how much more is shown in the city-by-city charts above (which describe black-vs.-total-metro-TV-household viewing in terms of average hours per week for the 7 a.m. - 1 a.m. broadcast day).

In three markets for which day-part detail was available—Chicago, Detroit and Washington—Nielsen said higher levels of black usage were evident in almost all day-parts but most pronounced in Monday-Friday daytime and early fringe. Prime time accounted for the largest blocks of viewing among both black households and total households but represented a lower percentage of total

viewing among blacks than among households generally.

Not surprisingly, the study also found that programs featuring blacks tend to get higher ratings in black households than in total households. On a total-households basis *Sanford and Son*, for instance, ranked first in Detroit, second in Washington and third in Chicago, although in none of those markets with more than a 41 rating, while on a black-households basis it ranked first in all three markets with 69 ratings in Chicago and Washington and a 74 in Detroit. *Soul Train* didn't make the top 10 in any of the three cities but ranked second in black households in Detroit and Washington and, though eighth in Chicago, was credited with helping to lift black-household set usage there to a Saturday daytime peak at its 2 p.m. airtime.

*the Man* (which finished in second place), *The Little House on the Prairie* (11th place), *The Rockford Files* (14th place) and *Police Woman* (19th place). The fifth new show is CBS's *Rhoda* (which finished fourth).

the data was supplied only in license-renewal applications every three years.

More than that, the data will enable viewers and potential competitors for the channel, as well as the commission itself, to keep a close check on whether stations are programing in accordance with proposals.

And in compiling the material every year, the commission makes it possible to compare performance of stations not only within the same market but in markets in different parts of the country. Under the previous system, this was difficult, if not impossible, since stations in various sections of the country file renewal applications at different times.

The commission's summary of data for the nation shows that, on the average, the stations devoted 8.8% of their day between 6 a.m. and midnight to news, 4.4% to public affairs and 9.3% to other nonentertainment and nonsports programing.

Between 6 and 11 p.m. (or between 5 and 10 p.m. in central and mountain time zones), the stations reported an average of 11.7% of their time devoted to news, 5.1% to public affairs and 2.4% to "other."

The report also provides data on local programing. It says that between 6 a.m. and midnight, the stations devoted on the average 4.7% of their time to local news, 1.7% to local public affairs, 2.3% to all other local nonentertainment and nonsports programs. The total time devoted to all local programs, including entertainment and sports, was on the average 11%.

And in prime time, the stations de-

voted an average of 5.9% of their time to local news, 1.7% to local public affairs and .7% to all other local nonentertainment and nonsports programs. The total average time devoted to all local programing, including entertainment and sports, in prime time was 10%.

## FCC data offers added insights on local stations' TV programing

**New reporting form is source for station-by-station profiles of nonentertainment telecasts**

During a composite week picked from between June 1972 and June 1973, the nation's 686 commercial television stations devoted, on the average, a total of 22.5% of their broadcast time to news, public affairs and other nonentertainment and nonsports programing. For prime time, it was 19.1%.

The statistics are among those the FCC has compiled from the annual programing reports television licensees must file with the commission. The first reports were filed March 1. And the commission last week issued a 220-page, market-by-market, station-by-station report of what it had found.

The annual reports will provide the commission with more detailed information on the amount of news, public affairs and "other" programing that television licensees are providing. Until now,

## Eight stations win Armstrong honors

The 10th annual Armstrong Awards for excellence and originality in FM broadcasting were presented last Friday (Oct. 11) at the annual convention of the National Association of FM Broadcasters.

Major awards for commercial stations went to WPST(FM) Trenton, N.J., in community service for *The Unfair, Impractical Equal Time Law and Fairness Doctrine*; WRVR(FM) New York in news for *Rockefeller's Drug Law*; WTIC(FM) Hartford, Conn., in music for *The Listening Room* series; and WFMT(FM) Chicago in education for *A Legacy of War*.

Top prize winners among noncommercial stations were KPFA(FM) Berkeley, Calif., in community service for *The Little People, or Think Big*; WOSU(FM) Columbus, Ohio; in news for its *Municipal Court Series*; WITF(FM) Hershey, Pa., in music for *The Opera: "Der Ring Des Nibelungen"*; and CBL(FM) Toronto in education for *Aldous Huxley and Beyond*.

Winners were selected by a panel of judges supervised by Kenneth K. Goldstein of Columbia University. Each winner received \$500 and a bronze plaque from the Armstrong Foundation.

## CBS-sponsored poll gives big edge to network radio

A May 1974 public opinion poll, conducted by Opinion Research Corp., Princeton, N.J., showed three times as many radio listeners "feel there are advantages" to listening to network radio as those who feel no advantage. Commissioned by CBS Radio network, the poll found that of 2,091 adults over 18 surveyed nationally, 62% affirmed advantages of network radio listening; 21% saw no advantages, and 17% had no opinion.

Comparing this year's survey results to those of a similar poll in 1972, George J. Arkedis, vice president and general manager, CBS Radio network, said the pro-network response was up 13%. The following is a list of advantages, and the percentage of respondents citing them, pertaining to network radio: complete, broad news coverage, 46%; national news, 29%; worldwide international news, 20%; faster news, 17%; more informative, educational programming, 5%; emergency bulletins, 4%; more accurate news, 3%; greater variety, 3%; better programming, 3%; commentary and analysis, 2%; better newsgathering facilities, 2%.

The most often mentioned disadvantage, the poll showed, was "not enough local news."

### Program Briefs

**Sold in 25 markets.** BBDO's syndication division announced that it will be in 25 markets (including nine of top 10) with its package of horror movies originally distributed to theaters by Hemisphere Pictures. Added markets include WLVI-TV Boston, KBHK-TV San Francisco, WDCA-TV Washington and WKBD-TV Detroit.

**List grows.** Paramount Television announced that *Mission: Impossible's* 171 hours are now playing off in syndication on 95 stations (including 45 of the top 50 markets). Newest sales include KMTC-TV Springfield, Mo., KLAA-TV West Monroe, La., and WHAG-TV Hagerstown, Md.

**Hold that hold.** WNET(TV) New York has been granted temporary injunction in New York State Supreme Court restraining Writers Guild of America, East, from interfering with performance of six freelance writers signed to produce scripts for projected 1976 series, *The Adams Chronicles*. Emanuel Dannett, attorney for public station, contended in brief that WGAE demanded separate agreement covering those writers and, when WNET refused, ordered writers not to work for WNET. After that, he said, writers ceased delivery of scripts, jeopardizing future of \$5.2-million project. Trial expected to be scheduled within about 30 days.

**Concerned picked.** American Legacy Inc., Salt Lake City, has appointed Concerned Marketing Co., Dallas, as sales representative for *The American Legacy* radio series. Consisting of 731 individual

60-second and 90-second vignettes which recreate American Revolution with music, sound effects and narration, *The American Legacy* is designed for use in conjunction with American Bicentennial.

**Quieter.** Obscenity, indecency and profanity complaints decreased along with most others on broadcast matters received by FCC complaints and compliance division for fiscal year ending June 30, 1974. Total of 50,414 complaints covering all matters represented nearly 18% decrease from past fiscal year.

**Format sales.** TM Programming Inc., Dallas, has announced following sales: Stereo rock format—KEZR(FM) San Jose, Calif.; WWRH(FM) Columbus, Ga.; KBBK(FM) Boise, Idaho; WMBD-FM Peoria, Ill.; WPTH(FM) Fort Wayne, Ind.; WFBQ(FM) Indianapolis; KRNT-FM Des Moines, Iowa; WCGY(FM) Lawrence, Mass.-Boston; WQHI(FM) Louisville, Ky.-Jefferson, Ind.; KPTL-FM Carson City, Nev.; KTQM(FM) Clovis, N.M., and KEEZ(FM) San Antonio, Tex. Beautiful music format—KBEE-FM Modesto, Calif.; WYEZ(FM) Elkhart, Ind.; WKMO(FM) Kokomo, Ind.; WCOZ(FM) Boston; WMYS(FM) New Bedford, Mass.; KRNO(FM) Reno; KJAK(FM) Oklahoma City; KODA-AM-FM Houston; KCLX(AM) Colfax, Wash., and WISN-FM Milwaukee.

**More markets.** National Telefilm Associates, Los Angeles, reported sale of *High Chaparral* in 11 more domestic markets, bringing total to 80. Added: KFMS-TV Fort Smith, Ark.; WYAH-TV Norfolk-Portsmouth, Va.; KWVL-TV Waterloo, Iowa; WTVR-TV Richmond, Va.; WTWO-TV Terre Haute, Ind.; KMEG-TV Sioux City, Iowa; WDTB(TV) Panama City, Fla.; WTVY-TV Dothan, Ala.; WTKO-TV Meridian, Miss.; WJBF-TV Augusta, Ga.; and KIVI(TV) Boise and KPVI-TV Pocatello, both Idaho.

**Carpentry tips.** Champlain Productions, Montreal, has announced sale of *Mr. Chips*, syndicated series with do-it-yourself home tips, to WSND-TV Patchogue, N.Y.; WAVY-TV Portsmouth, Va.; KPLR-TV St. Louis; WJAN(TV) Canton, Ohio; KLNI-TV Lafayette, La.; KJTV(TV) Bakersfield, Calif.; WPGH-TV Pittsburgh; KTVW(TV) Seattle and WSJV(TV) South Bend, Ind.

**State's first.** Profile Productions Inc., Los Angeles, has announced plans to produce and syndicate series of 50 half-hour films on history and wonders of the 50 states under title *America First*.

**Happy ending for scripts.** Residual payments to TV writers reached an all-time high for one month in August, when \$1,123,233.58 was collected by Writers Guild of America, West. This compares to previous monthly high of \$1,063,736.28 for July 1973. For eight months of this year, residual collections reached \$8,029,228.29, almost \$2.5 million over comparable period of 1973. For January-August period:

	1974	1973
TV	6,794,517.78	\$4,784,330.09
Films to TV	1,222,849.29	779,388.45
Supplemental markets	11,861.22	—
Total	\$8,029,228.29	\$5,563,718.54

## When is spot a network? It's getting hard to tell in '74 radio

Growth of rep-generated sales combinations is either boon or bane to broadcasting, depending on one's point of view, but that they're a growing force in advertising is beyond dispute

The hottest thing in spot radio these days is, of all things, networks.

At least six leading radio station rep firms are currently operating or attempting to set up "networks" of stations that they offer to advertisers in virtually any desired configuration and length.

Thus advertisers using rep networks can buy as few as 50 stations or—as has happened at least twice—as many as 1,962. Or more.

It's a development of the 1970's and a growing business, not only in number of reps offering networks but also, by all accounts, in volume of business placed on them. Nobody can say how many dollars are involved but estimates range from 5% to 20% or more of current spot radio business, which would put the total somewhere between \$15 million and \$60 million. Most participants incline toward the lower figure.

Along with excitement, the rep-network movement has generated controversy—and criticism. Some of the bitterest criticism charges that it is driving radio rates down. This comes from both reps and stations not currently engaged in rep-networking. In addition, some claim it will become a form—if it isn't already—of spot cannibalism.

The rep-network operators deny these charges, although some acknowledge that there have been scattered instances in which others—always it's others—went further than most would go in yielding to an advertiser's rate demands.

They also acknowledge that discounts are such that an advertiser can buy a network line-up from a rep for less than it would have to pay, at card rates, for the same stations individually—but they also insist it's business that would not have gone to spot anyway. And they also contend that rep-network unit rates are competitive with—and in most cases higher than—those of conventional networks.

Conventional networks, for their part, seem less concerned about rep networks as direct competitors than with what the long-term effects of their tactics may be.

The rep networks most frequently mentioned by buyers and sellers, and



presumably the most successful to date, are those put together by Blair Radio, Katz Radio and Eastman Radio. These three have been joined in recent months by one offered by Alan Torbet Associates. In addition, Buckley Radio officials say they have one that's ready but has made no sales yet, and McGavren-Guild reportedly expects to have one ready within a few weeks.

The rep network differs from conventional, or wired, networks in several respects. For one, its stations are not linked together; commercials are dubbed on tape and mailed to "affiliates" for airing at specified times. Nor does the rep network normally offer programing or other material except commercials.

The rep's own list of represented stations forms the nucleus of his network. Beyond these, he makes arrangements with stations in other markets to serve as his network's outlets there, thus making his network as big as he wishes (or is able) to make it. Then, from this overall network he offers lineups tailor-made to fit specific needs of specific advertisers.

For their part, stations ordinarily serve as outlets for only one rep network each, authorities say, although there apparently have been a few exceptions. The station's "compensation" is based on its spot rates for the network commercials it carries. The rep running the network usually deals with his "affiliates" through their own reps if he is not their rep himself, and in those cases he presumably receives some commission on the network business he places with them, although in at least a few cases he reportedly does not.

The rep network is essentially a new-business device. Some authorities credit it for much if not most of the rather modest growth that has occurred in national-spot radio in the last couple of years. Others, without necessarily challenging that claim, see "sticky" or "difficult" problems following in its wake.

The reps operating them emphasize their networks' flexibility as compared with wired networks and their simplicity, in terms of paperwork, as compared with spot.

An advertiser who needs and is willing to meet a rep network's minimum-buy requirements, they stress, can shape his line-up to suit his needs: heavy in sections where he needs special weight, and varying his start-dates, number of announcements, day-parts and even commercial copy from one market to another—as needed.

Moreover, they continue, he can get buys that are competitive with wired networks in terms of cost efficiency and demographics and he is guaranteed his spots will run as ordered. And in addition to "all the flexibility of spot," the advocates stress, the advertiser or agency gets a single invoice, single bill, covering his entire buy and thus is freed of most of the paperwork of spot.

Agency executives, however, range from warm to lukewarm to cool in their attitudes. Some who have tested the idea like it. Some say its advantages are over-touted. Others say it all depends: that use of a rep network requires a fairly substantial budget and that smaller advertisers are better off in straight spot. One executive said he'd been following rep networks closely but had never bought because he veers toward conventional networks if a client requires tonnage, and otherwise uses spot group plans for straight spot. However, several agencies that have been testing the concept said it was highly probable they would try it on a wider scale and perhaps a full-scale basis in 1975.

Rep-network operators' own estimates of the current extent of their network billings vary widely, but all say their volume is growing. Some experienced observers, not directly involved, predict the concept will spread eventually to TV.

Of the three rep networks currently most active, Blair officials estimate their network billings don't yet reach 5% of Blair Radio's total; Katz officials will say only that at present growth rates their network's contribution will become "an important percentage" and Eastman officials say the Eastman network already accounts for "well over 20%" of Eastman radio billings.

Another rep said he made an analysis a year ago that indicated about 8% of all business placed through station representatives was on rep networks. He was sure the volume had increased this year. Another long-time spot-TV observer, with no direct ties to the rep field, speculated the total currently might be as much as 20% of spot radio billings, but conceded he could be "way off." At the 20% level, the rep networks would be challenging the \$65 million in billings that FCC reported for conventional national networks for 1972.

The term "networks" has existed in the spot radio field since the early 1960's, but sales officials note that historically they were operated more as group buys than in the current context of direct competition with wired networks.

Rep sources agree that the first of today's rep networks in the modern mold was launched by Blair Radio in 1970. "The original concept was to provide something [an advertiser] couldn't get from another source: a station in each of the top 100 markets," says Robert J. Lobdell, vice president and national sales manager of Blair Radio.

Blair represents 67 AM and 35 FM stations in 68 markets and these are the nucleus of the Blair Radio Network, whose "basic" list consists of the top 100 markets. Beyond the top 100, Blair has an arrangement with Keystone Broadcasting System, a non-interconnected network itself but concentrating on smaller markets. Thus when a Blair Radio Network buy extends beyond the top 100 markets, Keystone stations get the excess.

It was with Keystone's help, Mr. Lobdell says, that Blair was able to put together—on two occasions—what must have been the longest network radio line-up in memory. It was done for Chevrolet for campaigns at the beginning of the 1973 and 1974 model years. Chevrolet wanted to cover every Chevrolet dealer city in the country and the result in both years, Mr. Lobdell recalls, was a line-up of 1,962 stations in almost that many markets. More important, he adds, the money for it came out of Chevrolet newspaper budgets.

This past summer Blair and Keystone combined forces again on a Blair Network campaign for Ford trucks that Mr. Lobdell says ran on 749 stations. And this month, he notes, 3M Co. is using a 146-station Blair Network line-up for a one-week campaign promoting a 3M-funded program on alcoholism, *Drink, Drank, Drunk*, that's scheduled on the Public Broadcasting System on Oct. 2.

Mr. Lobdell estimates that a one-minute spot covering the Blair Network's top 100 markets would cost an advertiser about \$2,500, which he says compares with about \$1,800 as the highest priced spot on a conventional network. The \$2,500, he says, represents a discount of 20%-23% from what the advertiser would pay for the same stations individually.

Katz Radio launched its network in mid-1972. Since then, according to Geoffrey Hall, Katz Radio vice president and general manager, the network has han-



**Tale of tape.** A presentation to persuade advertising agencies that video tape is as good as film for TV commercials was made Oct. 2-3 at the first "Video Faire" at Burbank Studios in Los Angeles. Shown at the first session observing the operation of a tape control board are (l to r): George Zimbleman, Leo Burnett, Jack Mauck, Trans-American Video (and chairman of the fair), and Chaunce Skilling, Compton. The event was a cooperative venture by Trans-American Video, Vidtronics, CFI-Videomobile, Editel, Compact Video, Video Cassette Industries, Videography, Sheltervision, Vidtec, Jim Kilgore Ltd. (lighting consultant), Pacific Video and Ampex Corp., all West Coast firms.

dled close to 30 orders, of which 15 came this year—and more are expected before the year is out. Actually, Katz has taken to calling its network the Katz networks, plural. This, Mr. Hall says, is in recognition of an ability to put similarly formatted stations together in different line-ups directed to different demographics. For a "representative schedule" of ten 60-second spots a week in 100 markets he puts the rate at approximately \$1,900 a minute.

Among Katz network clients, he says, are or have been Ford; Contac; Reynolds Wrap; Smucker's jams and jellies; Colgate-Palmolive's Fab, Irish Spring and Ultrabrite; United Delco; Hanes L'Eggs pantyhose; All-State Insurance; Admiral Corp.; PPG Industries, and Rustoleum.

The Katz Radio Network encompasses 175 AM and FM stations and serves 112 markets, including all of the top 100 markets, according to Mr. Hall. "We'll sell [line-ups of] as few as 50 markets and as many as 112," he says. "But we try to sell at least 100."

Mr. Hall emphasized that "we don't go after spot dollars." Rather, he says, the target is (1) dollars allocated for network radio, (2) dollars that "haven't been allocated to anyone," when campaigns are still in the planning stage, and (3) dollars that in the past have been allocated to TV or other media.

Eastman Radio, which activated its network a little over a year ago, represents 157 AM and FM stations in 114 markets including, officials say, 84 of the top 100 markets. All these stations, plus 16 others among the top 100, are in the Eastman Network.

Richard M. Duffy, vice president and manager of the Eastman Network, says the minimum network buy is the top 50 markets. Also available: the top 100 markets and the full network line-up. Mr. Duffy says he's free to list six campaigns that have been "detoured" from wired networks to the top 100 markets via the Eastman network since June 1: American Motors air conditioners, Ultrabrite toothpaste, Fab, American Motors cars, Irish Spring soap and another Ultrabrite flight.

That Ultrabrite business has been the subject of a lot of talk, including charges by some reps that Eastman yielded to Colgate demands that the unit cost for 30-second spots be dropped to 50% from the conventional 75%-80% of the minute rate. Mr. Duffy denies this, adding: "If it hadn't been profitable for our stations to take it, they wouldn't have taken it." And he adds again, "our rates are substantially higher than any wired network's."

The Eastman network's charge for 12 commercial minutes a week in the top 100 markets, with approximately 80% of the spots in drive time and 20% in weekend and housewife time, would be about \$2,100 a minute, according to Mr. Duffy.

Alan Torbet, president of Alan Torbet Associates, says his firm's radio network has been in development for some 18 months and operative for the last six, offering "any combination of 50 or more markets, from number one through number 160," or, if desired, 200 in all. He

## BAR reports television-network sales as of Sept. 29

ABC \$469,001,200 (30.5%), CBS \$558,252,200 (36.0%), NBC \$512,047,000 (33.5%)

Day parts	Total minutes week ended Sept. 29	Total dollars week ended Sept. 29	1974 total minutes	1974 total dollars	1973 total dollars
Monday-Friday Sign-on-10 a.m.	72	\$ 525,600	2,558	\$ 17,443,700	\$ 18,181,900
Monday-Friday 10 a.m.-6 p.m.	1,004	8,598,200	38,673	331,246,900	284,691,200
Saturday-Sunday Sign-on-6 p.m.	302	5,870,700	10,847	148,517,900	139,482,000
Monday-Saturday 6 p.m.-7:30 p.m.	99	2,130,700	3,815	78,546,400	70,496,400
Sunday 6 p.m.-7:30 p.m.	15	447,900	526	11,457,600	11,544,500
Monday-Sunday 7:30 p.m.-11 p.m.	400	26,686,200	15,259	841,278,000	776,889,500
Monday-Sunday 11 p.m.-Sign-off	175	3,428,200	6,720	110,809,900	95,507,000
<b>Total</b>	<b>2,067</b>	<b>\$47,687,500</b>	<b>78,398</b>	<b>\$1,539,300,400</b>	<b>\$1,396,792,500</b>

Source: Broadcast Advertisers Reports

estimates 10 one-minute commercials a week in the top 100 markets would cost around \$2,800 a minute. The Torbet network stresses the advantages of using its stations to supplement basic spot buys and thus gain additional coverage and impact.

Veteran wired-network operators queried last week did not seem greatly excited by their unwired competition. For one thing, their own 1974 business appears in most if not all cases to be exceeding 1973 levels.

A CBS Radio network source said he did not object to the competition, as such, but that he was concerned about some of the claims that rep networks are making—particularly allegations that wired networks do not clear spots as ordered or lack affidavits to prove they do, which he said is "completely untrue."

An ABC Radio official said he couldn't see that rep networks had done "a great deal to hurt us directly," but that over the long term a large number of competitors seeking basically the same advertising dollars could have "a downside effect" on rates. He also mentioned rep networks' criticism of conventional networks' clearances: ABC, he said, intends to make some changes, probably around the first of the year, "looking toward positive affidavits" on performance.

## AAF joins ranks opposed to FTC premium-ad ban

The Federal Trade Commission's proposed ban on children's premium advertisements on television is "totally lacking in factual and legal basis," the American Advertising Federation has said in a comment filed with the FTC.

Underlying the proposed FTC guide, according to the federation, is the "erroneous" assumption that the FTC can decide what is relevant to a purchasing decision and what should be emphasized

in product advertising. It noted that the ban is to apply to prizes or other promotional devices which appeal significantly to children under 12 and "unrelated to the merits of the product or service being promoted."

The role of arbiter of the merits of products, according to the federation, is a role "heretofore dedicated . . . to the operation of a free market economy." It added, "If the commission is permitted to ban television premium advertising as a result of a declaration by fiat that premiums are unrelated to the merits of either the product or the purchase decision, then it is only a short step to banning colors and then to banning products—all because the colors, or the products, are irrelevant to the eyes of the commission."

The federation said the proposed guide is also guilty of "faulty internal logic," when it says premium offers distract the targeted child from product features which would command the attentions of adult buyers. "Such broad and unsupported generalizations would label as 'childish' and 'unsocialized' every consumer who has purchased a particular brand of gasoline in order to secure a free beer mug," the federation said.

The federation also claimed the existence of voluntary programs for industry self-regulation that render any government rule unnecessary. Included among industry programs is the Children's Advertising Review Unit within the National Advertising Review Board, it said.

Also included, the federation said, is the Code Authority of the National Association of Broadcasters. Both of these bodies review children's advertising on a case-by-case basis—"as opposed to an across-the-board, arbitrary ruling . . ." it said.

The federation indicated that the FTC staff has tried to disregard the industry's initiatives and has failed to show that industry steps to correct misleading children's advertising have been inadequate.

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## To sell radio, first understand it

**With that approach, RKO General devises elaborate course that even teaches new things to industry vets**

A new training program in radio sales, introduced by RKO General Radio, has stirred interest in the ambitiousness of the undertaking as well as raising the question of what made an organization as large as RKO attempt such a project in the first place.

The program, entitled "The Breakthrough Course of Radio Selling," was conceived by Bruce Johnson, president of RKO General Radio, and edited by Art Mandelbaum, vice president for advertising and promotion for RKO. Designed as a complete course for the beginning salesperson in radio, "Breakthrough" bases its teaching upon a general analysis of the workings of all branches of radio, followed by more detailed instruction in the art of radio selling.

The eight areas of the self-teaching course were edited over a period of 14 months, going through 42 rewrites, with the total cost of designing and producing the course estimated in six figures.

Mr. Johnson has had such a project in mind for a long time, and was further prompted to develop it when RKO radio veterans, tested on the evaluation questions at the end of each "Breakthrough" chapter, scored only 32%. They have now studied the entire course. Beyond the in-house advantages of such a program for RKO, however, Mr. Johnson saw the need for a course which could simultaneously teach radio and sales, without taking valuable on-the-job time from sales and management personnel.

The course, marketed by the Concerned Marketing Co., Dallas, consists of 12 cassettes with an accompanying text, all contained in a standard ring binder. Initial response indicates that RKO's ambitious project is paying off, with 1,000 copies of the initial 5,000-print run already sold at \$250 each. Mr. Johnson projects future response at 25% from radio stations and 75% from private individuals.

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## TVB adds finishing touches to L.A. agenda

**Only major unresolved question: Who will be there as new president?**

"Modern management" will be the theme of the Television Bureau of Advertising's 20th annual membership meeting in Los Angeles next month and some 350 members are expected to be on hand to share its insights, TVB announced last week.

The meeting, Nov. 17-19 at the Century Plaza hotel, is also expected to mark the first public appearance of TVB's new president. As of early last week he could be identified only as a mystery guest—the TVB board and its search committee were still in the process of choosing

among candidates for the post, formerly held by Norman E. Cash, now TVB vice chairman (BROADCASTING, Sept. 30, Oct. 7).

Other agenda items include presentations for station management: one on how TVB plans to carry out the mandates incorporated in recommendations made by the steering committee and approved by the board (BROADCASTING, Oct. 7); a screening of 10 of TVB's newest videocassette sales tools; presentation of the annual advertiser of the year award and induction of five more TV stars into TVB's "Hall of Fame."

California Governor Ronald Reagan is scheduled to address the Nov. 18 luncheon meeting.

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## B&B to implement Ford's WIN ideas

**Agency picked after Ad Council's Keim confers with President**

The Advertising Council is mustering its forces in support of the White House's war to stop inflation and save energy.

The council has chosen Benton & Bowles, New York, to create the all-media campaign on two of the problems highlighted by President Ford in his speech to the nation last week. A spokesman for the Advertising Council said there is "no exact release date" for the television, radio, magazines, newspapers and transit advertising materials, but indicated they would become available over the next few weeks.

As a volunteer agency, B & B created the motif for the "WIN" button President Ford wore during his speech. It stands for "Whip Inflation Now." The agency also wrote a draft of the pledge that began running in newspapers last week in which readers enlist as "An Inflation Fighter and Energy Saver for the Duration."

Robert P. Keim, council president, said he spoke briefly with Mr. Ford in Washington after a Sept. 27 conference on inflation and the President expressed hope that the council would play a role in the inflation-energy drive.

Mr. Keim, who is one of 19 persons named by President Ford to the new Citizens' Action Committee to Fight Inflation, said Benton & Bowles is awaiting word from the White House as to the direction to take on the inflation-energy campaign.

Among others named to the citizens' committee are Dr. Frank Stanton, former vice chairman of CBS Inc. and now chairman of the Red Cross; Vincent T. Wasilewski, president of the National Association of Broadcasters and Stanford Smith, president of the American Newspaper Publishers Association.

Three current campaigns of the Advertising Council touch to some degree on President Ford's mandate: the "Don't be fuelish" campaign to conserve energy; another urging more productivity on the part of every worker and a long-running effort urging the purchase of United States Savings Bonds.

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## Blair TV revamps

**Teams set up within Market Division, another unit added in research**

Blair Television has realigned its Market Division in New York by splitting it into two separate sales units, and has appointed Arthur C. Stringer to head them as vice president and New York sales manager.

There will be two six-man teams in New York for the Market Division, which represents TV stations generally in the markets below the top 30. Mr. Stringer has been vice president and general sales manager of Blair TV's Chicago office. Replacing him there is Brian P. Hogan, who has been with the New York Station Division sales staff since 1967, and has been named general sales manager.

James R. Bloom and John T. Bray, New York Market Division salesmen, were named to head the two newly formed sales units. A market division official said the new set-up will provide stations "the greatest concentration of attention, selling effort and sales management ever furnished by a representative in the New York national spot television market."

In a separate move, Blair Television's Sales Strategy Division has formed a fourth research unit to service its Market Division stations exclusively. Named research director of the new Market Division SSD unit is Joseph N. R. Poulin, who has been vice president, research and programing, Avery-Knodel, New York.

In another expansion move within SSD, Lawrence J. Lynch, who has headed Blair's ABC research unit, has been named to the new post of programing director. Alfred B. Cannarella, who has been research director of the SSD CBS unit, has been chosen for the SSD ABC post. John J. Scott, who has been research manager of RTVR, RKO Television's representation arm, succeeds Mr. Cannarella in the SSD CBS post.

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## Independents' story goes on the road

Television's "little brothers"—the independent TV stations—have grown up and are ready to compete against their "big brothers"—network affiliates—for a larger slice of spot business.

This is the salient point made in the first major sales presentation prepared by Independent Television Stations Inc. (INTV) and to be delivered to the top 100 spot TV advertisers on behalf of 65 nonnetwork commercial TV stations in 45 markets. (INTV membership stands at 47, with KCOP-TV Los Angeles the only nonmember among major-market outlets.)

The slide presentation was unveiled at a news conference in New York last week as Robert J. Somerville, director of sales for INTV, prepared to leave for a cross-country swing to call on advertisers and agencies. Titled *The Independents of the*



70's, the presentation traces the growth in the number of independent stations; provides statistics on audience growth; cites the upgrading in programing quality and diversity in recent years; stresses the expanded TV coverage supplied through carriage of independent signals by cable television and asserts that independents often reach more different viewers more often than competing affiliates.

## Business Briefs

**Rep appointments.** KELP(AM) El Paso, KEEZ-FM San Antonio and KOKE-AM-FM Austin, all Texas, and KIKX(AM) Tucson, Ariz.: Selcom Inc., Los Angeles ■ WFTP(AM)-WLQY(FM) (formerly WARN-AM-FM) Fort Pierce, Fla., and KBAI(AM) Morro Bay, Calif.: Gert Bunchez & Associates, St. Louis ■ WRDO(AM) Augusta, Me.: Kettell-Carter, Boston (for New England) ■ WSYF(FM) Philadelphia: H-R/Stone Inc., New York.

**Seven for GCI.** GCI Sales Inc., New York, subsidiary of Globetrotters Communications Inc., Chicago, has been named national sales representative for five West Coast stations owned by Lotus Communications Corp., Los Angeles, and two belonging to Southwest Broadcasting Co. Lotus stations involved are KWKW(AM) Pasadena, Calif.; KFSD(AM) San Diego; KOXR(AM) Oxnard, Calif.; KENO(AM) Las Vegas and KONE(AM) Reno. Southwest stations are KOAL-AM-FM Redlands, Calif. Representation of seven stations on West Coast will remain with Lotus Reps. Adams Broadcast Services, New York, has been retained as national sales consultant to work with representative of outlets.

**Role of trucking.** TV spots in 38 markets in this fall are planned by ATA Foundation Inc., under grant to it by Powers-Control Division, Midland Ross Corp., Owosso, Mich. It is part of two-year program that started in 30 markets in 1973. Commercials challenge viewers to think of something that wasn't brought to them by truck while visual shows trucking deliveries. More than 20 spots are being run in Detroit with saturation schedule in San Francisco during October convention of American Trucking Association. Spots will run in other markets through January. Agency and producer of spots in Klock Advertising, Hazel Park, Mich.

**Big haul.** Data Communications Corp., Memphis, has signed Taft Broadcasting Co. for use of BIAS computerized system of traffic, sales and accounting on all Taft radio and television stations. Stations now under contract to BIAS total 92.

**Deflating inflation.** Savings and Loan Foundation Inc., Washington, has begun \$1-million campaign, principally in network TV, to educate public on effects of inflation and to suggest belt-tightening and dedication to moderation and restraint in money-related matters. Campaign, created by McCann-Erickson, New York, has theme, "There's No Living With Inflation."

## Cablecasting

### Comments from Hill urge more latitude be given pay cable

**Reply comments to FCC reflect earlier stands of all parties; Justice Department gets back in act, urges lifting of all pay cable strictures**

Reply comments to the FCC on pay cable, coming only two weeks after the initial round (BROADCASTING, Sept. 30), reaffirmed earlier positions of both cable and broadcast proponents, although several new coals were added to the fire.

Among those coals were comments from several members of Congress who attacked the commission's "unreasonable restraints" on pay cable's development. Although not specifying whether a four-year moratorium on the pay cable rules (as suggested by National Cable Television Association and cable groups) was appropriate, the congressmen advised that pay cable's growth be unfettered by FCC regulations to allow the public the "widest choice of programing." Those filing included Senators Philip Hart (D-Mich.), chairman of the Antitrust and Monopoly Subcommittee, Harrison Williams Jr. (D-N.J.), chair-

man of the Labor and Public Welfare committee, and Mark Hatfield (R-Ore.); Representatives Paul Cronin (R-Mass.), Kenneth Gray (D-Ill.), Robert Sikes (D-Fla.), John Murphy (R-N.Y.), Thomas Rees (D-Calif.), Fred Rooney (D-Pa.) and George Shipley (D-Ill.).

The Department of Justice also entered the proceeding, having been absent since it had filed comments favorable to pay cable during the first round of the proceeding in November 1973. Accordingly, Justice now suggests the lifting of all existing pay cable regulations so that "the assertions and counterassertions of the parties to the proceeding might be freely tested in the marketplace." Justice went one better than NCTA's four-year moratorium proposal; it suggested a five-year experimental period.

Many citizen groups new to the proceeding, especially minority organizations, filed reply comments favoring the slackening of pay cable restrictions. Of chief concern was the hope that allowing pay cable to grow would provide new jobs and more minority-oriented programing. The Cable Communications Resource Center proposed a 10-year moratorium to allow minority owned cable systems a chance to develop unimpeded by present FCC restrictions. Other citizen groups filing comments included Action for Children's Television, Allen Black Jr. (director of the National Association for the Advancement of Colored People's Legal Defense Fund), Congress of Racial

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Equality, National Urban League, National Urban Coalition, Associated Councils of the Arts and the Advocates for the Arts.

Rutgers University law professor Jose A. Rivera, expressing concern over television's impact on the Latin community, said that although he favored liberalizing pay cable restrictions, he was not in favor of allowing pay cable to "merely take its slice of the pie." Mr. Rivera sought rules expressly tying pay cable's growth to its employment and programing responsibilities to minorities. Similarly, the National Association of Educational Broadcasters and the National Newspaper Publishers Association wanted to see the FCC adopt rules to foster the utilization of pay cable to serve minority interests and called for easing restrictions to permit pay cable's growth.

Predictably, broadcasters — including the three networks, their affiliate associations, the National Association of Broadcasters, the Association of Maximum Service Telecasters and several individual licensees—opposed the NCTA-proposed four-year moratorium. ABC called it a "shallow device," NAB said it was "dangerously flawed" and Metro-media Inc. referred to it as an "insidious trap."

The broadcasters expressed concern that once all pay cable rules were dropped, the FCC would be virtually precluded from reimposing any restrictions if they later became necessary. Citing the example of the FCC grandfathering cable carriage of distant signals, NAB said the same justifications—inconvenience to pay subscribers and disruption of established program distribution practices—could be used to justify the complete abandonment of antisiphoning rules at the conclusion of the proposed moratorium regardless of the results. The network affiliates added that once large capital investments are made in pay cable hardware, the FCC would be in a difficult position to reenact restrictions. ABC, summing up the broadcasters' feelings toward any "experimental" relaxation of the rules, said: "It is irresponsible for a government agency to invite development of a new service and then withdraw or significantly curtail it."

Further, the network affiliate associations contended that such a moratorium, imposed now, would measure the effects on broadcasting at the wrong time in cable's development—before it has achieved the level of operation it expects to attain. NAB added that an experimental situation would not guarantee the pay cable industry would give up siphoned programing once the experiment is over.

Taft Broadcasting Co., in its first participation in the proceeding, suggested a new approach to providing diversified programing on pay cable without nullifying the present rules. If pay cable must be subsidized via profits from feature films and sports to permit the cablecasting of cultural and minority programing as cable groups contend, said Taft, then why not directly subsidize the

Ready. Parties filing last week at FCC to participate in pay-cable oral argument Oct. 23-25 in Washington include: ABC, CBS, NBC, the network affiliate associations, MCI Telecommunications Corp., Teleglobe Pay-TV System, National Association of Theatre Owners, Taft Broadcasting Co., Optical Systems Corp., Association of Independent Television Stations, Theatre Vision, Duhamel Broadcasting Enterprises, Teleprompter Corp., Time Inc., Home Box Office, Manhattan CATV and WSPD-TV Paducah, Ky.

origination of specialty programs whose cost cannot be covered by subscribers' payments alone? Taft argued that if such a direct subsidy is truly required it would make more sense to have cable operators seek funding from outside sources than the proposed rule relaxation that would give CATV systems "enormous potential financial leverage" to outbid broadcasters on films, with no assurance that profits derived from those films will be applied to subsidizing other programing.

NCTA and Warner Communications Inc. restated the need for empirical evidence obtained through a trial moratorium as the only way out of the quagmire of contradictory assertions so far presented. According to those cable groups, the debate as it now exists requires them to prove the "negative"—that the "imaginary horrors" the broadcasters foresee will never happen in a free-marketplace operation. Warner argued that whether or not the present restrictions are called for, the rules exceed the scope of the FCC's jurisdiction and, moreover, the commission has no business regulating specific programing because of First Amendment protection. Additionally, it said, the FCC cannot regulate the motion picture industry with respect to patterns or time schedules of film distribution.

Program suppliers, including MCA Inc. and the Motion Picture Association of America, held to their earlier views that the restrictions on pay cable should be revoked. MCA charged ABC's recommendation for congressional review of any decision reached by the commission as a "blatant" effort to further delay resolution of the problem.

One group taking a relatively middle-of-the-road approach were individual members of the Cable Television Information Center of the Urban Institute. They argued the only legitimate objective of the FCC is to prevent antisiphoning and not to interfere in market allocation of specific films. The CTIC members argued against the proposed moratorium, but added the FCC has "no business discouraging competition." The members suggested that pay cable systems should be allowed to bid against broadcasters for feature films once the networks have aired the film in prime-time, contrary to the present restrictions which keep films from cable between the second and 10th year following release on TV. That way, they asserted, antisiphoning would be

prevented since the show would have already been broadcast, but there would be no further restrictions to interfere in the marketing of films as exist now. Regarding sports, CTIC members suggested that free TV retain the same percentage of events it had broadcast in each category in the past five years, but make all others available to pay cable.

### **Hart warns restraints on siphoning could be anticompetitive 'in nature', advocates trial in the marketplace**

Three months into an investigation by his staff on allegations of anticompetitive practices in the pay cable controversy, Senator Philip Hart (D-Mich) has arrived at some firm conclusions: While the siphoning would be a "dubious" practice, Senator Hart has written the FCC, the rules the commission has employed to curtail such activity are "anticompetitive in nature."

Senator Hart's message came in advance of oral arguments the commission is to hold next week on proposed alterations to the current antisiphoning rules, and it left little doubt about his belief that the regulations should be scrapped completely. To pay cable interests (whose lobbying efforts were instrumental in eliciting letters to the commission from Mr. Hart and several other members of Congress) this was good news. The Antitrust and Monopoly Subcommittee which Mr. Hart heads is an influential force to reckon with.

Rather than maintaining rules that seem to be based on a philosophy that popular free programming would disappear from conventional television absent government strictures, Mr. Hart advised the commission that "it would be far better to allow the forces of the marketplace to enjoy free play." Program producers, he asserted, "ought to be able to sell their product to any medium on reasonable terms" so as to stimulate competition and enhance diversity.

If such a laissez-faire attitude on the part of the FCC did result in siphoning, as broadcast interests predict, the commission would have ample time to assess the development and take corrective measures, if necessary, Senator Hart suggested.

Mr. Hart's condemnation was echoed more severely on the House floor Oct. 2 by Congressman John Murphy (D-N.Y.). He claimed present FCC rules have "effectively denied" pay cable "an opportunity to establish itself. . . . This type of overbearing government interference in private business is sharply at odds with what I have always known and respected as this nation's system of free enterprise," Mr. Murphy said.

An Antitrust Subcommittee staffer cautioned against drawing the implication from Mr. Hart's letter that the Senator—perhaps the staunchest opponent of corporate monopolies in the Congress—views the broadcast establishment as a harbinger of anticompetitive notions. "That's the basic statement he would have used with any industry," the staffer

said of the FCC letter. Nevertheless, the presence of the staff inquiry on that same subject makes Mr. Hart's posture appear more pronounced.

Since early last summer, Mr. Hart's subcommittee has assigned one staffer full time and one part time to investigate pay-cable charges that broadcasters are engaging in illegal warehousing of program material and are attempting to stifle the pay industry (BROADCASTING, Sept. 9). While at the moment, a subcommittee source said, the investigation is "still very open" (indeed, it was reported that Mr. Hart has yet to discuss the project with the staff in detail), there remains a possibility of hearings in the next session of Congress.

A catalyst for such a development already exists. Senator Hart has proposed legislation (S. 1167) that would set up a watchdog agency to oversee the activities of certain industries, and be empowered to press for the "restructuring" of those industries if it finds substantial evidence of monopoly control. Along with such corporations in the energy, steel and ground transportation fields, "communications" in general is cited in the legislation. The subcommittee this year has limited its formal studies of communications-industry practices to the Bell System. But broadcasters and cable operators were included in the "philosophy" behind the bill, the staffer observed.

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## **Baruch ties growth of cable to growth of cable advertising**

### **Viacom chief says increased revenues can and must be obtained so that medium can penetrate major markets**

Cable television has the potential within the next decade to nearly equal radio as an advertising vehicle, says Viacom Chairman Ralph Baruch.

Mr. Baruch told the television committee of the Association of National Advertisers that, by 1982, cable could account for 3-4% of the advertising marketplace, compared with 5% each for radio and magazines, 20% for television and 25% for newspapers.

Mr. Baruch indicated that cable's growth as an ad medium must progress to levels such as these if the medium is to penetrate the major markets. To move into more areas of large population, he noted, will require "enormous capitalization."

To Mr. Baruch, cable is moving in the right direction, although it has a long way to go. He noted that 1973 cable ad revenues increased 40% over 1972. And while the average per-household revenue contribution in 1972 amounted to only 17 cents, Mr. Baruch acknowledged, the Viacom systems—as one example—will gross more than triple that amount this year. Further, Mr. Baruch called "perfectly reasonable" a Stanford Research Institute projection that per-household cable ad revenues will increase

to \$10 by 1977, \$20 by 1982 and \$30 by the mid-1980's.

The growth, Mr. Baruch indicated, will be from small-business sources. "For the first time," he asserted, small local advertisers have "the opportunity to supplement . . . local radio or newspaper advertising with cable television—at rates that compare favorably with other local media." But commercial television has "nothing to fear" from cable competition, Mr. Baruch said.

Pay cable must also be an adequate money source. But broadcasters "have even less to fear" from that medium, Mr. Baruch contended.

He noted that some have projected that pay cable's subscriber total—which now stands at about 80,000, according to Mr. Baruch—could increase to 2.5 million some time in the future. Some, he noted, fear this would cause a "mass exodus" of advertisers from conventional television to cable. But to build facilities capable of attracting such numbers, Mr. Baruch noted, would require a capital expenditure of \$350-\$500 million. And even if the money could be obtained, he claimed, the net weekly loss of advertising to television would be less than .3%. "But probably," Mr. Baruch maintained, "even this miniscule audience fragmentation would not take place."

And, in an ironic note, Mr. Baruch noted that CBS, in a 1967 letter to the House Communications Subcommittee, stressed that its position was that "no legislation should be enacted that would forbid wired pay television (as distinguished from over-the-air pay television, where government must make a choice between uses of broadcast spectrum space)." At that time, CBS was actively involved in cable, but by government fiat, divested itself of its CATV and domestic program production interests—which were spun off as Viacom.

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## **NCTA calls it quits on AT&T pole talks**

Following a failure to break the ice in its dispute with AT&T over CATV pole attachments, the National Cable Television Association has elected to defer to the FCC in the controversy.

Although AT&T had requested that further meetings between the two parties be held on Oct. 15 and 29, NCTA declined the invitation. Unless the phone company reverses its decision to negotiate without a cost justification and with the presumption that a pole-rental increase is justified, an association official said, "we have nothing to talk about."

The commission, which a year ago said it would assert authority over the issue unless a private settlement could be reached, is expected to issue an order shortly. It is understood that FCC Chairman Richard Wiley would prefer that lengthy pole hearings be avoided, if possible. However, if the commission declares that it has the authority to set pole rates, AT&T is understood to be prepared to challenge that action in court.



## For free or not for free

Islip's ire is provoked as Teleprompter shifts basketball and hockey over to pay channel

State and federal officials are being asked to intercede in a controversy over whether a cable operator has the right to put on pay cable a program service it had been offering to its subscribers free.

The flap began last month, when Teleprompter Corp. advised its 6,000 subscribers in the Long Island township of Islip, N.Y., that it would no longer offer free games of the New York Knicks and Rangers. It said customers who wanted to continue viewing those events could sign up for the Home Box Office pay service, which was just being introduced on the system.

Teleprompter subscribers in Islip didn't like that very much. Neither did officials at town hall, who have contacted both the FCC and the New York State Commission on Cable Television.

Teleprompter, however, claimed it had good justification for the move. The Islip system, officials reasoned, shares a common headend with the Teleprompter operation in neighboring Babylon, N.Y., where HBO had been offered for some time. Subscribers there had to pay to see the Knicks and Rangers. But in Islip, the free sports carriage had been a major subscriber selling point. The free games were brought to Islip as part of the regular HBO feed, but the movies and other programs HBO offered were blacked out.

That practice, Teleprompter contended, irked numerous subscribers who couldn't understand why the major movies being billed by HBO announcers during the sports programs weren't forthcoming. Ultimately, Teleprompter concluded that the demand for the entire HBO package was great enough in Islip to warrant initiation of pay service. Accordingly, HBO commenced operations there four weeks ago, and the free sportscasts ceased.

Islip town officials, who said they were besieged by complaints, are still trying to determine what can be done about the problem. "It puts the town in an awkward position," said Bill Kent, a town attorney. "There's nothing in our franchise that requires a certain program service be offered." At the same time, Mr. Kent added, Teleprompter maintains the town is powerless to intervene due to the FCC's pre-emption of authority over pay cable.

The town has a political problem as well. Teleprompter isn't the only cable operation in Islip. Viacom runs a larger system there, and subscribers to that cable service still get the Knicks and Rangers free. "What can you say when a guy comes in and complains that the person down the street is getting something free that he has to pay for?" Mr. Kent wondered.

For the time being, he said, "we're

yelling and screaming a lot." There will be more. Islip Town Supervisor Peter Cohalan is one of the witnesses scheduled to testify during the FCC's oral argument on the pay cable rules next week (see page 40).

No appreciable number of disconnects on the Islip system are reported, however. In the first month of service, some 1,500 subscribers have signed up for HBO (a penetration of 25%).

But town officials think they may have the last laugh. Teleprompter has requested a \$1 rate increase for basic cable subscribers (presently, Teleprompter and Viacom both charge \$6 monthly). Officially, town hall says the rate request has been "tabled." Unofficially, it is said that the request may be tabled for a long time.

## Pole detachment?

Michigan cable operators, who have been contesting utility company demands for pole-rental increases, now are faced with a suit that challenges cable's right to be on the poles at all.

Elmer E. White, an Ann Arbor attorney, has filed what he called a class action suit on behalf of customers of Detroit Edison Co. against the electrical firm and the Michigan Community Antenna Television Association. The suit, pending in Washtenaw county circuit court, claims that cable operators are "trespassing" on private property by stringing "unsightly" lines between utility poles.

Mr. White further claims that cable interests are improperly profiting from pole attachments. The practice, he claimed, "is illegal and no more legitimate than were the local Coca-Cola bottler to attempt to run a pipeline through the plaintiff's backyard upon an easement reserved for public utilities."

## Cable Briefs

**No raise, no service.** Teleprompter Corp. announced that it will cut back service to Big Flats, N.Y. after March 31, 1975. Town had refused to grant firm rate increase to \$5.75. Company noted that Big Flats operation was part of large Chemung county system serving 12 communities—other 11 have agreed to rate hike to \$5.75 per month. Big Flats would allow only \$5.50. Since Big Flats "separated itself" from rest of system by refusing increase, Teleprompter said, it would not be possible to continue viable operations in much of town.

**Vacancy.** Midwest cable officials are being polled by National Cable Television Association for nominees to succeed Leo Hoarty as regional representative on NCTA board of directors. Board will probably elect new Midwest member at next meeting, Nov. 19-20 in Washington. Mr. Hoarty's departure from board follows his move from Midwest—he had been general manager of Buckeye Cablevision's Toledo, Ohio, system. He has since moved to Gill Cable, San Jose, Calif., as vice president of corporate development.

## Broadcast Journalism

## Fairness doctrine complaint escalates into civil war at Chicago's WMAQ-TV

Commentator Len O'Connor criticizes his own management on the air for giving reply time to arts councilman, says he may pack it in after 34 years

Len O'Connor, television commentator whose monotone mumble has become a Chicago landmark over the past 34 years, says he has only one reason for remaining one day longer at NBC-owned WMAQ-TV: "They're not going to catch me on a breach of contract by my not showing up," he bitterly insists. "If I had my pleasures I wouldn't be there." His some one million regular listeners "better listen quick" he advises, because the veteran, white-haired, nasal-voiced paragon may soon pack up his marbles and go home in protest over the way his station handled a fairness doctrine complaint now pending appeal by the FCC.

Mr. O'Connor and his attorney further foretell a breach of contract suit against NBC, for WMAQ-TV's negotiating reply time for one of Mr. O'Connor's commentary targets without, allegedly, consulting Mr. O'Connor.

The target, Bruce Sagan, publishes suburban Chicago periodicals and is the chairman of the Illinois Arts Council. Last January, in a late evening news commentary questioning some of Illinois Governor Dan Walker's political appointments, Mr. O'Connor challenged the governor's naming Mr. Sagan as (then) acting IAC chairman on the basis that the council granted a hefty chunk of funding to the Chicago Dance Foundation, headed, the newscaster pointed out, by Mr. Sagan's wife. Dispensing funds to the state's cultural association is, incidentally, IAC's function.

After turning down two invitations by WMAQ-TV management to broadcast a reply to Mr. O'Connor's allegations, Mr. Sagan accepted a third, and will be interviewed on the Sunday afternoon local talk show, *Chicago Camera* Oct. 27. Mr. Sagan declined WMAQ-TV's first invitation, issued immediately after the O'Connor commentary, to be interviewed right away on one of the station's news programs. Then, last May, he filed a complaint against the station with the FCC, on grounds of (1) personal attack and (2) fairness doctrine violation contained in Mr. O'Connor's January commentary. The station offered, and Mr. Sagan accepted, an invitation to debate with Mr. O'Connor and two newspaper art critics on WMAQ-TV's public affairs program, *City Desk*. However, after the FCC dismissed his complaint that spring, Mr. Sagan rescinded his acceptance of reply time on grounds he did not wish to appear on the same program with Mr. O'Connor, WMAQ-TV management states.

Up to this point, Mr. O'Connor had no complaint with his station's handling

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- A complete listing of the nation's television markets, with latest Arbitron estimates of TV households and demographic breakouts.
- A special analysis of where things stand in the media competition, including a 20-year track on advertising spending in spot and network television vs. the other measured media. And a background report on the advertising media sales associations that do battle for the national and local dollar.
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of the Sagan complaint. In fact, the newsman's lawyer, Leonard Ring, stated that his client "doesn't care about NBC offering the complainant in this instance, or in any case for that matter, free time on the air . . . it's NBC's airtime, and it can throw it away as it likes."

A prickly dispute began to surface, however, after Mr. Sagan's appeal of his complaint to the FCC—filed, says WMAQ-TV management, on the last day (late July) before appeal privileges were to elapse. Mr. O'Connor's side of it is that NBC attorneys met "secretly" with Mr. Sagan's attorneys to offer Mr. Sagan airtime "in return for the complainant's dismissing his appeal." The "secret negotiations," Mr. O'Connor declares, were "made behind my back."

The station's side of it, from General Manager Lee Schulman, is that "we just wanted to make it perfectly clear to him [Mr. Sagan] that we were perfectly delighted to have him on the air any time." Furthermore, Mr. Schulman stresses, Mr. O'Connor was notified in advance twice—once in conversation and once via memorandum—that the invitation was to be extended to Mr. Sagan to appear alone, without benefit of Mr. O'Connor's on-air presence. Mr. O'Connor insists he

was not informed of the agreement until "after the fact."

Mr. Schulman says NBC is puzzled by Mr. O'Connor's claims, and that WMAQ-TV management has never been approached with the breach of contract line by either Mr. O'Connor or his attorney, although station-commentator negotiations are currently being conducted concerning, it is indicated, the termination of Mr. O'Connor's contract. "We don't understand his threats of lawsuit," Mr. Schulman insists. "Our greatest defense of his journalistic right is proven—he has been on the air and can say whatever he chooses to."

Mr. O'Connor used that right for three consecutive evenings last month to lambaste his station management for its treatment of him in the Sagan matter. On Sept. 25, Mr. O'Connor accused NBC of abridging his freedom of speech, and of "violating my rights under the First Amendment," and hinted at a lawsuit. The following evening he charged the station with "compromising my integrity." The third evening, Sept. 27, before WMAQ-TV management signaled an end to the on-air attacks against it, he claimed NBC was secretly planning to fire him, "after this controversy between us cools off for a couple of months."

"It would hurt NBC's image," Mr. O'Connor went on, "if they put the knife into me right away, so it figures that they will wait for a better time. Well, that's OK with me, but I think that NBC should play it on the square for a change; if they want to take my head off, they don't have to wait until they get me in a dark alley. If NBC had any guts, they would do it right now, with some degree of honor."

## Another NBC O&O adds news muscle

**Expansion of early-evening block, more budget, added staff mark start of try for improved ratings**

NBC-owned WKYC-TV Cleveland today (Oct. 14) becomes the latest major market station to adopt a two-hour early-evening news format. The move, which station officials admit was prompted in part by WKYC-TV's third place among Cleveland network affiliates in news ratings, involves the addition of 30 minutes to the evening package, an increase of approximately 33% in the news budget, and an almost 50% increase in personnel involved in the news operation.

Cleveland, WKYC-TV News Director Richard Lobo said, is a ripe market for the two-hour format. "Rush hour here ends at 5:30. We estimate that 85% of the total audience is home by then. And it increases to 90% at six o'clock."

WKYC-TV will start its evening coverage at 5:30 with anchorman Scott Osborne, who came to the station from NBC's WNBC-TV New York. Following Mr. Osborne will be Doug Adair (who previously handled all three local newscasts at the station) and Mike Landers (newly acquired from KYW-TV Phila-

delphia), who will team on the next hour of local newscasting and then will return for the 11 p.m. program. The two-hour package will be completed by NBC *Nightly News* at 7 p.m.

About two dozen people have been added to the news department, Mr. Lobo said. He added that additional technicians and production staffers brought into the news operation have increased the unit's total strength from 60 to 100. The news format has also been broadened to include special features such as a consumer-action segment, an entertainment calendar and regular restaurant reviews. Two Ikegami minicams are on order, which should enable WKYC-TV to move into live remote reporting via microwave by Jan. 1, 1975, Mr. Lobo said.

Although the move to a two-hour news block is not unprecedented among NBC stations, Mr. Lobo maintained the idea for the WKYC-TV change was his, and that it took no small amount of persuasion to bring it about. "We had a special contingent go to New York with the idea, right to the top of NBC management."

## Ford innovates

**President moves news conference out to the Rose Garden, allows reporters to pursue him with follow-up questions**

President Ford tried something new in the way of televised White House news conferences last week. Whether or not it elicited more information than the news conferences that Presidents in recent years have held in the East Room of the White House, the experience seemed a pleasant one for all concerned.

The conference was held outdoors, in the Rose Garden, and a rule was followed permitting each reporter who was recognized to remain on his feet to ask a follow-up question. The object was to meet reporters' criticism that the President can always avoid a direct answer to a hard question, then leave the questioner behind by going on to another reporter.

The result was that 19 reporters—somewhat fewer than the usual number for a half-hour news conference—were recognized, and seven of them asked follow-up questions. And although many questions were geared to the President's message on the economy he had delivered to the Congress the day before, reporters did ask about a wide variety of international and domestic matters.

The reporters seemed to enjoy the change. At a minimum, the open and peaceful surroundings appeared to ease the tensions that usually are evident in the East Room.

News Secretary Ron Nessen had said the new format was being tried on "an experimental basis." When the news conference—held on a warm, clear afternoon under a brilliant blue sky—had ended, he indicated it had gone just fine.

But presidential aid Robert Hartmann, who was standing nearby, observed: "You won't be able to do this through the winter."

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**Debut.** Dan Rather, former CBS News White House correspondent, will make his first appearance as anchorman for *CBS Reports* Oct. 22 at 10-11 p.m. (EDT) in "Castro: Cuba and the U.S.A." Mr. Rather interviewed the Cuban leader in Havana on Oct. 2, three days after the Cuban visit by Senators Jacob Javits (R-N.Y.) and Claiborne Pell (D-R.I.). The program will also use film of a Castro interview last July by Frank Mankiewicz, syndicated columnist.

### From Russia, with live

American television viewers will get an unprecedented live look at the take-off of a Russian spacecraft next summer, when the first joint U.S.-Soviet space mission will take place.

Soviet officials last week approved a plan whereby a live transmission of the Soyuz spaceshot—originated by Russian broadcasters—will be fed to the Houston control center of the National Aeronautics and Space Administration for distribution to U.S. audiences. American coverage of the corresponding Apollo lift-off will be fed to the Soviet Union as part of the reciprocal arrangement.

A Russian commentator will describe the proceedings at Baikonur launch site. The telecast will begin around 6:20 a.m. NYT on July 15, about two hours before the two Russian cosmonauts, Aleksey Leonov and Valeriy Kubasov, are scheduled to blast off. The Russians will also provide for general broadcast distribution the voice communications between the Soyuz craft in space and the Soviet mission control center near Moscow.

The Apollo team of Thomas Stafford, Donald Slayton and Vance Brand is scheduled to take off about seven and one half hours after the start of the Russian mission. The two crews will conduct numerous joint experiments highlighted by a docking of the two spacecrafts, which apparently will also be televised.

### Journalism Briefs

**Rip and read.** National Black Network, 15-month-old black owned-and-operated public affairs/information radio network, last week announced formation of 24-hour newswire service to NBN's 68 affiliates effective March 1, 1975. NBN President Engene Jackson, emphasized that "with 24 million blacks in America, there ought to be a daily printed chronicle so that they will not only hear the story, but read about it at their own convenience."

**Time flies.** In commemoration of its 50th anniversary in November 1976, NBC will carry three-hour TV special that year in prime time on date to be selected, reprising segments from some of network's radio and TV entertainment and news programs. NBC's first broadcast was on Nov. 15, 1926—remote from grand ballroom of Waldorf-Astoria hotel, New York.

## Novelties: What's new in music

**Even air personalities are in on the act with 'Evil Boll Weevil'; others include 'Earache, My Eye' and Reunion's 'Life Is a Rock'**

One of the more colorful results of a relatively trendless period in popular music is the appearance of a number of novelty records. And top-40 broadcasters, not content with just playing the records, are now creating them as well.

The latest novelty single to reach the charts is *The Ballad of Evil Boll Weevil*, the product of two air personalities from Atlanta, Rob Kelly of WQXI(AM) and Jeff Donovan of WQXI-FM, who wrote the song after reading reports of Evel Knievel's Snake River Canyon jump. Conceived as a song for Atlanta audiences, *Evil Boll Weevil* contains numerous local references, but caught the interest of Bang Records, which has distributed it nationally, with a success that has surprised no one more than the song's authors.

Program directors contacted about the song liked it for a number of reasons. The value of any novelty record lies largely in its ability to attract a sub-teen audience, and *Evil Boll Weevil* has been heavily requested in several markets, including Rochester, Minn., where KWEB(AM) finds the song number three in requests after only a week and a half of play.

The sales power of novelties can be substantial as well. *Evil Boll Weevil* is reported selling well in Pittsburgh and Rochester, Minn., with heavy sales in Atlanta.

Another recent novelty hit, Cheech & Chong's *Earache My Eye* (38 on this

Tracking the 'Playlist.' Olivia Newton-John's *I Honestly Love You* continues its strong showing in the first spot on this week's "Playlist," as movement within the top 20 continues to be slow. Bad Company's *Can't Get Enough* and Bo Donaldson & the Heywoods' *Who Do You Think You Are* both enter the top 10 for the first time. Most notable among new entries is *Do It Till You're Satisfied* by the B.T. Express, which makes a strong first appearance at 31. Neil Diamond moves well up the chart to 34 with *Longfellow Serenade*, while another balladeer long absent from the popular charts, Bobby Vinton, breaks in at 45. The Hues Corp., exemplars of the growing New York disco sound, arrive on the chart at 44 with their second single, *Rockin' Soul*. Massive television exposure seems to be paying off for the Hudson Brothers, whose *So You Are A Star* is bolted at 53. Carl Douglas's *Kung Fu Fighting*, which combines novelty with musical appeal, enters at 59 with strong reaction reported.

week's "Playlist") has reached the first spot at WLS(AM) Chicago and has sold well in many other markets, despite widespread dayparting.

The promotional potential of novelty records is also of interest to program directors, since the novelty song can serve to identify both song and station in the mind of the listener. One novelty hit, Reunion's *Life is a Rock (But the Radio Rolled Me)* (17 on this week's "Playlist"), served as the basis for a substantial promotion and contest for WEAM(AM) Arlington, Va. music director Jim Elliott invited listeners to try to write down all of the song's staccato lyrics, which are filled with references to music and pop culture, and send them in, with the most precise transcription rewarded with a color TV set. *Life is a Rock* had been number one in requests at WEAM before the contest and seemed to attract an audience broader in age span than is usual for novelty songs.

The success of the three songs cited above, and several others in the past year, have at least one team of songwriters thinking: With their first composition just reaching the charts this week, Mr. Kelly and Mr. Donovan of WQXI are already looking for an encore.

### Breaking In

**Country Side of Life—Wet Willie (Capricorn)** With one hit single already to their credit, these Macon, Ga.-based musicians seem headed for a second, also

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# The Broadcasting Playlist™ Oct 14

These are the top songs in air-play popularity on U.S. radio, as reported to *Broadcasting* by a nationwide sample of stations that program contemporary, "top-40" formats. Each song has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played and for the part of the day in which it appears. (▲) 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
1	1	1	I Honestly Love You (3:35) Olivia Newton-John—MCA	1	1	1	1
4	2	2	Nothing from Nothing (2:40) Billy Preston—A&M	2	2	2	3
3	3	3	Then Came You (3:53) Dionne Warwick & the Spinners—Atlantic	4	3	3	4
5	4	4	Can't Get Enough of Your Love Babe (3:15) Barry White—20th Century	3	4	6	2
2	5	5	I Shot the Sheriff (3:19) Eric Clapton—Atlantic	6	6	4	7
6	6	6	(You're) Having My Baby (2:32) Paul Anka—United Artists	7	5	5	6
8	7	7	Rock Me Gently (3:28) Andy Kim—Capitol	5	7	8	8
13	8	8	Can't Get Enough (3:20) Bad Company—Allanvic	9	9	7	5
9	9	9	Beach Baby (3:02) First Class—U.K. Records	8	8	9	9
14	10	10	Who Do You Think You Are (2:59) Bo Donaldson & the Heywoods—ABC/Dunhill	10	11	16	10
7	11	11	You Haven't Done Nothin' (3:20) Stevie Wonder—Tamla	12	10	15	14
10	12	12	Sweet Home Alabama (3:20) Lynyrd Skynyrd—MCA	14	14	10	11
12	13	13	Tell Me Something Good (3:30) Rufus—ABC/Dunhill	16	12	19	12
20	14	14	Love Me for a Reason (3:45) Osmonds—MGM	11	15	14	20
15	15	15	Never My Love (2:27) Blue Swede—EMI	13	19	11	16
18	16	16	Jazzman (3:43) Carole King—Ode	24	18	12	13
23	17	17	Life Is a Rock (But the Radio Rolled Me) (2:54) Reunion—RCA	26	20	13	15
16	18	18	The Night Chicago Died (3:30) Paper Lace—Mercury	21	13	22	17
11	19	19	Another Saturday Night (2:28) Cat Stevens—A&M	19	23	17	21
25	20	20	You Little Trustmaker (2:49) Tymes—RCA	18	16	25	22
17	21	21	Stop & Smell the Roses (2:55) Mac Davis—Columbia	15	21	21	23
22	22	22	Clap for the Wolfman (3:29) Guess Who—RCA	25	27	18	18
26	23	23	Steppin' Out (Gonna Boogie Tonight) (2:51) Tony Orlando & Dawn—Bell	17	22	24	24
32	24	24	Hang On in There Baby (3:23) Johnnie Bristol—MGM	27	17	28	25
28	25	25	Tin Man (3:25) America—Warner Brothers	22	25	23	26
19	26	26	Skin Tight (2:05) Ohio Players—Mercury	23	24	26	27
24	27	27	The Bitch Is Back (3:50) Elton John—MCA	35	30	20	19
21	28	28	I'm Leaving It (All) Up to You (2:46) Donny & Marie Osmond—MGM	20	28	30	30
37	29	29	Everlasting Love (2:20) Carl Carlton—Back Beat	28	31	31	34
29	30	30	Whatever Gets You Thru the Night (3:20) John Lennon—Apple	31	33	27	29
—	▲ 31	31	Do It Till You're Satisfied (3:09) B. T. Express—Scepter	33	26	35	31
30	32	32	Do It Baby (2:55) Miracles—Tamla	29	29	32	32
27	33	33	You Ain't Seen Nothin' Yet (3:29) Backman-Turner Overdrive—Mercury	34	32	29	28
52	▲ 34	34	Longfellow Serenade (3:30) Neil Diamond—Columbia	30	35	33	37
33	35	35	When Will I See You Again (2:58) Three Degrees—Philadelphia Int'l.	36	34	38	35
31	36	36	Feel Like Makin' Love (2:55) Roberta Flack—Atlantic	32	38	34	39
38	37	37	Carefree Highway (3:45) Gordon Lightfoot—Reprise	37	37	36	38
34	38	38	Earache My Eye (5:17) Cheech & Chong—A&M	46	45	37	33
35	39	39	Taking Care of Business (3:13) Backman-Turner Overdrive—Mercury	59	36	45	36
39	40	40	Back Home Again (4:42) John Denver—RCA	38	39	39	41
42	41	41	I've Got the Music in Me (3:40) Kiki Dee—MCA	44	42	42	40

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
47	42	42	I Can Help (2:57) Billy Swan—Monument	40	44	41	42
36	43	43	You & Me Against the World (3:08) Helen Reddy—Capitol	39	43	43	45
—	▲ 44	44	Rockin' Soul (2:59) Hues Corp.—RCA	41	40	47	46
—	▲ 45	45	My Melody of Love (3:08) Bobby Vinton—ABC/Dunhill	49	41	48	49
53	46	46	The Need to Be (3:53) Jim Weatherly—Buddah	42	46	50	53
43	47	47	Honey Honey (2:55) ABBA—Atlantic	54	53	46	44
51	48	48	Straight Shootin' Woman (2:57) Steppenwolf—Mums	50	49	54	43
56	49	49	Second Avenue (2:50) Art Garfunkel—Columbia	43	48	53	52
49	50	50	Give It to the People (3:18) Righteous Brothers—ABC/Dunhill	48	50	49	51
50	51	51	The Air that I Breathe (3:33) Hollies—Epic	47	66	40	57
41	52	52	Falling in Love (3:30) Souther, Hillman, Furay Band—Asylum	58	52	51	47
67	▲ 53	53	So You Are a Star (3:45) Hudson Brothers—Casablanca	51	51	52	55
46	54	54	Don't Let the Sun Go Down on Me (5:33) Elton John—MCA	45	71	44	68
40	55	55	Let's Put It All Together (2:55) Slystics—Avco	56	47	60	50
59	56	56	Play Something Sweet (3:32) Three Dog Night—ABC/Dunhill	55	54	57	48
58	57	57	You Can Have Her (3:00) Sam Neely—A&M	52	55	58	62
55	58	58	People Gotta Move (3:18) Gino Vanelli—A&M	62	56	61	54
—	▲ 59	59	Kung Fu Fighting (3:18) Carl Douglas—20th Century	57	57	59	61
72	▲ 60	60	Ride'em Cowboy (3:52) Paul Davis—Bang	61	59	55	59
64	61	61	Cats in the Cradle (3:29) Harry Chapin—Elektra	64	60	63	56
66	62	62	Rock the Boat (3:05) Hues Corp.—RCA	60	61	56	67
60	63	63	Rock Your Baby (3:14) George McCrae—T.K. Records	53	62	62	69
63	64	64	After the Goldrush (2:04) Prelude—Island	65	63	66	58
71	65	65	Wishing You Were Here (2:54) Chicago—Columbia	72	58	64	66
61	66	66	Travelin' Shoes (3:00) Elvin Bishop—Capricorn	73	68	65	59
44	67	67	Sha-La-La (Make Me Happy) (2:56) Al Green—Hi	63	70	70	75
68	68	68	Overnight Sensation (3:38) Raspberries—Capitol	69	69	67	65
75	69	69	Fairytale (3:11) Pointer Sisters—Blue Thumb	66	65	73	70
—	70	70	Ballad of Evil Bol Weevil (2:20) Grand Canyon—Bang	80	64	69	64
45	71	71	Let's Straighten It Out (3:14) Latimore—Glades	68	67	74	74
—	72	72	Give Me a Reason to Be Gone (2:45) Maureen McGovern—20th Century	70	72	72	72
—	73	73	Doraville (3:15) Atlanta Rhythm Section—Polydor	71	74	68	73
54	74	74	Free Man in Paris (2:56) Joni Mitchell—Asylum	74	75	75	63
—	75	75	Laughter in the Rain (2:50) Neil Sedaka—MCA	67	76	76	80

Alphabetical list (with this week's over-all rank): After the Goldrush (64). The Air That I Breathe (51). Another Saturday Night (19). Back Home Again (40). Ballad of Evil Bol Weevil (70). Beach Baby (9). The Bitch Is Back (27). Can't Get Enough (8). Can't Get Enough of Your Love Babe (4). Carefree Highway (37). Cats in the Cradle (61). Clap for the Wolfman (22). Do It Baby (32). Do It Till You're Satisfied (31). Don't Let the Sun Go Down on Me (54). Doraville (73). Earache My Eye (38). Everlasting Love (29). Fairytale (69). Falling in Love (52). Feel Like Makin' Love (36). Free Man in Paris (74). Give It to the People (50). Give Me a Reason to Be Gone (72). Hang On in There Baby (24). (You're) Having My Baby (6). Honey Honey (49). I Can Help (42). I Honestly Love You (1). I Shot the Sheriff (5). I'm Leaving It (All) Up to You (28). I've Got the Music in Me (41). Jazzman (16). Kung Fu Fighting (59). Laughter in the Rain (75). Let's Put It All Together (55). Let's Straighten It Out (71). Life Is a Rock (But the Radio Rolled Me) (17). Longfellow Serenade (34). Love Me for a Reason (14). My Melody of Love (45). The Need to Be (46). Never My Love (15). The Night Chicago Died (18). Nothing from Nothing (2). Overnight Sensation (68). People Gotta Move (58). Play Something Sweet (56). Ride'em Cowboy (60). Rock Me Gently (7). Rock the Boat (62). Rock Your Baby (63). Rockin' Soul (44). Second Avenue (49). Sha-La-La (Make Me Happy) (67). Skin Tight (26). So You Are a Star (53). Steppin' Out (Gonna Boogie Tonight) (23). Stop & Smell the Roses (21). Straight Shootin' Woman (48). Sweet Home Alabama (12). Taking Care of Business (39). Tell Me Something Good (13). Then Came You (3). Tin Man (25). Travelin' Shoes (66). Whatever Gets You Thru the Night (30). When Will I See You Again (35). Who Do You Think You Are (10). Wishing You Were Here (65). You Ain't Seen Nothin' Yet (33). You Can Have Her (57). You Haven't Done Nothin' (11). You Little Trustmaker (20). You & Me Against the World (43).

# When Country music lands on the moon, we'll be there.

Someday, the world of Country music may reach beyond our planet. You'll be pickin' and singin' in the craters, looking back at Mother Earth and Nashville, Tennessee.

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pulled from their successful *Keep on Smilin'* LP. As the title suggests, the song's lyrics extol the virtues of country living, backed by a blues- and gospel-tinged arrangement in the Capricorn mold. Widespread Southern radio reaction has begun to reach other sections of the country, with WCOL(AM) Columbus, Ohio; KIKX(AM) Tucson, Ariz.; WKGN(AM) Knoxville, Tenn., and WHHY(AM) Montgomery, Ala., all playing the single.

**Easy Street**—*Edgar Winter Group (Epic)* ■ This latest release from Mr. Winter's *Shock Treatment* LP marks something of a return to the jazz orientation of his earliest recordings. A blues-rocker with a distinct New Orleans flavor, *Easy Street* projects a much more relaxed mood than Mr. Winter's previous top-40 hits, *Frankenstein* and *The River Is Rising*. Stations adding the single include KREM(AM) Spokane, Wash., and WIFC(FM) Wausau, Wis.

**The Black Eyed Boys**—*Paper Lace (Mercury)* ■ Having collected a gold record and a denunciation from the office of Chicago Mayor Richard Daley for the apparently pro-gangster lyrics of *The Night Chicago Died*, this English band is well on its way to a second hit with this rocker. Added this week by WORC(AM) Worcester, Mass.; WLOB(AM) Portland, Me., and WFOM(AM) Marietta, Ga., the single avoids the local references (and, hopefully, local ire) which marked *The Night Chicago Died*.

### Back on automatic

RKO General's WAXY(FM) Fort Lauderdale-Miami has switched back to an automated all-oldies format after a seven-month venture into live top 40. RKO's Paul Drew arrived in Miami to supervise the change, which took effect Sept. 30. John Gambling Jr., from RKO's WROR(FM) Boston, has taken over as program director, succeeding E. Alvin Davis. WAXY now rejoins a family of RKO automated FM's which includes WEYR Chicago and KRTH Los Angeles.

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

- ANOTHER LONELY SONG, Andy Williams (Columbia).
- BLACK EYED BOYS, Paper Lace—(Mercury).
- COLD HIGHWAY, Elton John (MCA).
- DISTANT LOVER, Marvin Gaye (Tamla).
- HIGHER PLANE, Kool & the Gang (Delite).
- I DID WHAT I DID FOR MARIA, Errol Sober (ABC/Dunhill).
- JAMES DEAN, Eagles (Asylum).
- LA LA PEACE SONG, O. C. Smith (Columbia).
- LOVE DON'T LOVE NOBODY, Spinners (Atlantic).
- MEET ME AT THE CORNER DOWN AT JOE'S CAFE, Peter Noone (Casablanca).
- PENCIL THIN MUSTACHE, Jimmy Buffett (ABC/Dunhill).
- WRITE ME A LETTER, Defranco Family (20th Century).

## To Schenectady by golf umbrella

### GE engineer makes dramatic demonstration of capabilities of ATS satellite transmission

Using a standard walkie-talkie and a makeshift antenna, a General Electric engineer has proved that communications satellites can dramatically increase the range of a low-power radio device.

In a demonstration for officials of the National Aeronautics and Space Administration, GE's Roy Anderson fashioned an antenna from the frame of a golf umbrella and sent a walkie-talkie signal from a Washington sidewalk to GE's headquarters in Schenectady, N.Y.—some 400 miles away. The equipment used in the Oct. 4 transmission, a GE official said, had a total cost of only a few hundred dollars.

The relay was achieved by NASA's ATS-3 communications satellite—an older counterpart of the ATS-F spacecraft which was launched last June and which is to be engaged in an extensive educational broadcasting project in the Rocky Mountain region (BROADCASTING, May 27).

Much of Mr. Anderson's transmission was sent in Morse Code; officials in Schenectady successfully received a transmission of the acronym "NASA." It was also reported that a somewhat garbled voice signal was received from Washington, and a return voice transmission from Schenectady was picked up on Mr. Anderson's walkie talkie.

A NASA spokesman said it is considered likely that any other spacecraft in the ATS (Applied Technology Satellite) program could have achieved the same results. ATS-3, he said, was chosen because it was in the proper orbital position at the time of the experiment.

Walkie-talkies of the type used in the test usually have a range of about six miles.

### Detente for satellites?

A call for cooperation among governments and among professional broadcast organizations to solve the problems surrounding the use of international broadcast satellites was issued by Julian Goodman, NBC chairman, in a Tokyo speech (Oct. 7) to a general assembly of the Asian Broadcasting Union. He doubted direct broadcast satellite would ever be more than "a supplementary service" in countries like these . . . "broadcasting specialized material not provided by networks and local stations." But the issue is controversial, involving international questions of sovereignty, and he said "proper legal bodies" and broadcasting organizations should try to resolve these "before the developments that satellites can bring are needlessly restricted by government or United Nations action."

Meanwhile, Mr. Goodman said, "with-

in the next few years" video disks should be marketed that provide "an economical way" to play pre-recorded material through home TV sets. With these and with the increased use of video cassettes, he said, "we will have a new way of national and worldwide program distribution," while CATV systems linked by satellites "should be able to extend the use of existing television to distant areas of the world." He also predicted that, via satellites, "live, on-location remotes from around the world will be worked into the format of regular [TV] entertainment programs within the next few years."

### Simon headlines at EIA

Secretary of the Treasury William Simon will be the major speaker at the Electronic Industries Association convention Oct. 21-24 at the Beverly Hilton hotel, Beverly Hills, Calif.

Mr. Simon will address the banquet scheduled for Tuesday evening (Oct. 22). Other featured speakers will include Hugh E. Witt, deputy associate director of the Office of Management and Budget; Harold Malmgren, special assistant to the President for trade negotiations; Walter Edginton, chairman of GTE Sylvania Corp., and John Welty, vice president, Motorola Inc.

The major internal issue to be deliberated at the meeting is the proposed merger of the Association of Electronic



**Room for all.** Stainless Inc., North Wales, Pa., is fabricating a new 2,000-foot tower for KCRG-TV Cedar Rapids-Waterloo, Iowa, which the station will share with the Iowa Educational Broadcasting Network, and University of Northern Iowa's KUNI-(FM) Cedar Falls. International Tower Systems, Menomonee Falls, Wis., has contract for erecting the tower. The station's former tower collapsed Oct. 3, 1973, while workmen were modifying it, killing five persons. The first section of the new antenna is shown being hoisted into place. Completion is expected by late October.

Manufacturers into EIA. The motion has already been approved by the Eastern and Central divisions of AEM, but lacks formal EIA membership approval. The membership will also choose a successor to George Konkol, who has been EIA board chairman for the past two years.

## Tower rules to include environmental factor

Applications for broadcast structures over 300 feet to be affected

Broadcasters and others regulated by the FCC are to be required to file environmental impact statements when applying for permission to build tall and not-so-tall towers.

The commission, acting in accordance with the requirements of the Environmental Protection Act, has adopted rules, effective Jan. 1, calling for the filing of statements in connection with applications for microwave towers of 100 feet and all other structures of 300 feet.

The applicant will be required in his statement to a showing that the proposed structures will have no detrimental effect on the environment. In passing on the statements, the commission will accept comments from the public. And some officials feel that protests from the public could lead to new delays in processing the applications.

Commission officials say that the impact of the new rules—in terms of the numbers of applications to be filed—is most likely to be felt in the safety and special radio services area, not so much in radio, where few AM or FM towers reach above 300 feet. Actually, some commissioners, obviously out of sympathy with the act, had urged an even greater height—500 feet—as the trigger. But FCC Chairman Richard E. Wiley and Commissioners Charlotte Reid and Glen O. Robinson had urged a 200-foot height as the trigger; they said a greater height as the standard might not meet the requirements of the EPA. However, they concurred in the final result.

Publication of the rules is being deferred pending review of the new forms by the General Accounting Office.

## Technical Briefs

**Double okay.** N. V. Philips and MCA Inc. have announced that their respective boards had approved long-term agreement between two companies for the manufacture and distribution of a Philips/MCA optical video-disk player, including video disk programming (BROADCASTING, Sept. 30).

**Bound for Zaire.** RCA has shipped complete color-TV broadcast unit to the Republic of Zaire in Africa in preparation for beginning of color telecasts there.

**Stop and start.** Switchcraft Inc., Chicago, announces availability of audio cord plug with built-in momentary pause



**It's a deal.** Julius Barnathan (l), vice president in charge of broadcast operations and engineering for ABC, shakes hands with Saburo Oyama, board chairman of NEC America Inc., New York, sealing order for purchase of 13 FS-10B frame synchronizers at price of almost \$60,000 each. Looking on: Vern A. Pearson (left rear), national broadcast sales manager, Telemation Inc., which handles sales in U.S. for the frame synchronizers, and R. L. Pointer, director of broadcast engineering, ABC. Product is a timing converter allowing switching and special effects of studio and remote sources to be accomplished without disruption.

switch to provide broadcasters and entertainers positive switching control of microphones. Prices range from \$9.80 to \$13, depending on number of insert contacts. 5555 North Elston Avenue, Chicago 60630.

**Million-dollar deal.** TV Gazeta, Sao Paulo, Brazil, has ordered RCA-equipped mobile TV broadcast unit and studio equipment valued at more than \$1 million.

**Back in business.** Earl (dba "Madman") Muntz, TV-set and used-car pitchman of the forties and fifties, has returned to the world of television receivers. He and a Beverly Hills, Calif., industrialist, Dan Elman, have formed Muntz-Elman Manufacturing Inc., in Van Nuys, Calif., to build large-screen projection TV sets with 30-by-40-inch viewing area. Set is 36 inches high, 54 inches wide and 25 inches deep and with screen will be priced at \$1,995.

Mr. Muntz received "Madman" cognomen in the forties for his flamboyant used-car radio and billboard ads ("I want to give them away but Mrs. Muntz won't let me"). He established Muntz TV in 1948 and his low-cost set reportedly became the fourth largest selling in the field. He sold his interest in Muntz TV in 1957 and was subsequently involved in custom auto manufacturing and in making and distributing car stereo systems.

## Finance

### CBS Inc. is up for 14th straight quarter

Nine-month sales and profits also well ahead of 1973 pace

CBS Inc. had record sales and net income for both the third quarter and the first nine months of 1974.

William S. Paley, CBS chairman, and Arthur R. Taylor, president, noted that "the third quarter was the 14th consecutive quarter in which CBS earnings from continuing operations have improved over comparable year-earlier results." They reported that third quarter sales for all operating groups were "well ahead" of those for the 1973 period, and added:

"The CBS Television Network was the principal contributor in the CBS/Broadcast Group. Sales improvement by the CBS/Records Group came primarily from the international unit. CBS/Columbia Group gains were paced by the Musical Instruments Division. Sales increases by the Educational and Professional Publishing Divisions (Holt, Rinehart and Winston Inc. and W. B. Saunders Co.) of the CBS/Publishing Group more than offset lower sales in the Consumer Publishing Division."

Estimated 1974 third quarter income from continuing operations amounted to \$25.8 million (90 cents per share) on estimated net sales of \$415.2 million, compared to 1973 income of \$23.4 million (82 cents per share) on net sales of \$370.7 million.

For the first nine months of this year, estimated income from continuing operations was reported at \$76.1 million (\$2.66 per share) on net sales of \$1,249,800,000, as against net income of \$64.1 million (\$2.25 per share) on net sales of \$1,088,600,000 in the comparable period of 1973.

### WRG buy-back plan

In an apparent first step toward withdrawing from public ownership, Wells, Rich, Greene Inc., New York, has filed a registration with the Securities and Exchange Commission for a proposed offering of \$11,240,064 in 10% subordinated sinking fund debentures due in 1984.

The agency proposed to offer \$3 cash and \$8 principal amount of debentures in exchange for each outstanding share of WRG common stock up to a maximum of 1,405,000 shares, which represent all of the outstanding shares other than those owned by members of the WRG board of directors. Market value of shares to be exchanged is about \$10.5 million.

WRG also announced that the agency's billings for the 10 months ended last Aug. 31 were \$152,747,000, up from \$147,995,000 in the similar period in 1973, while net income amounted to \$2,388,561 (\$1.46 per share), as against \$2,369,925 (\$1.45 per share) in the 1973 period.

## 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
Avco Corp.	9 mo. 8/31	479,273,000	- 1.5%	25,265,000	*	1.13	486,685,000	6,633,000	1.90
Cablecom-General	9 mo. 8/31	16,444,089	+ 7.0%	726,640	*	.28	15,379,385	(1,592,848)	(.63)
Communications Properties	9 mo. 7/31	11,399,574	+ 12.1%	4,761,251	+ 8.2%	.04	10,166,273	4,401,049	.11
Four Star	year 6/29	2,832,150	(- 48.7%)	363,768	(- 57.5%)	(.55)	5,526,470	856,292	1.29
General Tire & Rubber	9 mo. 8/31	1,249,882,000	+ 24.2%	55,353,000	- 3.5%	2.60	1,005,683,000	57,245,000	2.69
Rust Craft	6 mo. 8/31	36,686,000	+ 7.4%	519,000	- 26.4%	.22	34,150,000	706,000	.30
Wometco Enterprises	9 mo. 9/7	109,678,000	+ 21.2%	6,190,000	+ 10.9%	.97	90,505,000	5,583,000	.88

\* Change too great to be meaningful.

## Broadcasting's index of 137 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. Oct. 9	Closing Wed. Oct. 2	Net change in week	% change in week	High 1974	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
<b>Broadcasting</b>											
ABC	ARC	N	16 1/2	16 3/4	- 1/4	- 1.49	28 3/8	14 5/8	6	16,582	273,603
CAPITAL CITIES	CCB	N	19 1/2	19 3/4	- 1/4	- 1.26	39 1/4	19 1/2	7	7,164	139,698
CBS	CBS	N	30 3/4	27 3/8	+ 3 3/8	+ 12.32	40	25	9	28,092	863,829
CONCERT NETWORK*	O		1/4	1/4		.00	7/8	1/4		2,200	550
COX	COX	N	10 3/4	9 7/8	+ 7/8	+ 8.86	19 3/8	9 1/2	6	5,831	62,683
GROSS TELECASTING	GGG	A	7 5/8	6 7/8	+ 3/4	+ 10.90	13 5/8	6 1/2	5	5,837	44,507
LIN	LINB	O	2	2 1/4	- 1/4	- 11.11	6 3/4	2	2	2,297	4,594
MOONEY*	MOON	O	1 1/2	1 1/2		.00	3 5/8	1 1/2	4	385	577
PACIFIC & SOUTHERN**	PSOU	O	4 3/4	4 3/4		.00	6 1/4	3 1/8	1	1,750	8,312
RAHALL	RAHL	O	2 1/4	2 1/2	- 1/4	- 10.00	6	2 1/4	5	1,297	2,918
SCRIPPS-HOWARD	SCRP	O	13 3/4	13 1/2	+ 1/4	+ 1.85	17 1/2	13 1/2	6	2,589	35,598
STARR	SBG	M	3 1/4	4	- 3/4	- 18.75	9	3 1/4	3	1,069	3,474
STORER	SBK	N	11 3/4	11 1/4	+ 1/2	+ 4.44	17 3/8	11 1/4	5	4,751	55,824
TAFT	TFB	N	13	12 1/2	+ 1/2	+ 4.00	23 3/8	12 1/2	4	4,011	52,143
WOODS COMM.*	D		1/2	1/2		.00	1	1/4	4	292	146
TOTAL									84,147	1,548,456	
<b>Broadcasting with other major interests</b>											
ADAMS-RUSSELL	AAR	A	1	1 1/4	- 1/4	- 20.00	2 1/2	1	4	1,259	1,259
AVCO	AV	N	3	3		.00	8 7/8	3	3	11,481	34,443
BARTELL MEDIA	BMC	A	3/4	3/4		.00	2 3/8	5/8	1	2,257	1,692
JOHN BLAIR	BJ	N	4 5/8	4 1/2	+ 1/8	+ 2.77	7 1/2	4 1/2	4	2,403	11,113
CAMPTOWN INDUSTRIES*	O		1/8	1/8		.00	7/8	1/8	2	1,138	142
CHRIS-CRAFT	CCN	N	1 3/4	1 5/8	+ 1/8	+ 7.69	4 1/4	1 5/8	7	4,162	7,283
COMBINED COMM.	CCA	A	6	5 3/4	+ 1/4	+ 4.34	13	5 3/4	4	3,280	19,680
COWLES	CWL	N	4 7/8	4 1/2	+ 3/8	+ 8.33	7 1/8	4	9	3,969	19,348
DUN & BRADSTREET	DNB	N	20 1/2	17 5/8	+ 2 7/8	+ 16.31	36	17 5/8	13	26,555	544,377
FAIRCHILD IND.	FEN	N	4 1/2	4 1/2		.00	6 3/4	4 1/8	6	4,550	20,475
FUQUA	FOA	N	5 1/8	5 1/4	- 1/8	- 2.38	10 3/4	5 1/8	3	7,273	37,274
GENERAL TIRE	GY	N	12 3/8	12	+ 3/8	+ 3.12	18 1/4	12	3	21,515	266,248
GLOBETROTTER	GLBTA	O	1 3/4	2 3/8	- 5/8	- 26.31	4 3/4	1 3/4	2	2,731	4,779
GRAY COMMUN.*	O		5 1/8	5 1/8		.00	8 1/2	5	4	475	2,434
HARTE-HANKS	HHN	N	7 1/8	7 1/8		.00	14 1/4	7 1/8	5	4,340	30,922
JEFFERSON-PILOT	JP	N	23 1/4	22 7/8	+ 3/8	+ 1.63	38 1/4	20 1/2	10	24,195	562,533
KATSER INDUSTRIES*	KI	A	4 3/4	4 7/8	- 1/8	- 2.56	8 1/2	4 3/4	3	27,487	130,563
KANSAS STATE NET.*	KSN	O	3 1/8	3 3/8	- 1/4	- 7.40	3 7/8	3 1/8	5	1,741	5,440
KINGSTIP	KTP	A	2 7/8	3	- 1/8	- 4.16	6 3/4	2 1/2	5	1,154	3,317
LAMB COMMUN.*	P		1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A	12	11	+ 1	+ 9.09	15 1/4	10 3/4	8	3,352	40,224
LIBERTY	LC	N	8 3/8	8 1/4	+ 1/8	+ 1.51	15 5/8	8 1/4	3	6,632	55,543
MCGRAW-HILL	MHP	N	6 5/8	6 3/8	+ 1/4	+ 3.92	9	6	6	23,426	155,197
MEDIA GENERAL	MEG	A	17 1/8	17	+ 1/8	+ .73	26 1/2	17	7	3,552	60,828
MEREDITH	MOP	N	9 3/4	8 5/8	+ 1 1/8	+ 13.04	11 3/8	8 1/4	4	2,921	28,479
METROMEDIA	MET	N	5 3/8	5 1/8	+ 1/4	+ 4.87	10 5/8	4 1/2	5	6,447	34,652
MULTIMEDIA	MMED	O	8 3/4	8 3/4		.00	14 1/4	8 3/4	6	4,388	38,395
NEW YORK TIMES CO.	NYKA	A	9	8 3/8	+ 5/8	+ 7.46	13 3/4	8	5	10,231	92,079
OUTLET CO.	OTU	N	7 7/8	8 1/8	- 1/4	- 3.07	9 3/4	7	4	1,379	10,859
POST CORP.	POST	O	16 1/2	4 3/4	+ 11 3/4	+ 247.36	16 1/2	4 3/4	12	882	14,553
PSA	PSA	N	5	4 1/2	+ 1/2	+ 11.11	10	4 1/2	6	3,181	15,900
REEVES TELECOM	RRT	A	1	1 1/4	- 1/4	- 20.00	1 3/4	1	11	2,376	2,376
RIDDER PUBLICATIONS	RPI	N	10 1/2	11 5/8	- 1 1/8	- 9.67	16 5/8	10 1/2	7	8,305	87,202
ROLLINS	ROL	N	9 3/8	8 3/8	+ 1	+ 11.94	19 3/4	6 1/2	8	12,705	119,109
RUST CRAFT	RUS	A	6	6 1/4	- 1/4	- 4.00	10 1/4	5 7/8	4	2,366	14,196
SAN JUAN RACING	SJR	N	8 1/2	8	+ 1/2	+ 6.25	13 3/8	8	6	2,367	20,119
SCHERING-PLOUGH	SGP	N	45 3/4	44 3/4	+ 1	+ 2.23	74 3/8	44 3/4	21	53,823	2,462,402
SONDERLING	SDB	A	4 3/4	4 1/4	+ 1/2	+ 11.76	10	4 1/8	3	788	3,743
TECHNICAL OPERATIONS	TO	A	3 1/4	3	+ 1/4	+ 8.33	6 3/4	3	3	1,344	4,368
TIMES MIRROR CO.	TMC	N	10	9 1/4	+ 3/4	+ 8.10	17 5/8	9 1/4	6	31,385	313,850
TURNER COMM.*	O		3 3/8	3 3/8		.00	4	3	6	1,373	4,633
WASHINGTON POST CO.	WPO	A	18 1/2	17 7/8	+ 5/8	+ 3.49	24 3/8	14 3/4	6	4,749	87,856
WOMETCO	WDM	N	6 3/4	6 1/4	+ 1/2	+ 8.00	10 1/4	6 1/4	5	6,074	40,729
TOTAL									346,446	5,411,212	
<b>Cablecasting</b>											
AMECO**	ACD	O	7/8	7/8		.00	1 7/8	1/8		1,200	1,050
AMER. ELECT. LABS	AELBA	O	1	1		.00	2 1/8	3/4	3	1,672	1,672



Stock symbol	Exch.	Closing Wed. Oct. 9	Closing Wed. Oct. 2	Net change in week	% change in week	High 1974	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)			
AMERICAN TV & COMM.	AMTV	O	5 3/4	5 3/4		.00	19 1/4	5 3/4	13	3,181	18,290		
ATHENA COMM.**	O		1/4	1/4		.00	3/4	1/4		2,374	593		
BURNUP & SIMS	BSIM	O	3 1/4	3	+	1/4	+	8.33	24 1/8	3	7,933	25,782	
CABLECOM-GENERAL	CCG	A	2	2 1/8	-	1/8	-	5.88	4 1/2	1 3/4	11	2,560	5,120
CABLE FUNDING*	CFUN	O	5	5 1/4	-	1/4	-	4.76	7 3/8	3 7/8	23	1,121	5,605
CABLE INFO.++	O		1/2	1/2		.00	3/4	1/4	1	663	331		
CITIZENS FIN.**	CPN	A	1 3/8	1 3/8		.00	4 1/4	1 3/8	2	2,697	3,708		
COMCAST*	O		1 3/4	1 3/4		.00	2 1/2	1 1/2	7	1,705	2,983		
COMMUNICATIONS PROP.	COMU	O	1	1 1/8	-	1/8	-	11.11	3 3/8	1	11	4,761	4,761
COX CABLE	CXC	A	4 1/4	4	+	1/4	+	6.25	15 1/4	3 3/4	8	3,560	15,130
ENTRON+++	ENT	O	1/2	1/2		.00	7/8	1/2	4	1,358	679		
GENERAL INSTRUMENT	GRL	N	6 7/8	6 1/4	+	5/8	+	10.00	17 1/8	5 7/8	4	7,060	48,537
GENERAL TV*	O		1 1/4	1 1/2	+	3/4	+	150.00	1 1/2	1/2	63	1,000	1,250
SCIENTIFIC-ATLANTA	SFA	A	4 5/8	5 1/8	-	1/2	-	9.75	9 1/2	4 5/8	5	917	4,241
TELE-COMMUNICATION	TCOM	D	1 1/8	1	+	1/8	+	12.50	5 3/4	1	2	5,181	5,828
TELEPROMPTER	TP	N	2 1/4	2 1/8	+	1/8	+	5.88	8 1/4	1 7/8	1	16,013	36,029
TIME INC.	TL	N	31 3/4	30 1/2	+	1 1/4	+	4.09	40 1/4	30 1/2	6	9,986	317,055
UDOCM*	UDCM	O	2 3/4	2 3/4		.00	4 7/8	2 1/2	7	634	1,743		
UA-COLUMBIA CABLE	UACC	O	4 3/4	4 5/8	+	1/8	+	2.70	6	3 3/4	9	1,795	8,526
UNITED CABLE TV CORP	UCTV	O	1/4	1 1/8	-	7/8	-	77.77	4 5/8	1/4	5	1,879	469
VIACOM	VIA	N	2 7/8	3	-	1/8	-	4.16	7 1/2	2 7/8	4	3,850	11,068
VIKOA**	VIK	A	1 1/4	1	+	1/4	+	25.00	4	7/8	5	2,534	3,167
TOTAL									85,634	523,617			
<b>Programming</b>													
COLUMBIA PICTURES	CPS	N	2 1/4	1 7/8	+	3/8	+	20.00	4 3/4	1 5/8		6,748	15,183
DISNEY	DIS	N	22 1/2	21 5/8	+	7/8	+	4.04	54 1/2	21 5/8	14	29,155	655,987
FILMWAYS	FWY	A	2 1/8	2 3/8	-	1/4	-	10.52	6	2 1/8	3	1,791	3,805
FOUR STAR	O		1/4	1/4		.00	1 3/8	1/4		666	166		
GULF + WESTERN	GW	N	19 3/4	19	+	3/4	+	3.94	29 1/8	18 3/8	4	14,088	278,238
MCA	MCA	N	21 3/4	20 1/4	+	1 1/2	+	7.40	26 1/2	19 1/4	5	8,401	182,721
MGM	MGM	N	14	16	-	2	-	12.50	16 3/8	9 1/4	4	5,918	82,852
TELE-TAPE**	O		1/4	3/8	-	1/8	-	33.33	3/4	1/8	4	2,190	547
TELETRONICS INTL.*	O		1 3/4	1 7/8	-	1/8	-	6.66	4 1/8	1 3/4	4	943	1,650
TRANSAMERICA	TA	N	6 1/8	6 1/4	-	1/8	-	2.00	10 3/8	5 1/2	6	65,115	398,829
20TH CENTURY-FOX	TF	N	5 3/4	5	+	3/4	+	15.00	9 1/8	4 3/4	8	8,240	47,380
WALTER READE**	WALT	O	1/8	1/4	-	1/8	-	50.00	1/2	1/8		4,467	558
WARNER	WCI	N	7 1/4	6 7/8	+	3/8	+	5.45	18 1/2	6 7/8	3	16,317	118,298
WRATHER	WCO	A	2	1 7/8	+	1/8	+	6.66	8 1/8	1 7/8	200	2,229	4,458
TOTAL									166,268	1,790,672			
<b>Service</b>													
BBDO INC.	O		11 1/2	10 1/2	+	1	+	9.52	14 1/4	10	5	2,513	28,899
COMSAT	CO	N	25 5/8	24 3/4	+	7/8	+	3.53	40 3/8	23 3/4	6	10,000	256,250
CREATIVE MANAGEMENT	CMA	A	3 1/4	3 3/8	-	1/8	-	3.70	6 5/8	3	4	1,016	3,302
DOYLE DANE BERNBACH	DOYL	O	6	5 3/4	+	1/4	+	4.34	11 1/2	5 3/4	3	1,796	10,776
ELKINS INSTITUTE****	ELKN	O	3/8	3/8		.00	5/8	1/4		1,897	711		
FOOTE CONE & BELDING	FCB	N	7 3/4	7	+	3/4	+	10.71	11 1/4	6	5	2,065	16,003
GREY ADVERTISING	GREY	O	5 3/4	5 7/8	-	1/8	-	2.12	8 3/8	5 3/4	3	1,255	7,216
INTERPUBLIC GROUP	IPG	N	9 1/8	8 5/8	+	1/2	+	5.79	13	8 1/2	4	2,319	21,160
MARVIN JOSEPHSON*	MRVN	O	4 1/4	4 1/4		.00	8 1/2	3 1/4	3	802	3,408		
MCI COMMUNICATIONS	MCIC	O	1 1/4	1 5/8	-	3/8	-	23.07	6 1/2	1 1/4		12,912	16,140
MOVIELAB	MOV	A	1/2	5/8	-	1/8	-	20.00	1 5/8	1/2	4	1,407	703
MPO VIDEOTRONICS	MPO	A	1 3/8	1 1/4	+	1/8	+	10.00	2 5/8	1 1/8		539	741
NEEDHAM, HARPER	NOHMA	O	4 1/4	4	+	1/4	+	6.25	7 1/2	4	2	918	3,901
A. C. NIELSEN	NIELB	O	8 5/8	9 1/4	-	5/8	-	6.75	28	8 5/8	8	10,598	91,407
OGILVY & MATHER	OGIL	O	10 1/2	11 1/4	-	3/4	-	6.66	17 1/4	10 1/2	4	1,807	18,973
PKL CO.***	PKL	O	1	1		.00	1 3/4	1/4	6	818	818		
J. WALTER THOMPSON	JWT	N	7	6 1/2	+	1/2	+	7.69	12	6	16	2,624	18,368
UNIVERSAL COMM.***	O		5/8	5/8		.00	3/4	1/2	1	715	446		
WELLS, RICH, GREENE	WRG	N	8	7 3/4	+	1/4	+	3.22	9 5/8	5 1/2	4	1,632	13,056
TOTAL									57,633	512,278			
<b>Electronics</b>													
AMPEX	APX	N	3 1/2	3	+	1/2	+	16.66	4 7/8	2 7/8	3	10,883	38,090
CEC ELECTRONICS***	CCAEE	O	3/4	3/4		.00	1 1/8	5/8	1	881	660		
COMU, INC.	COH	A	2	1 7/8	+	1/8	+	6.66	3 7/8	1 3/4	6	1,542	3,084
COMPUTER EQUIPMENT	CEC	A	1 1/4	1 1/8	+	1/8	+	11.11	2 1/8	1 1/8	7	2,333	2,916
CONRAC	CAX	N	11 1/4	12	-	3/4	-	6.25	21	10	5	1,261	14,186
GENERAL ELECTRIC	GE	N	36 3/8	34 1/4	+	2 1/8	+	6.20	65	30	11	182,048	6,621,996
HARRIS CORP.	HRS	N	13 3/8	13 7/8	-	1/2	-	3.60	33 1/2	13 3/8	5	6,224	83,246
INTERNATIONAL VIDEO	IVCP	O	2 3/8	2	+	3/8	+	18.75	7 1/2	2	8	2,728	6,479
MAGNAVOX	MAG	N	9 1/4	9 1/4		.00	9 7/8	4	51	17,799	164,640		
3M	MMM	N	52 1/4	48 5/8	+	3 5/8	+	7.45	80 1/2	48 5/8	19	113,554	5,933,196
MOTOROLA	MOT	N	38 3/4	35 1/2	+	3 1/4	+	9.15	61 7/8	35 1/2	13	27,968	1,083,760
DAK INDUSTRIES	OEN	N	8 1/4	7 5/8	+	5/8	+	8.19	12 7/8	7 5/8	3	1,639	13,521
RCA	RCA	N	12	11	+	1	+	9.09	21 1/2	11	5	74,661	895,932
ROCKWELL INTL.	ROK	N	23	21 3/8	+	1 5/8	+	7.60	28 3/8	20 3/8	5	30,356	698,188
RSC INDUSTRIES	RSC	A	1	1		.00	2 1/8	1	5	3,458	3,458		
SONY CORP.	SNE	N	5 1/2	5 5/8	-	1/8	-	2.22	29 7/8	5 1/2	10	165,625	910,937
TEKTRONIX	TEK	N	22 3/8	22 1/2	-	1/8	-	.55	47 3/4	22 3/8	9	8,651	193,566
TELEMATON	TIMT	O	1 1/4	1 1/4		.00	2 3/4	1 1/4	7	1,050	1,312		
TELEPRD IND.***	O		5	5		.00	8	2 1/2	31	475	2,375		
VARIAN ASSOCIATES	VAR	N	7 3/8	6 3/8	+	1	+	15.68	13 1/4	6 3/8	6	6,617	48,800

	Stock symbol	Exch.	Closing Wed. Oct. 9	Closing Wed. Oct. 2	Net change in week	% change in week	High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
WESTINGHOUSE	WX	N	10	9 7/8	+ 1/8	+ 1.26	26	9 1/8	7	87,876	878,760
ZENITH	ZE	N	16 1/4	14	+ 2 1/4	+ 16.07	31 5/8	14	7	18,797	305,451
TOTAL										766,426	17,904,553
GRAND TOTAL										1,506,554	27,690,788
Standard & Poor's Industrial Average			75.6	70.8	+4.8						

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

Over-the-counter bid prices supplied by  
Hornblower & Weeks, Hemphill-Noyes Inc.,  
Washington.  
Yearly highs and lows are drawn from  
trading days reported by *Broadcasting*.  
Actual figures may vary slightly.

P/E ratios are based on earnings-per-share  
figures for the last 12 months as published  
by Standard & Poor's Corp. or as obtained  
through *Broadcasting's* own research. Earning  
figures are exclusive of extraordinary  
gains or losses.  
††Stock split.

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

## Fates & Fortunes®

### Media

**Joe M. Rada**, sales manager, WTAP-AM-TV Parkersburg, W. Va., named general manager, WPAR(AM) Parkersburg.

**G. H. (Don) Bason**, general sales manager, WOAI(AM) San Antonio, Tex., named general manager, KBFM(AM) Edinburg, Tex.

**Jack M. Rattigan**, peninsula sales manager, WFOG(AM) Norfolk, Va., named general manager, WDHS(AM) Charleston, W. Va.

**Charles R. Sherrell II**, national sales manager, Bell and Howell Schools, Chicago, rejoins WBEE(AM) Harvey, Ill., as general manager.

**Allan W. Ginsberg**, VP-program director, WTCN-TV Minneapolis-St. Paul, named VP and general manager, WXIX-TV Cincinnati. Both are Metromedia stations. Mr. Ginsberg was station manager and program director of WXIX-TV 1970-72.

**Mortimer E. Dillon**, for 10 years manager of station sales and clearance for NBC (radio and TV), named regional manager, station relations, NBC, New York for radio and TV.

**Jay Francis**, press information coordinator for WBZ-TV Boston, Westinghouse Broadcasting Co. station, named director of information services for company, with

headquarters in New York.

**William C. Chadwick III**, general manager, KRDS(AM) Phoenix, named station manager, KBUY(AM) Fort Worth.

**Harry J. Haas Jr.**, VP-sales, WFLN-AM-FM Philadelphia, named station manager.

**Brad Sobel**, Theta Cable Co., Los Angeles, named director, special projects, KHS(AM), same city.

**Kim Rowley**, promotion director, KUTV-TV San Francisco, named promotion manager, KBHK-TV same city.

**Thomas Shovan**, program manager, WHVW-AM-FM Hyde Park, N.Y., named to additional duties as marketing manager.

**Pierre Charbonneau**, special assistant to VP-special services, Canadian Broadcasting Corp., Ottawa, named director of secretariat, succeeding **Barry MacDonald**, who becomes director of corporate affairs.

**Otis T. Gaston**, VP-radio, Fetzer Broadcasting Co., Kalamazoo, Mich., named to board of directors. **James P. White**, manager of Muzi-Tronics, named VP-manager, Muzi-Tronics Division, Fetzer Broadcasting Co. **William C. Robbins**, assistant to secretary and treasurer, named controller, Fetzer Broadcasting and Fetzer Television Corp.

**Rupert Warren**, retired president of Trico Products Corp., and, **John J. Nasca**, busi-

nessman-lawyer, elected to board of directors, WBEN-AM-FM-TV Buffalo, N.Y.

**Eric L. Sass**, producer-director of news and public affairs, noncommercial WJCT-TV Jacksonville, Fla., named director of development.

**J. D. Lewis**, manpower planning coordinator, state of North Carolina, returns to WRAL-TV Raleigh, N.C., as corporate personnel manager.

New officers of Tennessee Association of Broadcasters: **D. A. Noel**, WHBQ-TV Memphis, president; **H. Wayne Hudson**, WMPS(AM) Memphis, VP-West Tennessee; **Reggie Honey**, WRKM(AM) Carthage, VP-midstate; **Jack Hoskins**, WCLE(AM) Cleveland, VP-East Tennessee; **Jerry Adams**, WMAK(AM) Nashville, secretary-treasurer. Elected directors: **Tommy King**, WSM-TV Nashville; **Charles Scruggs**, WDIA(AM) Memphis; **Stacy Mott**, WHUB(AM) Cookeville.

Newly elected officers of Louisiana Association of Broadcasters: **J. Michael Early**, WWL-AM-FM New Orleans, president; **Bruce Rainey**, KALB(AM) Alexandria, president-elect; **Allan Stoll**, KBCL-AM-FM Shreveport, radio VP; **Tom Pears**, KLFY-TV Lafayette, television VP; **Jack Timmons**, KWKH(AM) Shreveport, treasurer.

**Philip Krieger**, director of special projects, public relations department, ABC Inc., Los Angeles, appointed director, public relations, broadcasting, West Coast, effective Jan. 1. **Elliott W. Henry Jr.**, VP, press relations, West Coast, will relinquish operating responsibility for West Coast press department and take on special public-relations assignments.

**Elizabeth Young**, director of station relations, National Public Radio, Washington, named executive director, Kansas State Public Television Commission.

**George Schneidewind**, director of special projects, noncommercial WNET(TV) New York, named assistant director of corporate services.

### Broadcast Advertising

**Lawrence J. Sullivan**, producer, ABC Television Network, named to newly created position of manager, on-air ad-

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vertising, West Coast, ABC.

**Thomas W. Eicher**, senior VP, domestic and international, McCann-Erickson, New York, named senior VP-management supervisor, Campbell-Ewald Co., Detroit. **Robert E. Britton**, head of own marketing consulting company, Robert E. Britton Associates, Birmingham, Ala., named senior VP-management supervisor, Campbell-Ewald.

**Donald O. Keller**, executive art director, Leo Burnett U.S.A., Chicago; **Robert G. Houghtlin Jr.**, associate media director; **Harold W. Gully**, manager of public relations, and **Stanley E. Cronwall Jr.**, account supervisor, elected VP's.

**Albert Heck**, manager, Radio Advertising Bureau, food products advertising, New York, named VP-sales director, eastern division.

**Lawrence E. Widrig**, sales manager, WFLD-TV Chicago, named Midwest regional sales manager, ABC Television Spot Sales, Chicago.

**Edward Papazian** and **Jerrold E. Whaley**, team sales managers for Katz Television in Chicago, named divisional VP's.

**William R. Kunkel Jr.**, sales staff, WLVI-TV Boston, named general sales manager, WCBM(AM) Baltimore.

**Tom Wachal**, broadcast negotiator and media planner, J. Walter Thompson, Chicago, joins JWT's San Francisco office as media planner.

**Elliott Srebrenick**, formerly sales executive, Gold Bond Stamp Co., Minneapolis (trading stamps), named VP-sales, KRUX(AM) Phoenix.

**Peter Moore**, Eastern sales manager, Educational Facilities Center, named director of marketing, RKO Radio Representatives, New York.

**Howard Zwick**, general sales manager, KYA-AM-FM San Francisco, named assistant general manager in charge of sales.

**Emanuel N. Paige**, sales staff, WMAR-TV Baltimore, named new business coordinator.

**Eugene Keenan**, on sales staff, named local sales coordinator and **H. John Marks**, also on sales staff, named regional sales coordinator.

**Robert T. Mills**, account manager, account service, Ketchum, MacLeod & Grove, Pittsburgh, elected VP.

**Claudine L. Waterbury**, account service National Export Advertising Service, New York, elected VP.

**Herbert O. Weiss**, VP-director of marketing for RKO Radio, named VP-national sales, NBC-owned radio stations, New York.

## Programming

**Don Robbs**, newscaster, sports commentator and talk show host, KITV(TV) Honolulu, named program director, succeeding **Bob Smith**, resigned.

**Juliette E. Harvey**, contracts department, ABC Entertainment, Hollywood, named



**Inauguration.** Representative Lionel Van Deerlin (D-Calif.), passed the "Sam Rayburn Gavel" on to Rhoda Raider, VP-director, radio and television, Raider Advertising Agency Inc., elected president, Washington chapter, American Women in Radio and Television for 1974-75 at ceremony held at WTTG(TV) Washington. Among other officers: Mal Johnson, radio-TV correspondent, Cox Broadcasting, VP; Lila Asar, PR account executive, Henry J. Kaufman & Associates Inc., treasurer; and Mary Dorman, editor, NBC Radio, recording secretary.

to newly created position of contract administrator, ABC Entertainment. West Coast. **Darrell L. Clements**, with Beverly Hills, Calif., law firm of Hayer & Hume, named program attorney, ABC Entertainment.

**Gerald W. Abrams**, freelance producer of TV feature films, named VP-creative affairs, Jozak Co., Los Angeles, new independent TV and feature film production company, whose president is Gerald I. Isenberg.

**Roger W. Morgan**, KYA-AM-FM San Francisco morning announcer, named program director.

**Jim Douglas**, on staff, WBFD(AM) Bedford, Pa., named program director, WVAM(AM) Altoona, Pa.

**Thomas J. Campanella**, assistant to the director of business administration-advertising and publicity, named business manager-advertising and publicity for Paramount Television, New York.

**Pete Solomon**, Southwestern sportscaster, CBS Sports, joins KRDS(AM) Phoenix as sports director.

**Jerry Patton**, operations manager, Television Production Center, Pittsburgh, named production manager, succeeded by **Dan Anco**, former service representative, Ampex Corp.

## Broadcast Journalism

**John R. Vrba**, formerly associate managing director in programming to networks and stations for Time-Life Films, New York, named VP-sales for Television News Inc., New York, operating out of southern California.

**Sid Leak**, newscaster, WHBQ(AM) Memphis, named news director, succeeding **Don Stevens**, now assigned solely to WHBQ-TV news there.

**Al Ittleson**, director of news and public affairs, WABC-TV New York, ABC O&O, named VP-news, ABC-owned television stations.

**Al Edel**, anchorman, KSFY-TV Sioux Falls, S.D., named news director. **Terry Keegan**, chief photographer, KSFY-TV, named assistant news director, succeeding **Jim Davis**, who becomes news producer, WAVE-TV Louisville, Ky.

**Bud Miller**, news director, WLS(AM) Chicago, elected president, Illinois News Broadcasters Association. **Bill Rawson**, WMAV(AM) Springfield, elected VP.

**Brian Edwards**, on news staff, KFDM-TV Beaumont, Tex., joins KWTW(AM) Oklahoma City as reporter-photographer.

**Glen Hanson**, news anchorman, WKRC-TV Cincinnati, named to same post, WDAF-TV same city. Both are Taft stations.

**Richard Holwill**, on staff of noncommercial KUMR(FM) Rolla, Mo., joins National Public Radio, Washington, as White House and executive branch correspondent. **Tom Mahoney**, from KITV-TV and KGMB-FM Honolulu; **Dave Molpus**, from WBSM(AM) New Bedford, Mass., and **Martha Griffin**, from WHUR(FM) Washington, join NPR as reporters.

## Cable

**W. R. Rasmussen**, business manager, Valley County Cable Television Inc., serving Newhall-Saugus-Valencia, Calif., named general manager.

**David E. Hurlbut**, chief engineer and assistant manager, WEIC-AM-FM Charleston, Ill., named manager and chief technician, Wabash Cablevision Inc., Mount Carmel, Ill.

## Equipment & Engineering

**Derald O. Cummings**, manager of research and development, C-COR Electronics, State College, Pa., named director of engineering.

**John W. Anderberg**, VP-engineering and research, Electronic Applications Co., South El Monte, Calif., named chief engineer.

**Stephan Olszowka**, head technician, Ellis, Carload & Days, Titusville, Pa., named chief engineer, WNB(AM)-WQYT(FM) Binghamton, N.Y.

**Chester Sunderland**, on engineering staff, Mutual Broadcasting System, New York, named chief engineer, Nassau Broadcasting Co., Princeton, N.J., with responsibility for WHWH(AM) Princeton and WPST(FM) Trenton, N.J.

**Don Gartzke**, coaxial connector design manager, Omni-Spectra Inc., Farmington, Mich., joins Cablewave Systems Inc., North Haven, Conn., as engineering manager of miniature systems products.

**Gene R. Liggett**, assistant VP-engineering, Taft Broadcasting Co., Cincinnati, will retire Jan. 1. He has been with company since 1960.

**Mark L. Sanders**, product manager, professional audio products, Ampex Corp., Redwood City, Calif., named product manager, industrial video products.



## Allied Fields

**James A. Koerner** named member, Washington communications law firm of Stambler & Shrinsky.

**Howard McCartney**, director of television and radio, National Easter Seal Society, Chicago, named to additional duties as assistant director of public relations.

**Mel Howard**, producer-writer-director of documentary and feature films, named

head of graduate division, department of film and television, New York University School of the Arts, New York.

**Ed Mullinax**, president-general manager, WLAG-AM-FM LaGrange, Ga., won Democratic primary in seeking fifth consecutive term in Georgia House of Representatives. He has no Republican opposition.

## Deaths

**Claude Campbell**, 51, sports director,

KATV(TV) Little Rock, Ark., killed Oct. 3 in automobile accident in Little Rock. Survivors include his wife, Leigh, two sons and one daughter.

**Art Wilcox**, 49, Hollywood publicist, died of heart attack at Motion Pictures Country House and Hospital Sept. 29. He had been with McFadden, Strauss & Irwin, Los Angeles for past decade and with CBS-TV Los Angeles before that. Survivors include his daughter, Diane.

# For the Record®

As compiled by BROADCASTING, Sept. 30 through Oct. 4 and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aerial. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

## New stations

### TV application

■ **Ann Arbor, Mich.**—Wolverine-Morningstar Broadcasting seeks ch. 31 (572-578 mhz); ERP 1096 kw vis., 217 kw aur., HAAT 1085 ft.; ant. height above ground 1040 ft. P.O. address: 2997 Lakeview Dr., Ann Arbor 48103. Estimated construction cost \$1,090,377; first-year operating cost \$236,000; revenue \$760,000. Legal counsel Welch and Morgan, Washington; consulting engineer Walter L. Davis. Principals: Gershon Clark, Morningstar, synectics consultant and professional writer (33%); James L. Mullison, engineering technician in mental health research institute (14%); Gin Sing Lum, restaurant owner (9%); et al. Ann. Oct. 2.

### AM action

■ **Steamboat Springs, Colo.**—ALJ Jay A. Kyle granted Big Country Radio 1230 khz, 1 kw. P.O. address c/o John H. Gayer, 815 Reed Street, Lakewood, Colo. 80215. Estimated construction cost \$39,410; first-year operating cost \$39,300; revenue \$58,000. Principals: John H. Gayer (100% jointly with members of family). Mr. Gayer is owner of KAA(T)AM Denver and 85% owner of KFNF-AM Shenandoah, Iowa and has interest in new FM in Vail, Colo. Application of Steamboat Broadcasting Co. for 1230 khz dismissed on Sept. 6 after mutual agreement to reimburse Steamboat an amount up to \$10,400 (Doc. 20068). Ann. Oct. 4.

### FM applications

■ **Phoenix—Maricopa County Community College District** seeks 89.5 mhz, 120 w., HAAT 1218 ft. P.O. address: 524 W. Washington, Phoenix 85003. Estimated construction cost \$200; first-year operating cost \$500. Principal: Charles E. Buzzard, general manager Maricopa County Community College owns KMCR-FM Phoenix, on 91.5 mhz. Ann. Sept. 27.

■ **Fallbrook, Calif.**—Major Armstrong Memorial Stereo-casters seeks 107.1 mhz, 1.55 kw. HAAT 400 ft. P.O. address: 411 S. Main St., Fallbrook 92028. Estimated construction cost \$9,000; first-year operating cost \$85,879; revenue \$70,000. Format: easy lstg. Principals: Ronald E. Pearlman, professional writer, and Benjamin Ordower, Illinois attorney (50% each). Ann. Oct. 2.

■ **Washington, Iowa**—Washington Radio Inc. seeks 95.3 mhz, 3 kw., HAAT 300 ft. P.O. address: Box 524, Washington 52533. Estimated construction cost \$36,570; first-year operating cost \$12,900; revenue \$30,000. Format: MOR/easy lstg. Principals: Alger G. Leighton (46%), Kendal M. Light (33%), et al. Mr. Leighton has interest in KDLM(AM) Detroit Lakes, Minn.; KNIA(AM)-KRLS(FM) Knoxville, Iowa; KOUR-AM-FM Independence, Iowa and KCH(AM) Washington, Iowa. Mr. Light is general manager of KCH. Ann. Oct. 2.

■ **Enid, Okla.**—Phillips University seeks 90.9 mhz, 10 w., P.O. address University Station, Enid 73701. Estimated construction cost and first-year operating cost not given. Principal: William R. Donohue, vice president for Community Life. Ann. Oct. 3.

■ **Aguada, Puerto Rico**—Aurio Matos seeks 105.5 mhz, 192 w., HAAT 975 ft. P.O. address: Box 846, Bo. Piedras, Blancos, Aguada 00602. Estimated construction cost \$20,550; first-year operating cost \$22,500; revenue \$48,921. Format: classical. Principal: Mr. Matos owns gas station in Aguada. Ann. Oct. 4.

■ **Eveleth, Minn.**—Eveleth Radio seeks 100.1 mhz, 710 w., HAAT 556 ft. P.O. address: Fleming Route, Aitkin, Minn. 56431. Estimated construction cost \$24,248; first-year operating cost \$35,640; revenue \$72,000. Format: C&W. Principals: James B. Coursolle (70%), Roger D. Olsen (25%), et al. Mr. Coursolle has interest in KKIN(AM)-KEZZ(FM) Aitkin, Minn. Mr. Olsen owns FM translator and has interest in Grand Rapids tire company. Ann. Sept. 27.

■ **Graham, Tex.**—KSWA Inc. seeks 107.1 mhz, 3 kw., HAAT 101 ft. P.O. address: Box 1050, Graham 76046. Estimated construction cost \$51,546; first-year operating cost \$9,600; revenue \$12,000. Format: easy lstg. Principals: Robert N. Aylin Sr. and his wife Betty W. (100%). KSWA Inc. owns KSWA(AM) Graham. Mr. Aylin owns KCFH(AM) Cuero, Tex. and KOPY(AM) Alice, Tex. Ann. Oct. 2.

■ **Neah Bay, Wash.**—Makah Communications Enterprises seeks 90.1 mhz, 10 w., HAAT 77 ft. P.O. address: Box 115, Neah Bay 98357. Estimated construction cost \$23,852; first-year operating cost \$17,080. Principal: Kenneth W. Stevens, director of operations. radio/TV. Ann. Oct. 3.

■ **Elkins, W. Va.**—Board of Trustees of Davis and Elkins College seeks 90.3 mhz. Estimated construction cost \$3,100; first-year operating cost \$2,400. Principal: Dr. Gordon Hermanson, president. Ann. Oct. 2.

### FM actions

■ **York, Ala.**—Grantell Broadcasting Co.—Broadcast Bureau granted 99.3 mhz, 3 kw. HAAT 171 ft. P.O. address: Box 687 York, Ala. 36825. Estimated construction cost \$9,155; first-year operating cost \$3,600; revenue \$13,500. Principals: William B. Grant and Charlie J. Ezell (each 50%) own and operate WYLS(AM) York (BPH-9014). Action Sept. 25.

■ **Miami—Bascorb Memorial Broadcasting Foundation.** Broadcast Bureau granted 88.9 mhz, 1.7 kw., HAAT 830 ft. P.O. address: 150 Southeast 2nd Ave., Suite 1300, Miami 20036. Estimated construction cost \$4,075; first-year operating cost \$3,000. Principal: Holt Maness, president (BPED-1536). Action Sept. 25.

■ **Las Vegas—Nevada State Public Radio Association.** Broadcast Bureau granted 90.9 mhz, 37.3 kw. HAAT 36 ft. P.O. address Box 1425 Alhambra, Calif. 91802. Estimated construction cost \$3,450; first-year operating cost \$10,944. Principals: Bill E. Brock is chairman of Nevada State Public Radio Association (BPED-1753). Action Sept. 25.

■ **Raleigh, N.C.**—Educational Information Corp. Broadcast Bureau granted 89.7 mhz, 10 kw. P.O. address: 2517 Wilton St., Durham, N.C. 27704. Estimated construction cost \$4,850; first-year operating cost \$20,000. Principal: Gregory F. Procupio is technical director of corporation (BPED-1776). Action Sept. 25.

■ **Bolivar, Tenn.**—Bolivar Broadcasting Service. Broadcast Bureau granted 96.7 mhz, 3 kw. HAAT 300 ft. P.O. address: Box 191, Bolivar 38008. Estimated construction cost \$14,150; first-year operating cost \$4,200; revenue \$18,000. Principals: Ben L.

Enochs, H. I. Sorrells (each 25%), Ernest Lofton (20%), et al. Mr. Enoch owns KLPL(AM) Lake Providence, La. He also has interest in WDXL-AM-FM Lexington and WBOL(AM) Bolivar, both Tennessee. Mr. Sorrells has hardware business and Mr. Lofton is pulpwood buyer, both Lexington, Tenn. (BPH-8722). Action Sept. 25.

### FM starts

■ **\*WSHL-FM Easton, Mass.**—Authorized program operation on 91.3 mhz, TPO 10 w. Action Sept. 23.

■ **\*WUSM North Dartmouth, Mass.**—Authorized program operation on 90.5 mhz, TPO 10 w., HAAT 71 ft. Action Sept. 24.

### FM license

■ **KEZB El Paso, Tex., KHEY Inc. (BLH-6324).** Action Sept. 27.

## Ownership changes

### Applications

■ **KRED(AM) Eureka, Calif. (1480 khz, 5 kw, DA-N)**—Seeks assignment of license from California Oregon Radio Co. to Paudlon Inc. for \$150,000. Sellers: Wayne Vickers (24%), president et al. own KIEM-TV Eureka. Buyer: N. P. Hoff (100%), vice president of KRED had interest in California Oregon Radio. Ann. Sept. 30.

■ **WIIN(AM) Atlanta (970 khz, 5 kw)**—Seeks assignment of license from WIIN Inc. to Georgia Network Inc. for \$600,000. Seller: I. T. Cohen, Atlanta attorney. Buyers: Donald C. Kennedy, president (19.5%), Lawrence Melear, vice president (13.7%), et al. Mr. Kennedy has 30.5% interest in Briarcliff Communications Group Inc., permittee of WATL-TV Atlanta. Ann. Sept. 30.

■ **KBLI(AM) Blackfoot, Idaho (690 khz, 1 kw-D)**—Seeks assignment of license from Standard Broadcasting Corp. to Western Communications for \$150,000. Sellers: Howard D. Johnson, president, et al. Mr. Johnson has interest in KNAK(AM) Salt Lake City, KVEL(AM) Vernal and KSUB(AM) Cedar City, all Utah. Buyers: Marvin K. and Patricia A. Frandsen (85%), et al. Mr. Frandsen is general manager and his wife is director and secretary of KSKI(AM) Hailey, Idaho. Ann. Sept. 30.

■ **KBOI-AM-FM Boise, Idaho (AM: 670 khz, 50 kw-D, 25 kw-N; FM: 97.9 mhz, 17.5 kw)**—Seeks assignment of license from Boise Valley Broadcasters Inc. to KBOI Inc. for \$850,000. Sellers: Robert W. Howell (10.9%), H. Westernman Whillock (5.3%), Mrs. Stanley King (9.9%), et al. will retain KBOI-TV Boise. Buyers: J. Hobart Wilson (50%), his son Charles H. Wilson (24.3%), et al. Buyer also owns KPNW-AM-FM Eugene, Ore., and 86% interest in KPAY-AM-FM Chico, Calif. J. Hobart Wilson has 5.9% interest in KEZL-TV Eugene and KVDO-TV Salem, both Oregon, along with interests in several CATV systems. Ann. Sept. 30.

■ **KEEL(AM)-KMBQ(FM) Shreveport, La. (AM: 710 khz, 50 kw-D, 5 kw-N; FM: 93.7 mhz, 100 kw); KAA(Y)AM Little Rock, Ark. (1090 khz, 50 kw); WAKY(AM) Louisville, Ky. (790 khz, 5 kw-D, 1 kw-N)**—Seeks assignment of license from LIN Broadcasting Corp. to Multimedia Inc. Consideration: \$9,300,000. Seller: LIN also owns WAND(TV) Decatur, Ill.; WBBF(AM)-WBFB(FM) Rochester, N.Y.; WFIL(AM) Philadelphia; WIL(AM)-KFMS-FM St. Louis; WAVY-TV Portsmouth-Norfolk-Newport News, Va. and KILT-AM-FM Houston, and has contracted to buy WBAP-TV Fort Worth. Buyer: Multimedia owns WFBC-AM-FM-TV Greenville, S.C.; WBIR-AM-FM-TV Knoxville, Tenn.; WWNC(AM) Asheville, N.C.;

WXII(TV) Winston-Salem, N.C.; and WMAZ-AM-FM-TV Macon, Ga., and owns several newspapers in Alabama and Tennessee. Ann. Sept. 30.

■ KTCH(AM) Wayne, Neb. (1590 khz, 500 w-D)—Seeks assignment of license from Wyman N. and Willa M. Schnepf to Theodore S. Storck for \$150,000. Sellers: Mr. and Mrs. Schepp are moving to different climate for medical reasons. Buyer: Mr. Storck is public affairs policeman in Los Angeles. Ann. Sept. 30.

■ WRUN-AM-FM Utica, N.Y. (AM: 1150 khz, 5 kw-D, 1 kw-N, DA-2; FM: 104.3 mhz, 100 kw horiz, 33 kw vert.)—Seeks assignment of license from 1150 Broadcasting to Mohawk Stations for \$787,500. Seller: John Woods, president, Woods Communications Corp., parent corporation of 1150 Broadcasting, owns WTOB(AM) Winston-Salem and WSSB(AM) Durham, both North Carolina. Buyers: Dennis R. Israel, vice president of Herz Corp.; Samuel J. Reiner, major stockholder in New York holding company; Robert Warsaw, vice president of New York Media firm; James R. West, senior vice president of T. M. Production, Dallas (20% each), et al. Ann. Sept. 30.

■ KBYG(AM) Big Spring, Tex. (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Howard County Broadcasting Inc. to Tentex Broadcasting Inc. for \$221,000. Sellers: John H. and Madelyn O. Hicks (46.6% each) own KLVI(AM) and KBPO(FM) Beaumont, Tex., and have interests in KLUF(AM) Lufkin, KRRV(AM) Sherman and KLAR(AM) Laredo, all Texas. Buyers: Hugh D. Frizzell, president (33.3%), Robert Williams Jr., treasurer (33.3%), et al. Tentex owns KTFS(AM) Texarkana, Tex. Ann. Sept. 30.

## Actions

■ WLVN(AM) Luverne, Ala. (1080 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Ned N. Butler to Joe R. Sport for \$86,000. Seller: Mr. Butler (100%) owns WTLS(AM) Tallahassee, Ala. Buyer: Mr. Sport (100%) is farmer and Luverne superintendent of education (BAL-8176). Action Sept. 26.

■ WXLE(FM) Phoenix City, Ala. (100.1 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Chatahoocbee Broadcasting Co. from James K. Sanders III (100% before, none after) to Allen M. Woodall Jr. (none before, 75% after) and Bernie Barker (none before, 25% after). Consideration: \$278,632. Principals: Mr. Sanders is president of Chatahoocbee. Messrs. Woodall and Barker are officers of WDAK(AM) Columbus, Ga. (BTC-7468). Action Sept. 26.

■ KHCS(AM) Phoenix—Broadcast Bureau granted involuntary assignment of license from Curtis D. Banning, receiver, to David B. Commons, successor receiver (BAL-8230). Action Sept. 26.

■ KFFA(AM) Helena, Ark.—Broadcast Bureau granted assignment of license from Sam W. Anderson, individually and as executor of estate of Deasia A. Franklin, to Sam W. Anderson. Consideration: \$21,000 (BAL-8142). Action Sept. 26.

■ KCST(TV) (ch. 39) San Diego—Commission granted transfer of control of Western Telecasters Inc. from Bass Brothers Enterprises (100% before, none after) to KCST-TV Inc. (none before, 100% after). Consideration: \$12,000,000 and adjustments. Principals: KCST-TV Inc. is wholly owned subsidiary of Storer Broadcasting Co.; George B. Storer is board chairman and Bill Michaels is president. Storer Broadcasting is licensee of WAGA-TV Atlanta; WSBK-TV Boston; WJW-AM-TV Cleveland; WDEE(AM) and WJBK-TV Detroit; KGBS-AM-FM Los Angeles; WGBS(AM) Miami; WITI-TV Milwaukee; WHN(AM) New York; and WSPD-AM-TV Toledo, Ohio. Action Sept. 26.

■ WTNT(AM)-WOMA(FM) Tallahassee, Fla. (AM: 1270 khz, 5 kw, DA-N; FM: 94.9 mhz, 51 kw)—Broadcast Bureau granted transfer of Tallahassee Appliance Corp. from Frank W. Hazleton and Hurley Rudd (100% before, none after) to Walter Weeks Broadcasting (none before, 100% after). Consideration: \$775,000. Sellers: Mr. Hazleton is retiring; Mr. Rudd is entering politics. Buyers: James W. Walter (45%), Robert M. Weeks (45%), et al. own WMFJ-AM-FM Daytona Beach, WJNO(AM) West Palm Beach and WSPB-AM-FM Sarasota, all Florida (BTC-7433). Action Sept. 26.

■ WGST(AM) Atlanta (920 khz, 5 kw-D, 1 kw-N)—Broadcast Bureau granted assignment of license from Board of Regents, University System of Georgia, for Georgia Institute of Technology to Meredith Corp. for \$5,000,000. Seller: Charles A. Morris is chairman of Board of Regents. Buyer: Meredith Corp. has publishing and other business interests and owns stations in Omaha, Kansas City, Mo., Syracuse, N.Y., Bay City, Mich. (BAL-8104). Action Sept. 25.

■ AM-AM-FM-TV Agana, Guam and KOFY-San Mateo, Calif.—Broadcast Bureau granted transfer of control of Pacific Broadcasting Corp. to Scott Killgore to Pacific Investment Group 90% owned by Mr. Killgore (BTC-7521, 3). Action Sept. 26.

■ (FM) Rensselaer, Ind.—Broadcast Bureau granted assignment of license from John A. and Irene Felthouse to J. C. Broadcasters Inc., owned by Mr. and Mrs. Felthouse (BALH-3n Sept. 26.

## Call letters

### Applications

Call	Sought by
	<b>New AM</b>
WAAK	HWH Corp., McComb, Miss.
	<b>New FM's</b>
KNCY-FM	KNCY Radio Corp., Nebraska City, Neb.
*WGVO	Greenville City School District, Greenville, Ohio
*WBXL	Baldwinsville Central School District, Baldwinsville, N.Y.
*KNWD	Northwestern State University of Louisiana, Natchitoches, La.
KROZ	Tyler Broadcasting Co., Tyler, Tex.
WDCR-FM	Trustees of Dartmouth College, Hanover, N.H.
WWMH	Lakeland Communications, Minocqua, Wis.
	<b>Existing TV</b>
WHAC-TV	WHTN-TV Huntington, W.Va.
	<b>Existing AM</b>
KADO	KATQ Texarkana, Tex.
	<b>Existing FM's</b>
KPLE	KYLE-FM Temple, Tex.
KEZM	KRFM Phoenix
KCBI	KUEB Dallas
WKTI	WTMJ-FM Milwaukee
WRSQ-FM	WEBD Geneseo, Ill.
WKQQ	WLEX Lexington, Ky.

### Grants

Call	Assigned to
	<b>New FM's</b>
KFXD-FM	Idaho Broadcasting Co., Nampa, Idaho
*KEYA	Couture School Board District #27, of ROUTE County, State of North Dakota, Belcourt, N.D.
	<b>Existing AM</b>
KIIQ	KEDI Manitou Springs, Colo.
	<b>Existing FM's</b>
KIIQ-FM	KCMS-FM Manitou Springs, Colo.
WCNW-FM	WFOL Fairfield, Ohio
KQKQ-FM	KRCB-FM Council Bluffs, Iowa
WIL-FM	KFMS St. Louis
WART	WJMK Plainfield, Ind.
WZOK	WROK-FM Rockford, Ill.
WQLX	WQHR Galion, Ohio
WYOO-FM	WRAH Richfield, Minn.

■ KXIC(AM) Iowa City—Broadcast Bureau granted acquisition of negative control of Johnson County Broadcasting Corp., licensee corporation, by each, Elliott Full and Gene Claussen (each 41.2% before, 50% after), through purchase of stock by licensee corporation from estate of Scott Swisher (17.5% before, none after). Consideration: \$80,000 (BYC-7408). Action Sept. 26.

■ WSFC(AM)-WSEK(FM) Somerset, Ky. (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 96.7 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Swartz Media Inc. from Peak Industries Inc. (100% before, none after) to Shamrock Communications Corp. (none before, 100% after). Consideration: \$662,476. Principals: Seller: William P. Swartz Jr., president Peak Industries, will devote his resources to non-broadcast endeavors. Buyers: James S. Gilmore (50%) and Hamilton Shea (50%) have interest in WREX-TV Rockford, Ill., KODE-AM-TV Joplin, Mo., WEHT(TV) Evansville, Ind. and WWSA-AM-FM-TV Harrisonburg, Va. (BTC-7460). Action Sept. 26.

■ WJMS-AM-FM Ironwood, Mich.—Broadcast Bureau granted assignment of license and FM CP from Peninsula Broadcasting Co., owned by Charles K. Heath, to Heath Communications Inc. Principals: Mr. Heath and W. Donald Roberts, president of Peninsula Broadcasting (50% each) (BAL-8130). Action Sept. 26.

■ KWOA-AM-FM Worthington, Minn.—Broadcast Bureau granted involuntary transfer of control of Worthington Broadcasting Co., licensee corporation, from Richard W. Olson to Josephine C. Olson and Northwestern National Bank of Minneapolis, co-executors of estate of Richard W. Olson (BTC-7524). Action Sept. 26.

■ WILJ(AM) Tupelo, Miss.—Broadcast Bureau granted assignment of license from James L. Jumper to Town and Country Broadcasting Co. of Tupelo, owned 100% by Mr. Jumper (BAL-8221).

■ KPCR(AM) Bowling Green, Mo.—Broadcast Bureau granted acquisition of positive control of Pike County Broadcasting Co., licensee corporation, by J. Paul and Betty A. Salois jointly (50% before, 59.5% after), through purchase of stock from licensee corporation. Consideration: \$3,500 (BTC-7522). Action Sept. 26.

■ WLDB(AM) Atlantic City, N.J. (1490 khz, 1 kw-D, 250 w-N)—Commission granted conditional assignment of license from Atlantic City Broadcasting to Atlantic Business and Community Development Corp. for \$250,000. Seller: Dorothy Bremmer (100%). Buyers: Laurence McCall, Willie B. Clayton (14.3% each), et al. Mr. McCall is insurance broker, and Mr. Clayton is police captain, both in Atlantic City. Ann. Sept. 25.

■ \*WHPC(FM) Garden City, N.Y.—Broadcast Bureau granted assignment of license from Nassau College Association to Nassau Community College, parent of Nassau College Association (BALED-30). Action Sept. 26.

■ WGNR(FM) Oneonta, N.Y.—Broadcast Bureau granted involuntary assignment of license from Tyron Broadcasting Co. to James G. Duffy, trustee in bankruptcy (BALH-2036). Action Sept. 26.

■ WLAB(AM) St. Pauls, N.C. (1060 khz, 250-D)—Broadcast Bureau granted, upon compliance with three-year holding rule, assignment of license from Barker Broadcasting Co. to St. Pauls Broadcasting Co. for \$100,000. Sellers: Larry A. and Nancy C. Barker. Buyers: Richard D. Brooks, et al. Mr. Brooks was 20% owner and manager of WVRC(AM) Spencer, W. Va., until October 1973 (BAL-8192). Action Sept. 26.

■ KOFM Oklahoma City (104.1 mhz, 96 kw)—Broadcast Bureau granted assignment of license from BBC Inc. to American Radio Corp. for \$457,500. Sellers: Loyd Benefield (33%), et al. Buyers (33½% each): Lowell D. Denniston, Frank L. Carney, Robert D. Freeman. All have interests in KEYN-AM-FM Wichita, Kan., and KCSJ(AM)-KDJQ(FM) Pueblo, Colo. (BALH-2016). Action Sept. 26.

■ KFMT(FM) Lagrande, Ore.—Broadcast Bureau granted assignment of license from Monte Struck and Grand Struck to Struck and Associates Inc., owned 100% by Strucks (BALH-2037). Action Sept. 26.

■ WOTR(AM) Corry, Pa. (1370 khz, 1 kw-D, 500 w-N)—Broadcast Bureau granted assignment of license from Olivia T. Rennekamp to Corry Broadcasting for \$120,000. Seller: Mrs. Rennekamp, as executive of Kenneth E. Rennekamp Sr. estate, owns WKRZ(AM)-WJIR(FM) Oil City, Pa., 50% of WKBI(AM) St. Marys, Pa. and 25% of WTRA Latrobe, Pa. She has applied to sell Oil City stations to Progressive Publishing Co., Clearfield, Pa. Buyers: Arthur Arkelian (70%) and Robert J. Shupala (30%). Mr. Arkelian has interest in and is general manager at WWYN(AM)-WWFM(FM) Erie, Pa. (BAL-8190). Action Sept. 26.

■ WLBR-AM-FM Lebanon, Pa.—Broadcast Bureau granted acquisition of negative control of Lebanon Broadcasting Co. (each) by H. Raymond Stadium and Lester Etter (each 33½% before, 50% after), through purchase of stock from Eugene Silverstein (33½% before, none after) by licensee corporation. Consideration: \$150,000 (BTC-7533). Action Sept. 26.

■ WJIT-AM-FM San Juan, Puerto Rico (AM: 1140 khz; FM: 93.7 mhz, 50 kw horiz, 6.8 kw vert.)—Broadcast Bureau granted assignment of license from Metro Broadcasting Co. to CVC Broadcasting Co. for \$730,000. Seller: Pueblo International Inc. (100%), food market chain. Buyer: CVC TV Productions Inc. (90%). William Carpenter, president, also has interest in WSTX(AM) St. Croix, V.I. (BAPL-445). Action Sept. 26.

■ WKFD(AM) Wickford, R.I.—Broadcast Bureau granted assignment of license from Adman Radio Co. to Radio Lighthouse, both owned by Ronald L. Hickman (BAL-8223). Action Sept. 26.

■ \*WLCH(FM) Lebanon, Tenn. (88.7 mhz, 10 w)—Broadcast Bureau granted, upon showing of compliance with 3-year holding rule, assignment of license from Bernarr MacFadden Foundation to Castle Heights Foundation for unspecified amount, since station is being sold as part of Castle Heights Military Academy (BALED-29). Action Sept. 26.

■ KACT(AM) Andrews, Tex.—Broadcast Bureau granted acquisition of positive control of Pam Stations, licensee corporation, by Richard A. Peterson (50% before, 100% after) through purchase of stock from Gary L. Miller (50% before, none after). Consideration: \$15,000 (BTC-7430). Action Sept. 26.

■ KBER-AM-FM San Antonio, Tex. (AM: 1150 khz, 1 kw-D, DA; FM: 100.3 mhz, 100 kw)—Broadcast Bureau granted transfer of control of KEPO Broadcasting Co. from A. V. and Maxine Bamford (100% before; none after) to Pacific Western Broadcasting Co. (none before; 100% after). Consideration: \$600,000. Principals: John J. Shepard (46.8%), Gilbert J. Gans, Elsie

## Summary of broadcasting

### FCC tabulations as of Aug. 31, 1974

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,390	2	24	4,416	55	4,471
Commercial FM	2,530	0	50	2,580	160	2,740
Educational FM	677	0	16	693	90	783
<b>Total radio</b>	<b>7,597</b>	<b>2</b>	<b>90</b>	<b>7,689</b>	<b>305</b>	<b>7,994</b>
Commercial TV	697	1	11	709	37	759
VHF	506	1	7	514	5	521
UHF	191	0	4	195	32	238
Educational TV	221	0	14	235	15	251
VHF	88	0	4	92	5	98
UHF	133	0	10	143	10	153
<b>Total TV</b>	<b>918</b>	<b>1</b>	<b>25</b>	<b>944</b>	<b>52</b>	<b>1,010</b>

\* Special temporary authorization

\*\* Includes off-air licenses

M. Smith, Dan Pfeiffer (10.6% each), et al. Mr. Shepard has interest in WLAV-AM-FM Grand Rapids, Mich.; WLYV(AM) Fort Wayne, Ind.; and KITT(FM) San Diego. Mr. Gans also has interest in KITT. Mr. Pfeiffer owns automobile dealership. Mrs. Smith owns seasoning salt manufacturing company. Pacific Western owns KVFM(FM) San Fernando, Calif. Action Sept. 26.

■ WNST(AM) Milton, W. Va. (1600 khz, 5 kw)—Broadcast Bureau granted assignment of CP from Naseeb S. Tweel to WNST Radio. Consideration: \$20,000. Principals: Naseeb Tweel retains 84% control. His brother Roger G. Tweel, station manager of WNST, acquired 16% (BAP-828). Action Sept. 26.

■ WMAD-FM Middleton, Wis.—Broadcast Bureau granted mod. of license covering change in studio location outside city limits to WMAD(AM) trans. site on Lacy Rd., 0.5 mile east of Syene, Wis. (BMLH-499). Action Sept. 27.

#### FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KEZK St. Louis (BPH-9026), Sept. 23; KMLB-FM Monroe, La. (BPH-9026), Sept. 23; KRFM Phoenix (BPH-8755), Sept. 23.

## In contest

### Designated for hearing

■ Quitman, Miss., FM proceeding: A. C. Elliot Jr. and Melvin Pulley, competing for 98.3 mhz (Docs. 20196-7)—Broadcast Bureau designated for hearing mutually exclusive applications. Hearing issues include whether Elliot is financially qualified, ascertainment efforts and which proposal would, on comparative basis, best serve public interest. Action Sept. 25.

■ Southport, N.C., FM proceeding: Thoms Broadcasting Co., Clarence S. Mowery Jr. and Brunswick Broadcasting Co., competing for 107.1 mhz (Docs. 20192-3)—Broadcast Bureau designated for hearing mutually exclusive applications. Hearing issues include ascertainment by Thoms, which proposal on comparative basis would better serve public interest, and which application should be granted. Action Sept. 25.

### Case assignment

Chief Administrative Law Judge Arthur A. Gladstone made following assignment on date shown:

■ Fort Valley, Ga., FM proceeding: Rocket Radio and Apostolic Council of Churches, competing for 106.3 mhz (Docs. 20181-2)—Designated ALJ Walter C. Miller as presiding judge, and scheduled hearing for Dec. 16. Action Sept. 30.

### Procedural rulings

■ Willimantic, Conn., FM proceeding: Windham Broadcasting Group and Nutmeg Broadcasting Co., competing for 98.3 mhz (Doc. 19870-1)—Review board scheduled oral argument for Oct. 15 on exceptions and briefs to initial decision released July 31, which proposed grant of application of Windham Broadcasting Group. Action Sept. 27.

■ Jackson, Fla., FM proceeding: Diamond T. Coal and Realty Co., Bold City Broadcasting Co., Mark L. Wodlinger and Mel-Lin, competing for 107.3 mhz at Jacksonville (Docs. 20076-9)—Review board enlarged issues, on request of Bold City Broadcasting, to add issues concerning Wodlinger's ascertainment efforts and whether he disclosed all information in his application as required by rules. Action Sept. 30. Motion by Bold City to enlarge issues against Diamond T. Coal and Realty Co. was dismissed by Review board. Board said that since ALJ Thomas B. Fitzpatrick, on Diamond's request, dismissed its application for FM facility on Sept. 25, Bold City's motion was moot. Action Oct. 2.

■ Miami, TV proceeding: Post-Newsweek Stations, Florida (WPLG-TV Miami) and Tropical Florida Broadcasting Co., competing for ch. 10 (Docs. 20008-9)—Review board granted request by Post-Newsweek Stations, to add issue against Tropical for failure to up-date its application. Board said Tropical should have amended its application to reflect pending anti-trust lawsuit. Action Sept. 27.

■ Perry, Fla., AM proceeding: H. S. Hagan Jr. and His World, competing for 1400 khz (Docs. 20131-2)—ALJ Reuben Lozner canceled hearing scheduled for Nov. 18, and rescheduled it for Jan. 15, 1975. Action Sept. 30.

■ WDAX(AM) McRae, Ga., renewal proceeding: Entertainment Communications (Doc. 20013)—ALJ

Earnest Nash, upon request for postponement of hearing by counsel for Broadcast Bureau due to conflict of hearing dates, postponed hearing scheduled for Nov. 18, and will set new date at later time when hearing rooms become available for hearing at Atlanta.

■ WSWG-AM-FM Greenwood, Miss., license renewal proceeding: Leflore Broadcasting Co. (WSWG(AM)) and Dixie Broadcasting Co. (WSWG-FM) (Docs. 20025, 67)—Review board denied petition to enlarge issues in proceeding. Petition for misrepresentation issue was filed by Greenwood Communications Committee. Action Sept. 25.

■ Jackson, Miss., TV proceeding: Lamar Life Broadcasting Co., Dixie National Broadcasting, Civic Communications Corp., Channel 3 Inc. and Jackson Television, competing for ch. 3 (Docs. 18845-9)—ALJ Lenore G. Ehrig granted Dixie National Broadcasting's request for stay filed Sept. 26; vacated presiding judge's order released July 17, setting forth procedural schedule. Action Sept. 27.

■ WHJB(AM) Greensburg, Pa., AM proceeding: WHJB Radio, seeking facilities changes (Doc. 18868)—Commission remanded application of WHJB Radio, limited partnership, to increase power of WHJB, which had been denied by review board decision on Feb. 2, 1973, to ALJ Ernest Nash for hearing. In remanding proceeding, commission said it was limiting hearing to determine whether WHJB proposal to increase its daytime power from 1 kw directional to 5 kw directional would realistically continue local transmission service for Greensburg and provide new broadcast service for proposed gain area or provide such service for Pittsburgh. Action Sept. 25.

■ WNAR(AM) Norristown, Pa., AM proceeding: WNAR Inc., seeking facilities changes (Doc. 14952)—Commission remanded proceeding on application of WNAR Inc. to Chief ALJ for designation of new presiding judge and for further hearing. WNAR, which operates on 1110 khz, non-directionally, D only, with 500 w power, seeks to increase its power to 5 kw (1 kw directional during CH), employing DA which is designed to radiate maximum energy in direction of Philadelphia. Action Sept. 25.

■ WSIB(AM) Beaufort, S.C., renewal proceeding: Sea Island Broadcasting Corp. of S.C. (Doc. 19886)—ALJ Chester F. Naumowicz scheduled hearing for Nov. 6. Action Oct. 1.

■ Corpus Christi, Tex., TV proceeding: U-Anchor Broadcasting and Telecorpus, competing for new UHF (Docs. 19915-6)—Review board granted request by Telecorpus to add issue to determine whether U-Anchor Broadcasting had misrepresented facts concerning its consultations with community leaders. Action Sept. 25.

### Joint agreement

■ Cabo Rojo and Hormigueros, Puerto Rico, FM proceeding: Southwestern Broadcasting Corp. and David Ortiz Radio Corp., competing for 92.1 mhz (Docs. 19920-1)—ALJ A. Kyle granted joint request for approval of agreement; dismissed Ortiz application with prejudice; approved reimbursement of Ortiz in amount not to exceed \$8,300 for legal expenses in connection with prosecution of his application; and terminated proceeding by granting Southwestern application for 92.1 mhz, 3 kw. HAAAT minus 141 ft. P.O. address 1203 Dalington building, Rio Piedras, Puerto Rico 00922. Estimated construction cost \$25,500; first-year operating cost \$20,500; revenue \$40,000. Principals: Pedro Roman Collazo, president (50%), et al. Mr. Collazo owns 30% of WVOZ(AM)-WOLA(FM) Carolina, Puerto Rico. He also owns real estate business in addition to other interests. Action Sept. 26.

## Complaints

■ WNCN(FM) New York—Commission denied requests by Classical Radio for Connecticut and WNCN Listener's Guild for stay of proposed change of format for WNCN, pending hearing Action Oct. 2. WNCN Listeners' Guild has been informed in ruling by complaints and complaint division of Broadcast Bureau that no comment action is warranted on Guild's complaint WNCN(FM) violated its affirmative obligation of fairness doctrine. Action Oct. 3.

■ Commission denied request of Accuracy Inc. for review of April 30 Broadcast Finding that denied AIM's complaint that to fulfill its fairness doctrine obligation of public of two programs dealing with public of China. Bureau's ruling that FCC policy has been that evidence of deliberate distortive commission cannot undertake re that dispute truth or occur factual presentations. Action S

## Alloc

FCC received follow

## Facilities changes

### AM actions

■ KBBQ(AM)-KBBY(FM) Ventura, Calif.—Broadcast Bureau granted requests for waiver of rules to identify as Ventura-Oxnard, Calif. Action Sept. 25.

■ WPHM Port Huron, Mich.—Broadcast Bureau granted CP to increase nighttime MEOV's (BP-19787). Action Sept. 26.

■ KXLW Clayton, Mo.—Broadcast Bureau granted mod. of CP to change pattern to 5 kw non DA-D, and make change in field intensity measurements: conditions (BMP-13852). Action Sept. 26.

■ WGSE New Bern, N.C.—Broadcast Bureau granted CP to change ant. trans. site to 1.1 miles north of Highway 1401, 3.0 miles west of New Bern, and increase height (BP-19784). Action Sept. 26.

### AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KPOI Honolulu (BP-19,447), Sept. 18; WKTQ Pittsburgh (BP-19,745), Sept. 20.

### FM actions

■ WVLE Fayette, Ala.—Broadcast Bureau granted mod. of CP to change trans. and ant.; change frequency and modulation monitor; ERP 50 kw; ant. height 350 ft. (BMPH-14247). Action Sept. 27.

■ WWYZ Waterbury, Conn.—Broadcast Bureau granted request for waiver of rules to identify as Waterbury-Hartford, Conn. Action Sept. 25.

■ WHYI Ft. Lauderdale, Fla.—Broadcast Bureau granted request for waiver of rules to identify as Ft. Lauderdale-Miami, Fla. Action Sept. 25.

■ WWGA Waynesboro, Ga.—Broadcast Bureau granted mod. of CP to change trans. and ant. (BMPH-14246). Action Sept. 27.

■ KTAV Knoxville, Iowa—Broadcast Bureau granted request for waiver of rules to identify as Knoxville-Pella, Iowa. Action Aug. 30.

■ WGRF Pleasantville, N.J.—Broadcast Bureau granted request for waiver of rules to identify as Pleasantville-Atlantic City, N.J. Action Aug. 30.

■ WJSK Lumberton, N.C.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 3 kw; ant. height 270 ft.; remote control permitted (BPH-9141). Action Sept. 27.

■ WRPC San German, P.R.—Broadcast Bureau granted request for waiver of rules to identify as San German-Mayaguez, Puerto Rico. Action Sept. 25.

■ WANS-FM Anderson, S.C.—Broadcast Bureau granted CP to make changes in transmission line (BPH-9140). Action Sept. 27.

■ WFLS-FM Fredericksburg, Va.—Broadcast Bureau granted CP to install new trans. and ant.; change transmission line; ERP 50 kw; ant. height 350 ft.; remote control permitted (BPH-9142). Action Sept. 27.



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table of assignments (ann. Sept. 30):

- Tulare County Board of Education, Visalia, Calif.—Requests to designate presently assigned ch. 43 at Visalia for noncommercial use (RM-2450).

FCC took following actions on FM allocations:

- Hornell, N.Y.—Commission assigned ch. 221A as second FM assignment to Hornell. Since proposed assignment of ch. 221A to Hornell would foreclose future assignment on that channel, Patricius Enterprises said ch. 261A could be assigned to Wayland, N.Y., 15 miles away, community without local broadcast facility (Doc. 19959). Action Sept. 24.
- Newport, Ore.—Commission has substituted ch. 273 for ch. 274 at Newport. Commission said since Yaquina Radio indicated it would apply for ch. 273 if it is assigned, and since change would provide improved FM service to area, substitution of channels was warranted (Doc. 19960). Action Sept. 24.

## Rulemaking

### Action

- Commission adopted notice of inquiry in response to petition requesting restrictions on use of repeat material, or re-runs, in prime time programming on three major TV networks. Petition (RM-1977) was filed in May 1972 by Bernard A. Balmuth, Hollywood film editor. It sought rulemaking to limit major network stations' use of re-runs to maximum of 25% of total allotted prime-time hours per year and requested that repeat material be identified on air. Petition was opposed by ABC, CBS and NBC and by two groups of TV station licensees. Action Oct. 3.

## Translators

### Applications

- Ponderosa Basin Community Television Association, Ponderosa Basin, Calif.—Seeks to amend application to change frequency from ch. 9 to ch. 7 (BPTTV-4999). Ann. Oct. 1.
- Tibbs T.V. & Appliance, Taylor, Neb.—Seeks ch. 9, rebroadcasting KHAS-TV Hastings, Neb. (BPTTV-5109). Ann. Oct. 1.

### Actions

- K68AA Spring Glen, Utah—License authorization canceled and call letters deleted, at request of licensee. Ann. Sept. 30.
- W05AJ Boulder Junction, Wis.—License authorization canceled and call letters deleted, at request of licensee. Ann. Sept. 30.

## Cable

### Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Oct. 2 (stations listed are TV signals proposed for carriage):

- Chaparral Cable TV, Box 1073, Willcox, Ariz. 85643, for Benson, Ariz. (CAC-4322); KVOA-TV, KUAT-TV, KGUN-TV, KOLD-TV Tucson, Ariz.; KZAZ Nogales, Ariz.; KTVK, KPHO-TV, KOOL-TV Phoenix; KSTAR-TV Mesa, Ariz.
- Big Valley Cablevision, 41 West Yokuts Ave., Stockton, Calif. 95207, for Stockton (CAC-4314) and San Joaquin county (CAC-4315), both California: Delete KBHK-TV San Francisco and add KTLA Los Angeles.
- Warner Cable of Ft. Walton Beach, 75 Rockefeller Plaza, New York 10019, for Crestview (CAC-4310) and Eglin AFB (CAC-4311), both Florida: Add WDTB Panama City, Fla.
- Lake County Cablevision, 1310 Marion St., Drawer L, Leesburg, Fla. 32748, for Silver Springs Shores, Fla. (CAC-4320); WESH-TV Daytona Beach, Fla.; WJXT, WJKS-TV, WTLV Jacksonville, Fla.; WUFT, WCJB Gainesville, Fla.; WDBO-TV, WFTV Orlando, Fla.; WFLA-TV, WTVT Tampa, Fla.; WTOG St. Petersburg, Fla.
- West Hawaii Cable Vision, Box 362, Hilo, Hawaii 96720, for Kamuela (CAC-4321), Captain Cook (CAC-4327), Kalaea (CAC-4328), Keauhou (CAC-4329), Kailua-Kona (CAC-4330), Holualoa (CAC-4331), Kealahou (CAC-4332), Honaunau (CAC-4333), Kawaihae-Puako (CAC-4334) and Waikoioa (CAC-4335), all Hawaii: Add KGMB-TV Honolulu and delete KMAU-TV Wailuku, Hawaii.
- Moscow TV Cable Company, Box 8336, 110 E. 5th, Moscow, Idaho 83843, for Moscow (CAC-4318): Add KSTW Tacoma, Wash.
- Warner Cable of Albion, 75 Rockefeller Plaza, New York 10019, for Albion, Iowa (CAC-4298): Add WOC-TV Davenport, Iowa.

■ Owensboro-On-The-Air, Box 522, Owensboro, Ky. 42301, for Owensboro (CAC-4302): Add WTTV Bloomington, Ind.; delete WDXR-TV Paducah, Ky.

■ CSH Inc., 636 Louisiana National Bank Bldg., Baton Rouge 70801, for Hammond (CAC-4300) and Tangipahoa Parish (CAC-4301), both Louisiana: Add WLPB-TV, Baton Rouge; KLFY-TV Lafayette, Louisiana.

■ Berkshire Telecab, 53 Perimeter East, Suite 300, Atlanta 30346, for Adams (CAC-4303), North Adams (CAC-4304), Williamstown (CAC-4305), Cheshire (CAC-4306) and Clarksburg (CAC-4307), all Massachusetts: Add WSBK-TV Boston.

■ Omega of Comstock & Galesburg Co., 108 East Washington St., Indianapolis 46204, for Comstock (CAC-4296) and Galesburg (CAC-4297), both Michigan: Delete WSNS-TV Chicago and add WMSH-TV South Bend, Ind.

■ Iron Range Cable TV, 53 Perimeter East, Suite 300, Atlanta 30346, for National Mines, Mich. (CAC-4299): Request certification of existing CATV operations.

■ Cable Communications Systems, Box 777, Hector, Minn. 55342, for Paynesville, Minn. (CAC-4326): Add KDLO-TV Florence, S.D.; KEYC-TV Mankato, Minn.

■ Clear Vision Cable Co., Box 3007, Meridian, Miss. 39301, for Decatur, Miss. (CAC-4313); WMAW, WTKO-TV, WHTV-TV Meridian, Miss.; WLBT, WJTV, WAPT Jackson, Miss.

■ Morris Cablevision, 171 Ridgedale Ave., Box 2009R, Morristown, N.J. 07960, for Madison (CAC-4324) and Hanover (CAC-4325), both New Jersey: WCBS-TV, WNBC-TV, WNEW-TV, WABC-TV, WOR-TV, WPIX-TV New York; WNET, WBTB-TV Newark, N.J.; WJNU-TV Linden, N.J.; WNJM Montclair, N.J.; WPHL-TV, WTAJ-TV Philadelphia; WXTV Paterson, N.J.

■ Auburn Cablevision, 144 Genesee St., Auburn, N.Y. 13021, for Owasco, N.Y. (CAC-4308); WHEC-TV, WOKR Rochester, N.Y.; WCNV-TV, WSYR-TV, WHEN-TV, WNSY Syracuse, N.Y.; WOR-TV, WPIX-TV New York.

■ Clearview Cable Corp., 518 Monmouth St., Gloucester City, N.J. 08030, for Mt. Ephraim, N.J. (CAC-4312); KYW-TV, WPVI-TV, WCAU-TV, WPHL-TV, WTAJ-TV Philadelphia; WKBS-TV Burlington, N.J.; WHYY-TV Wilmington, Del.; WNJS Camden, N.J.; WLVT-TV Allentown, Pa.; WOR-TV, WPIX-TV New York.

■ Cablevision of Oyster Bay, Marine Midland Bank Bldg., 366 N. Broadway, Jericho, N.Y. 11753, for Oyster Bay, N.Y. (CAC-4317); Add WPHL-TV, WTAJ-TV Philadelphia; WBTB-TV Newark, N.J.

■ Armstrong Utilities, 214 S. McKean St., Butler, Pa. 16001, for Grove City, Pa. (CAC-4316); WFMJ-TV, WKBN-TV, WYTV Youngstown, Ohio; WKBF-TV Cleveland; WUAB Lorain, Ohio; KDKA-TV, WIIC-TV, WQED Pittsburgh; WNEO-TV Alliance, Ohio.

■ Hamburg TV Cable, 208 Fort Clinton Ave., Hamburg, Pa. 15226, for Leesport borough, Pa. (CAC-4309): Request authority to continue carriage of WBRE-TV Wilkes-Barre, Pa.

■ Laurens County Cablevision, Box 850, Laurens, S.C. 29360, for Clinton, S.C. (CAC-4323); WA1M-TV Anderson, S.C.; WLOS-TV Asheville, N.C.; WFBC, WNTV, WGG5-TV Greenville, S.C.; WSPA-TV Spartanburg, S.C.; WRET-TV Charlotte, N.C.; WTCG-TV Atlanta.

■ Pullman TV Cable Company, 385-E 218 Main, Pullman, Wash. 99163, for Pullman (CAC-4319): Add KSTW Tacoma, Wash.

### Certification actions

- CATV Bureau granted following operators of cable TV systems certificates of compliance: Defuniak Springs Cablevision Co., Defuniak Springs, Fla. (CAC-3030); Texas Television Services, Bridgeport, Tex. (CAC-3117); Cable Vision, Hart, Mich. (CAC-3328); Continental Cablevision of Holland-Zeeland, Holland, Mich. (CAC-3329); Blue Mountain Cable Co., Prairie City, Ore. (CAC-3605); Riverton Cable TV, Riverton, Wyo. (CAC-3778); Freeport Cablevision, Freeport, Ill. (CAC-3799); Arizona Cable TV, Herber, Ariz. (CAC-3838); Guilford Cable TV, Southern Guilford township, Pa. (CAC-3880); Multi-Channel Cablevision, Corsica borough, Pa. (CAC-3925); American Cablevision Co., Pence, Wis. (CAC-3969); Minnesota All-Channel Cablevision, Glenwood, Minn. (CAC-3976); Upper Valley Cable Corp., North Haverhill, N.H. (CAC-3992); Television Cable of Eden, Eden, N.C. (CAC-3995); Warner Cable of Crockett, Crockett, Tex. (CAC-4000); Cablecom-General, Gulfport, Miss. (CAC-4002); Systems TV, New Haven (CAC-4006); Hamden (CAC-4007) and West Haven (CAC-4008), all Connecticut; Carroll Cable Company, Carroll, Iowa (CAC-4064); Coastal Cable Company, North Myrtle Beach, S.C. (CAC-4074); Monroe All-Channel Cablevision, Bloomington (CAC-4086) and specified unincorporated areas of Monroe county (CAC-4087), both Indiana; MBS Cable TV, Newton Falls, Ohio (CAC-4164); Warner Cable of Fort Walton Beach, Shalimar (CAC-4169) and Valparaiso (CAC-4171), both Florida.

■ Hartford City, Ind.—Commission denied application of Cable Communications Corp., operator of cable system at Hartford City, for certificate of compliance to add signal carriage of WGN-TV and WSNS-TV, two distant Chicago stations. Commission said Hartford is partially located within 35 miles of Roanoke. Despite fact that no trans. is located in Roanoke or channel allocated to it, Commission stated, it qualifies as community of interest pursuant to rules and therefore as center of market. Action Sept. 24.

■ Kalamazoo, Mich.—Commission denied application of Western Cablevision for certificate of compliance to begin cable operation at Kalamazoo. Commission said that when local government, such as city of Kalamazoo, has power to grant franchise or other appropriate authority, but fails to do so, certificate of compliance will not be issued. Action Sept. 25.

■ Green District, Ore.—FCC granted Better-View Cable Vision certificate of compliance for new cable system at Green District, located in Roseburg, Ore., smaller TV market. Better-View proposes carriage of Oregon stations KPIC Roseburg, KOB1 Medford, \*KOAC-TV Corvallis, KEZI-TV Eugene, KMED-TV Medford, and KPTV Portland. Action Oct. 2.

■ Washington—FCC granted Nation Wide Cablevision certificates of compliance to continue operation of cable systems at Burlington, Mount Vernon and Sedro Woolley, Wash., and to add CHAN-TV Vancouver, B.C., to its Burlington and Sedro Woolley systems. Three cable systems are located in Bellingham, Wash., smaller TV market. Action Oct. 2.

### Other actions

■ Harrison, Ark.—Commission denied petition by Midland Television Corp. for issuance of show cause order against Twin Lakes TV Corp., operator of cable system at Harrison. Midland, licensee of KMTCTV Springfield, Mo., requested show cause order against Twin Lakes for cable system's alleged failure to provide KMTCTV with simultaneous network program exclusivity protection against signal of KATV Little Rock, Ark. Commission said Midland failed to produce sufficient factual allegations. Action Sept. 25.

■ San Jose, Calif.—Commission denied petition by Gill Cable, operator of cable system at San Jose, requesting that show cause order be directed against Pacific Western Estates, developer of mobile home park at San Jose. Pacific Western obtained non-exclusive franchise from city of San Jose to operate cable TV system at its mobile home park. Commission said that it was unclear whether Pacific Western's facility presently meets definitional standard of cable TV system. Action Oct. 2.

■ Kamuela, Hawaii—Commission granted request by West Hawaii Cable Vision, for special temporary authority to substitute carriage of KGMB-TV Honolulu for signal of KMAU-TV Wailuku, Hawaii, on its cable system at Kamuela. West Hawaii mistakenly applied for KMAU-TV instead of KGMB-TV in its certification application. West Hawaii also contended that carriage of KGMB-TV on Kamuela system would be consistent with rules because Kamuela is located outside all TV markets and because KGMB-TV is significantly viewed in Kamuela. Action Oct. 2.

■ Salt Lake City—Commission, in response to request by Community Television of Utah, operator of cable system at Salt Lake City, granted temporary waiver of crossownership rules to permit company to acquire 50% of its stock now owned by Broadcast Services. Community Television is owned by corporations with ownership interests in KSL-TV and KUTV, both Salt Lake City. Action Oct. 2.

### Rulemaking

■ Columbus, Tex.—Commission denied petitions by Lockhart Cable TV Service, operator of cable system at Columbus, for waiver of network program exclusivity requirements. Commission pointed out that it would act to resolve disputes or decide waiver requests involving exclusivity only if exclusivity obligation is triggered. It concluded that question of exclusivity had been prematurely raised and was not in issue until Lockard serves 500 or more subscribers on its system. Action Sept. 24.

■ Lake Geneva, Wis.—Commission denied petition by Southern Wisconsin Cable, operator of cable system at Lake Geneva, for waiver of network program exclusivity rules. Commission pointed out that although Southern Wisconsin is smaller cable system, its 686 subscribers preclude it from utilizing exemption from exclusivity rules. Action Oct. 3.

■ Chief, Cable Television Bureau, in response to request by National Association of Broadcasters, granted its petition for reconsideration of commission's order of Aug. 27, granting only in part its petition for extension of time, and extended to Oct. 28 time for filing reply comments in matter of amendment of commission's rules and regulations with respect to network program exclusivity protection by cable TV systems. Action Sept. 30.

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### Help Wanted Management

If you are a sales manager with a good shirt-sleeve sales record combined with good managerial instincts, you might qualify to become general manager of an outstanding AM/FM combination in a very pleasant New England community. It is a career opportunity with strong challenges, heavy responsibilities and outstanding earning opportunities. Tell us everything you can in total confidence. Equal Opportunity Employer. Box K-19, BROADCASTING.

Wanted Sales Manager, interested in moving up to Station Manager in small Mkt. Reasonable Salary Plus Commission. Give full resume in first letter. Replies confidential. Box K-71, BROADCASTING.

Sales-oriented manager needed for Southern medium market station. \$25,000+ income based on gross profits. Excellent facility, lovely market. Send resume to Box K-85, BROADCASTING.

No. 1 radio station WERK, Muncie, Indiana, is looking for aggressive sales oriented general manager with proven track record. Must stand rigid inspection. To the right individual an attractive salary or percent on sales. At present sales level your income would amount to \$20,000+ with excellent growth potential. If you produce you gain. All replies confidential. No phone calls. Send written resume with references to WERK Radio, Box 2465, Muncie, IN 47304.

WMAL Radio 63, the leadership station in Washington, D.C. is seeking an ambitious community-oriented promotion manager. Call or forward a resume to Earl Murton, Manager of Marketing Services, WMAL AM Radio, 4400 Jenifer Street, N.W., Washington, D.C. 20015. 202-686-3217. An Equal Opportunity Employer, Affirmative Action Employer.

### Help Wanted Sales

Group owned N.Y. AM station looking for experienced retail salespeople. Excellent salary and commission arrangement. Box K-13, BROADCASTING.

Account Executives. If you're making less than \$250 weekly, you're in the wrong market. Fast growing East Coast operation has one opening for a pro. An equal opportunity employer. Send resume to Box K-14, BROADCASTING.

Need aggressive sales person, excellent opportunity, salary, commission, and excellent fringe benefits. Send resume to Jack Ludescher, G.M., WGEZ, Box 416, Beloit, WI.

Minneapolis-St. Paul career opportunity for experienced salesperson. Drawing account, commissions, company benefits, excellent opportunity for advancement. Tom Dohn, 612-739-4433, WMIN, 498 South Century, St. Paul, MN 55119.

Creative sales person, proven small or medium market experience. Will be given established list. Send resume to Marcian Bouchard, Sales Mgr., WRIE Radio, Box 2072, Erie, PA 16512.

Male or Female, experienced and able to travel. Sell our proven sales promotions to stations and earn more than you have ever made in your life selling locally. Key Marketing Corp., P.O. Box 650, St. Petersburg, FL 813-821-0986.

Wanted: Experienced sales person at a 10,000 watt modern country station. Salary plus commission. Location Greenville, NC, call Jennings Blakely 919-758-2324.

Sales manager with solid sales background, some management experience needed by #1 station. Salary commensurate with ability. Send resume to Community Service Broadcasting, Inc., Box 1209, Mt. Vernon, IL 62864.

### Help Wanted Announcers

Immediate opening for announcer/jock at Indiana AM/FM. First phone a plus, but not necessary. Salary plus benefits. Send picture and resume. Box K-42, BROADCASTING.

Sales-announcer, intelligent, hard-working, willing to learn. Small Eastern. Box K-82, BROADCASTING.

Radio as a career? Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact program director, Art Brooks, KPOW, Box 968, Powell, WY 82435. An equal opportunity Employer.

### Help Wanted Announcers Continued

Midwest C&W seeks alert, responsible airpeople for future expansion. Send tape and resume to Don Paul, KTTS, Springfield, MO 65805.

Midwest University based public FM needs two announcer-producers for classical format. BS, 3rd endorsed, experience required. Send audition tape and resume to WCBU(FM), 1501 W. Bradley Ave., Peoria, IL 61625. Ph.: 309-673-7100.

WCHV has immediate opening for Top 40 jock with First Phone. Rush aircheck, resume, and photo to Ed Owens, WCHV, Box 5387, Charlottesville, VA 22903.

Wanted experienced news oriented morning person with third endorsed for MOR full power FM. Tape and resume to Bob Davis, WMDR, Box 461, Moline, IL 61265.

Central Pennsylvania contemporary is looking for a strong daytime personality. We would like someone with a proven record. Time and temp job need not apply. Come join our team in this very competitive market. Tape, resume, references and requirements first package, WRTA, Box 272, Altoona, PA.

Immediate opening. Some experience. Salary open. WVOS, Liberty, NY. 914-292-5533. Equal opportunity employer.

Need first break? Contemporary station, all night shift, polish your act and move up, need you immediately, tape to Box 10, Ithaca, NY.

Wanted: Announcer with 1st phone at a 10,000 watt modern country station. Located in Greenville, NC. Call the manager at 919-758-2324.

### Help Wanted Technical

Consulting Engineer, NYC. Consulting firm considering the establishment of branch office to serve NY/LI area. We seek experienced broadcast/communications engineer preferably with BSEE/EIT/PE or equivalent. Will be responsible for management of office, client contacts and business development, respond with resume and compensation requirements to Box K-107, BROADCASTING.

Chief Engineer-Announcer. FM partially automated. Send resume. No phone calls. Dale Low, KLSS and KSMN, Mason City, IA 50401.

Chief Engineer/Announcer for 4 tower, directional AM, 3,000 watt FM. Heavy maintenance, salary commensurate with experience. WCSM, Box 341, Celina, OH 45822.

Experienced chief for Southern Indiana AM & FM stereo. New equipment. 10 hours board work per week. WITZ 812-482-2131.

Engineer, \$150.00 a week, WPRT Radio. Telephone 606-886-2050 or 606-886-6191. D. C. Stephens, owner.

Immediate opening for first class engineer AM/FM stereo combination. Strong maintenance. No paper hangers. Call Tom Catalano, 904-732-2010.

### Help Wanted News

Number one station in Philadelphia suburban market needs experienced news person. Must do it all: Dig, write and air strong local news. 5000 watt full-time, long established. Really not for announcers or rip 'n read artists. Salary based on experience and ability. Equal Opportunity Employer. WCOJ. 215-384-2100.

Sports director. Must be experienced in football and basketball play by play. Chance to work on major university network. Tape and resume to Mike Buxser, P.D. WGNT, Box 1187, Huntington, W.V.

Fastest growing station in New England is anxious to hear from qualified contemporary MOR personalities and experienced newscasters. These are key expansion positions with the Knight Quality Group. Send tape and resume to: Jim Scott, Box 487, Manchester, N.H. 03105.

50,000 watt net affiliate has immediate opening for drive time newscaper. Must be strong on the air for adult format. Send air check and resume to Mark Neeley, news director, 501 Carew Tower, Cincinnati, OH 45202.

### Help Wanted Programing, Production, Others

Program director & combo morning person for top rated contemporary operation. Part of aggressive group ownership. Send resume and tape to Bryce Cooke, G.M., WTAC, Box 600, Flint, MI 49501.

Affirmative action university seeks a faculty member to teach news-oriented courses and provide occasional support in broadcast news. Doctorate or dissertation-stage candidate with related research interest and some professional experience. Letter and vita to: Director, School of Journalism, University of Oklahoma, 860 Van Vleet Oval, Room 101, Norman, OK 73069.

### Situations Wanted Management

Beautiful music FM manager desires move to an FM where skills can be totally utilized—and compensated. Excellent profits during four year tenure. Young and aggressive with the track record to prove it. Box K-29, BROADCASTING.

36 year old manager with substantial capital to invest is looking for the perfect opportunity. Strong sales and administrative ability; bottom line oriented. Prefer good FM in market larger than 100,000. Box K-30, BROADCASTING.

Top salesman at major market beautiful music outlet looking for the right move to management in a smaller market. Strong in understanding and sales of FM. 31, degree, family. Box K-31, BROADCASTING.

Salesmanager—Station Manager. Age 43 with 20 years broadcasting experience. Top references. West or Mid-West. Box K-58, BROADCASTING.

Station owner: You need a sharp take charge man who has strong sales-programing-management-technical background. Experience all phases. A good executive, solvent with cash. Let me worry about your station and sales. Any state, absolutely top notch. Box K-63, BROADCASTING.

Young, energetic CRMC heavy sales, automation, cost control. Degree. Seeks sales or management with growing group or station, medium or large market. Want out of dead-end as small market GM. Box K-75, BROADCASTING.

An old Pro can make money for you. A modest salary with stock opportunity will make us both happy. 219-362-3682. P.O. Box 531, La Porte, IN 46350.

22 Years in Radio, including 9 in TV. Experienced in programing, music, production, license renewal, budgets. Most recently GM, top 50 market MOR group station. Seeking place on management team. Offer maturity (39), strong MOR program ability, community involvement, stability. Top references. Midwest preferred. 419-893-7210.

### Situations Wanted Announcers

DJ, 3rd phone, tight board, good news and commercials, ready now, anywhere. Box H-5, BROADCASTING.

Jock looking for stable station. Tight board, sales, production and sports. Contact immediately or else. Resume and tape available on request. Box K-3, BROADCASTING.

Announcer, looking for first break, tight board, good news and commercials, good production, ready now, will relocate. Box K-32, BROADCASTING.

Rock Jock Pro, first class license. Box K-44, BROADCASTING.

Have no openings? Fire somebody! Major market entertainer looking for work. Help! Contemporary or MOR. Write Box K-64, BROADCASTING.

Female first phone announcer, strong sports, news. Ohio University; Brown Institute grad. East Coast or Florida. Marcia McCaffrey. Evenings—212-673-0567 or Box K-65, BROADCASTING.

Looking for a fresh, new sound in your market? Young man, stable, with good radio background needs experience with small to medium market station. 3rd phone endorsed. Salary negotiable. Prefer Southwestern/South Central Ohio. Tape, resume on request. Box K-74, BROADCASTING.



## Situations Wanted Announcers Continued

Former #1 morning man in Akron and Tampa/St. Pete. Resume also includes WKY, WFTL, WIXY, presently programing 1 kw home town station in Ohio. Seek challenge and competition of majors. Prefer mornings, but will talk. Excellent credentials and ref. Box K-79, BROADCASTING.

Female, new deejay in major market, well experienced in radio and TV production, considering offers. Box K-83, BROADCASTING.

1st phone P.D., personality jock, 3 years experience. Seeks Southern California rocker. Call 815-455-0546 or write Box K-84, BROADCASTING.

PD, MD, jock, rock, country, MOR totaling six years experience. College, third, young, familyman with head on his shoulders, desires stable position with growing, progressive company. Will relocate. Box K-93, BROADCASTING.

Radio talk show host. Now program director. Radio and television news director experience. College degree. Box K-102, BROADCASTING.

In the business 3 years looking for a good stable position. Pleasant voice. Call Bill Smith, 614-264-6376.

Top announcer-sportscaster-PD. 10 years experience, all formats, college, station management, play-by-play, pro actor, voices and comedy, 1st phone, minor maintenance; seeking small-medium market radio family for permanent arrangement. Area, people, creativity, responsibility, are more important than salary. Will relocate! Call 612-774-2873, 3 to 6 p.m.

Eight years experience in professional recording, broadcasting, engineering. Degree, will relocate anywhere for permanent position. For resume and "the tapes," contact Bob McCoy, 813-971-3273, 2210 Irene Street, Apt. A, Lutz, FL 33549.

Experienced announcer with great voice, first ticket, and sports aptitude looking for medium size market station where he can work hard and progress. Dave Stanislaus 316-682-9521, 4043 Regents, Wichita KS 67208.

Top 30 contemporary seven years. Available 2 weeks Southeastern market. Tape, resume, Suni Michael, 204 14th St. N.W., Fort Payne, AL 35967. 205-845-4158.

Contemporary personality: Experienced, seeks permanent full time position. Tight board, great delivery, 3rd phone, stable and dependable. Prefer FM. Call 914-961-5587.

Third endorsed, dj seeks position with a future. Tight board, dependable. Mike Hon, 373 Williams, Daytona, FL 1-904-255-6950.

Major market up-tempo MOR djsc jockey, good background in programing and top 40, looking for major or medium market progressive MOR with television affiliate that would allow some television work. 216-226-1254.

Young, ambitious DJ wants 1st break, 3rd phone, excellent training, solid newscaster, good commercials, tight board. Will go anywhere, immediately. Charlie DeNatale, 22 Craig Court, Elmwood Park, NJ 07407. 201-796-1008.

Eight year Pro wants chance to grow. Write Steve, 403 North Webster, Saginaw, MI.

First phone with major market engineering experience. Western state. 415-922-6648. Lee.

Sports announcer with DJ and news experience. 4 years college station. 1 1/2 years commercial station. First phone. Available now. Bob Presman, 2920 N. Commonwealth, Chicago, IL 60657, 312-248-9015.

## Situations Wanted Technical

Experienced AMDA, FM, stereo, experienced chief for smaller market, family, prefer South. Box K-39, BROADCASTING.

Licensed twenty years, radio chief, AM-DA, FM, TV. Available worldwide, formerly NBC. Charles Simpson, 3407 West 65th Street, Cleveland, OH 44102. 216-961-7771.

## Situations Wanted News

Aggressive News Director. 19 years varied experience in news and public affairs, diplomatic administrator, excellent editorialist, stable, top references, authoritative bass delivery, perfect pronunciation in six languages. Would like to talk with manager who considers news a salable commodity and not a programing-by-product. What can you offer? Box J-262, BROADCASTING.

Aggressive young reporter. Major market experience. Will relocate. Box K-25, BROADCASTING.

## Situations Wanted News Continued

Take charge news director-operations manager. Put my 15 years experience to work for your major-medium market operation. 1st phone. Consider telephone talk-show. Box K-62, BROADCASTING.

8 years radio-TV news; skilled writer; handle public affairs; anchor. Box K-78, BROADCASTING.

Working news director with major market experience and superb writing/reporting ability. Looking for medium/major market anchor, writer, reporter. NY/NJ. Box K-91, BROADCASTING.

News and sports or MOR sports combo desired in medium or major market. Right solo news job also considered. Degree, 5 years commercial along with college and military experience. Married, stable, willing to relocate. Quality voice. Box K-106, BROADCASTING.

Sportscaster with entertaining ability to bring the people to the sports world. 3 years PBP experience in football, basketball, hockey, baseball. Vast, diversified knowledge for talk shows, interviews or news. College grad., 3rd endorsed, will relocate, available now. Peter Cooney, 36 Tanager Rd., Attleboro, MA 02703 or call 617-222-4796 today!

Sportscaster, play-by-play, color, small market experience, midwest U.S. location. Barry Lepofsky, 29215 Franklin Hills, Southfield, MI. 313-353-4837, work 313-JO-6-4640.

## Situations Wanted Production, Programing, Others

Desire production-management position in progressive VHF, UHF, Industrial, or CATV in Connecticut, Southeastern New York, or New England area. Currently production supervisor commercial UHF, major market; two production studios plus remote. Previous CATV program manager, major system. Available January 1975. Box K-76, BROADCASTING.

Billboard winning jock with two years as programer looking for medium market programing spot. College grad, married. Box K-105, BROADCASTING.

38-24-37 is an eyeopener. PD and morning man with ratings and nationwide publicity is also an eyeopener. Major and medium market experience. I'm an entertainer, not a DJ. I get listeners involved and participating. Johnny Kaye, Box 303, Jaffrey, NH 03452. 603-532-6401.

Radio-TV-Film writer desires staff or freelance assignments. Box 3154, Pompano Beach, FL 33062.

## TELEVISION

### Help Wanted Sales

Account executive top 40 market, heavy agency list. \$20,000 plus Group Owned with management opportunity. Send resume, confidential. Box K-95, BROADCASTING.

Immediate sales opening with leading Midwest NBC television station. Our client wants candidates who have graduated from college within the last three years, including June '74 graduates. Salary negotiable. Call Mike Walker, management consultant, 312-693-6171.

### Help Wanted Technical

Chief engineer of independent UHF needs an assistant. Must be a "working" engineer capable of studio and transmitter maintenance able to assume management responsibilities. Should be knowledgeable on live cameras and film chains. Good salary and fringe offered. Equal Opportunity Employer. Box K-80, BROADCASTING.

Wanted experienced video tape maintenance and field engineers for large Miami, Florida facility. Please send resume and salary requirements to Box K-97, BROADCASTING.

First phone technicians for switching and MC operations. ABC-VHF-great area to live. Send resume to director of engineering, KIVI, 1866 E. Chisholm Dr., Nampa, ID 83651.

Opening for transmitter supervisor with first phone. RCA UHF TTU-30A transmitter. Equal Opportunity Employer. Reply to: Chief Engineer, WAND-TV, Box 631, Decatur, IL 62525.

## Help Wanted Technical Continued

Challenging opportunity, 1st phone engineer with TV experience in UHF, M.W. and studio maintenance. Possible advancement to Asst. C.E. Robert Hardie, director of engineering, WLFI-TV, Lafayette, IN. 317-463-3516.

TV maintenance engineer: Kaiser Broadcasting in Boston requires engineer experienced in latest RCA color equipment. Salary up to \$17,000. FCC 1st class license required. Kaiser is an equal opportunity employer M/F. Call or write R. A. Lipson, WLVI-TV, 75 Morrissey Blvd., Boston, MA 02125. 617-288-3200.

UHF TV station wants experienced engineer for studio and transmitter operation and maintenance. Small community. Send resume to: chief engineer, WXOW-TV, Box 198, La Crosse, WI 54601.

TV Engineer HFD. Conn. Strong video or videotape editing. No trainees. Best benefits. Contact Tom Doody, Conn. Public TV, 24 Summit St., Hartford, CT 06106. 203-278-5310.

Wanted immediately in Midwest. Experienced technician in operations and maintenance of video tape recorders, color cameras and systems. Experience as video tape editor essential. Salary commensurate with experience. Contact Bernie Green, Editel Inc., 1920 N. Lincoln, Chicago, IL 60614.

## Help Wanted News

Wanted, meteorologist or weather person for Midwest medium-sized network affiliate. Prefer some broadcasting experience. Should have pleasant personality and be able to relate weather to people and their activities. Send resume and salary requirements. Box K-23, BROADCASTING.

Experienced director to direct award-winning news and public affairs programs. Must know news, switching and have strong leadership capabilities. Network affiliate, Midwestern market. Send full details and salary requirements. Box K-24, BROADCASTING.

Anchor. Midwest news oriented group operation needs working anchor. Experience preferred but will consider weekend anchor or radio news experience. Send all details first letter. Box K-33, BROADCASTING.

Anchorperson for weekday early and late news. Young, aggressive, dynamic personality for actor/news format. Medium market, Southeast. Send photo, resume and salary requirements to Box K-49, BROADCASTING.

Midwest Market wants News Producer. An organizer who knows news and how to correlate crews to gather the most and the best. Also reporter to learn photography as well. Box K-51, BROADCASTING.

Needed Immediately, experienced reporter/photographer. Send resume to News Director, KCRG Radio and TV, 104 First Street Southwest, Cedar Rapids, IA, 52404. No phone calls please. This is an equal opportunity employer.

VHF network station in Southwest wants young aggressive sports director. Some experience necessary. Rush tape, resume and salary requirements to Gary Anderson, news director, KVOA-TV, Box 5188, Tucson, AZ 85703.

Journalist to handle news, minority and community affairs. Will involve on-air reporting and writing. Equal Opportunity Employer. Write Michiana Telecasting Corporation, Post Office Box 1616, South Bend, IN 46634.

## Help Wanted Programing, Production, Others

Wanted: Experienced television lighting person. Must know commercial and location work. Must have sample reels when requested. Box J-121, BROADCASTING.

Large Northeastern public television station is seeking a director of public information, research and development. Looking for experience in TV journalism and public relations. Position available on October 14. Salary open. Box K-100, BROADCASTING.

Chief of Development sought by large Northeastern public television station. Experience in public relations and fund-raising required. Position now available. Salary open. Box K-101, BROADCASTING.

Experienced Prod.-Dir. for prod. ABC VHF great place to live. Send resume to Operations Manager, KIVI, 1866 E. Chisholm Dr., Nampa, ID 83651.

Producer-director; degree, broadcasting, allied field. Commercial experience helpful. Public TV experience desired. UHF color. Affirmative Action, Equal Opportunity Employer. Resume to William Brady, WUSF-TV, University of South Florida, Tampa, FL 33620.

## Help Wanted Programming, Production, Others Continued

Film buyer/program director. TPS (TeleMation Program Services) expansion requires an experienced, bright, aggressive TV film buyer. Bob Weisberg, TPS (TeleMation Program Services), 50 East 42nd Street, New York, NY.

Immediate opening. Experience required in studio directing and remote television. Video tape presentation needed for review by hiring Executive Producer. For job particulars, contact Charlie Stopak, 202-686-3161. Equal Opportunity Employer.

## Situations Wanted Management

Business manager, five years with network affiliate in top twenty market. Experience in broadcast computer systems, traffic, billing, credit. Seeking rewarding position. Box K-69, BROADCASTING.

Young BBA, currently assistant business manager in top 15 market looking for challenging growth position. Solid experience, accounting and computer systems. Box K-73, BROADCASTING.

Operations manager, knows traffic, billing, production, PR, sales service, news, network operation, FCC rules and regulations and interdepartmental relations. A young, dynamic, aggressive, professional and career minded leader seeking small to medium market executive opportunity. Box K-88, BROADCASTING.

TV production manager, experienced, studio management, facility allocation, personnel supervision and all agency production house services. Box K-89, BROADCASTING.

## Situations Wanted Sales

Looking for television sales job. 16 years experience, all phases. Relocating no problem. I know you must do a job to keep a job. C. E. Ballard, 2425 Ashdale, Apt. 134, Austin, TX 78758. 512-452-0843.

## Situations Wanted Technical

Operating technician, first phone, seven years experience, all phases of studio operations, married, full character references, video is my life. Box K-87, BROADCASTING.

## Situations Wanted News

Young, dedicated news director/anchorman seeks new challenge. Box K-37, BROADCASTING.

Producer/writer, aggressive female journalist, top 3 market O&O experience, desires position in top 30 market. Excellent references. BA in journalism, available now. Box K-70, BROADCASTING.

Masters, 1974, TV, film. Young hustler desires position TV news, anywhere USA. Excellent 16mm work. Wants experience, not money. 516-593-8666 or Box K-77, BROADCASTING.

Broadcasting professional, employed 1961 to present top ten market. BA in TV-Radio. Comprehensive background TV-Radio, news anchor, performer, writer, strong on interviews. Desires move preferably to California or Florida. Box K-81, BROADCASTING.

College grad with major market television and radio experience seeks news director position. Box K-90, BROADCASTING.

Top 50 sportscaster seeks solid opportunity in heavy-weight market. Excellent credentials. Box K-96, BROADCASTING.

Black producer-reporter, experienced, radio or TV. Box K-104, BROADCASTING.

Five years experience in Radio-TV-newspaper journalism in Midwest markets. Quit TV news job in January to complete MA in public affairs reporting. Ready for new challenge. Call 217-787-4439.

## Situations Wanted Programming, Production, Others

Top twenty PTV producer-director, masters, seeks production-administration position in medium market. Box K-34, BROADCASTING.

Available now, experienced graduate who accomplishes quality and creativity in TV production. Will relocate. 612-729-5546.

Director/producer: creative, ambitious, has awards, masters, and experience directing news, documentaries, entertainment and commercials. Film, tape, live, switching. 212-369-0985 or 315-472-3552.

## CABLE

### Help Wanted Management

If you are a sales oriented problem solver with a recent undergraduate or graduate degree we would like to talk money and opportunity with you. Our position requires a knowledge of the cable/communications industry, and ability to deal with top corporate executives and a limited amount of travel. Confidentially reply to Box K-2, BROADCASTING.

### WANTED TO BUY EQUIPMENT

One Solid-State Microwave System in 7 GHz Band. E. F. Bigbie, WJCL-TV, 10001 Abercorn St., Savannah, GA 31406. 912-352-2022.

### FOR SALE EQUIPMENT

Consoles: Sparta A20B, McMartin B501. Cart: Spotmaster 405A. Reel: Ampex AG600B. Production Manager, KUOP-FM, 3601 Pacific, Stockton, CA 95211 or 209-478-2929.

Gates BC-1G AM transmitter 1000/250 watts. Presently tuned to 1,300 khz. Good condition—3 years old. Available September. \$4,750. Write Kin Jones, KYNO Inc., 2125 N. Barton Ave., Fresno, CA 93703.

2 Spotmaster Stereo Record/Playback Cart-Units \$450.00 each. 1 Spotmaster Stereo Playback \$300.00. WBYG, Hendersonville, TN.

RCA BTA-1R 1000/250 watt AM transmitter. Mint condition, less than 400 hours, actual air time. Also RCA field intensity meter WX-2A excellent condition. Best offer each. Contact Floyd Daisey, CE. WFBR 301-685-1300.

400 reels used recording tape. 2500' Mylar, 10 1/2" reel. \$1.25 each. WMDR, Box 461, Moline, IL 61265.

Gates FM-5B 5000 watt transmitter, CCA FM-10 exciter, licensed and on air at WPWR. Buying stereo equipment. Available sixty-days, \$7,500.00. Class C FM at budget prices. 803-563-4371, WQIZ-WPWR, St. George, SC 29477.

Martí. Immediate delivery from our inventory, reconditioned remote pickups and studio transmitter links. Terms available. BESCO, 8585 Stemmons Freeway, Suite 924, Dallas, TX 75247. 214-630-3600.

One stop for all your professional audio requirements. Bottom line oriented. F. T. C. Brewer Company, Box 8057, Pensacola, FL 32505.

(2) RCA TK-43's with Varatol 10:1 power tubes, shot boxes, Houston-Fearless power pedestals, tubes, complete CCU with cables and monitoring; (3) RCA TR-4's, mono, all with ATC and air bearing heads, 1 with editor; (2) 3M color drop-out compensators, almost new with TR-8 interface. Jerry Homer, CNA/TV, CNA Plaza, Chicago, IL 60685. 312-822-5701.

McMartin SCA receivers TN66, TN77, TN88, \$60.00 each. CBS Audiomax 11RZ, two, \$250.00 each. FM stereo music library, 80 one hour flawless masters recorded 1968-69, middle of road, cue tones, lot \$1000.00. Electronic, 135 N. Illinois, Springfield, IL 62702, 217-787-0800.

Close out, CBS, new. 4000A AM Volumax, 4500 Dynamic Presence Equalizer, 710 Automatic Loudness Control. Attractively priced. Midwest Electronics Associates, P.O. Box 82, LaGrange, IL 60525. 219-872-6536

FM Translators: New low cost solid state FM Translator can mean extra revenue for FM Broadcasters. Contact us for money making facts. Terms available. Communications Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

FM Antennas (used): Circularly polarized and horizontal. Check our antenna bank. Advise your needs. Terms available. Communications Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

Offered for sale by State of Wisconsin Educational Communications Board, Dunn county, Wisconsin. 450 foot self-supported steel tower and 1100 square foot building located 8 miles northwest of Eau Claire, Wis. Ideal transmission site, appropriately zoned and located on highest elevation in the vicinity. The property is offered for sale by the State of Wisconsin. Bids will be accepted up to 2:00 P.M., C.D.S.T., 29 October 1974. For additional information contact Art McClure (608-266-1360), Bureau of Facilities Management, Department of Administration, Madison, WI 53702.

Audio Consoles (used): Stereo and Mono in solid state and tube type. Terms available. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

## For Sale Equipment Continued

Automation Equipment: Used automation systems in Stereo and Mono configuration. Terms available. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

Cartridge and reel to reel tape equipment (used): Cartridge playback and record-playback in solid state and tube, mono and stereo. (Spotmaster, Tape-caster, SMC, Gates, Collins, ATC, Sparta). Stereo and Mono playback and record-playback reel to reel units. Terms available. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

FM Transmitters (used): RCA 10 KW Stereo/Collins 10 KW Stereo/Collins 10 KW Amplifier/RCA 10 KW Amplifier/Westinghouse 10 KW Stereo/GEL 15 KW Stereo/ITA 7.5 KW/5 KW CCA Stereo/5 KW Gates Stereo/RCA 5 KW Stereo/GEL 5 KW Stereo/Gates 5 KW/Collins 5 KW Stereo/Collins 3 KW Amplifier/Westinghouse 3 KW Stereo/GE 3 KW/Gates 3 KW/GEL 1 KW Stereo/RCA 1 KW Stereo/Gates 1 KW/GE 1 KW/Gates .25 KW/ITA .25 KW/Gates 10 W/Collins 10 W/Several 10 Watt FM Exciters. Terms available. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

Educational FM Transmitters: New low cost solid state, compact. Reliable educational FM transmitter line. Stereo and SCA available. Check out our educational FM package. Terms available. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701.

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Complete Monochrome broadcast mobile unit. 2-TK30 cameras, zoom lens, 2-sync. gen., audio, director's console, etc. Price open. Must sacrifice. 312-738-1022.

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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" Daily 5 minute classic old-time comedy programs. Demo-invention—Hayden Huddleston Productions, 305 Shenandoah Bldg., Roanoke, VA 24011. 703-342-2170.

Topical One-Liners! Six new Evel Knievels! 27 others! Sample! Tiger Lyons, P.O. Box 644, Franklin Park, IL 60631.

Jock Shorts! Twice-monthly Contemporary comedy for top deejays. Free issue. Library. 5804-B Twineing, Dallas, TX 75227.

## MISCELLANEOUS

Prizes Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Custom I.D.'s, Promos, Airchecks, Wild Tracks, Books, FCC tests, Comedy and more. Write: Command, Box 26348, San Francisco, CA 94126.

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Pennsylvania stations license renewal starts now. For general public survey help call: Dr. Connolly: 515-292-4384.

Since 1970, inexpensive, dynamic promos, jingles, comedy routines, drop-ins, "Talking Moog," more for radio stations and creative jocks! \$2.00 brings demos, brochures. Mother Cleo Productions, Box 521, Newberry, SC 29108.

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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.j.—1st class F.C.C. license training at Announcer Training Studios, 25W 43rd St., N.Y.C., licensed and V.A. benefits.

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No: tuition, rent! Memorize, study—Command's "Tests-Answers" for FCC first class license.—plus—"Self-Study Ability Test." Provent \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967).

First Class FCC—6 weeks—\$370. Money back guarantee. Vet approved. National Institute of Communications, 11516 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

Chicago or Milwaukee. FCC license. Results guaranteed. Veterans approved. Lowest prices available. Institute of Broadcast Arts, 75 East Wacker Drive. 312—236-8105 or 414—445-3090.

FCC license the right way, through understanding, at a price you can afford. Home study. Free catalog. Genn Tech., 5540 Hollywood Bv., CA 90028.

REI teaches electronics. Over 98% of our graduates pass FCC exams in 5 weeks. Classes: Nov. 11, Jan. 6, Sept. 30. REI, 61 N. Pineapple, Sarasota, FL 33577. Phone 813-955-6922. REI, 2402 Tidewater Trail, Fredericksburg, VA 22401. Phone 703-373-1441.

San Francisco, FCC license, 6 weeks, 11/4. Results guaranteed. Veterans approved. School of Communication Electronics, 150 Powell, 94102. 415-392-0194.

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 November 4, 1974. For information call or write Don Martin School of Communication, 7080 Hollywood Boulevard, Los Angeles, CA 90028, 213-462-3281.

Enter America's most unique and practical broadcast announcer school. Three months training on two commercial radio stations! Three months actual experience that counts when you apply for your first job. Third class radio telephoto license with broadcast endorsement training. Placement assistance. Small classes! Bonded! Certified by NM State Board of Education. Approved for Veterans. Classes year around: Jan. 2nd, April 1st, June 1st, Sept. 2nd. Enroll now! Write Dave Button, Mgr., School of Broadcast Training, 317 West Quay, Artesia, NM 88210. 505-746-2751.

## RADIO

### Help Wanted Management

**General Manager wanted for top radio facility. New England medium market. Write in confidence to:**

Box K-18, BROADCASTING  
*Equal Opportunity Employer*

### CONSULTANT TRAINEE

Would you enjoy working with top communications industry executives? Our company specializes in executive search for the broadcasting, newspaper, and CATV industries, and we are looking for candidates for management consultant trainee positions in all three areas. We are interested in recent sales-oriented college graduates with radio, television, newspaper or CATV experience. We want candidates with roots in the Midwest who are interested in a career opportunity with substantial income potential. Northwest suburban Chicago office, only 25 minutes from downtown area. Limited travel. Send resume to Mike Walker, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631.

## Help Wanted Sales

### MEDIA SALES EXECUTIVE

Marketing oriented. Creative self-starter. Food experience preferred. High level client contact a must. New York based. Send letter covering experience and salary requirements.

Box K-86, BROADCASTING

### Help Wanted Programing, Production, Others

Wanted—Production genius. Organize dept., develop spec. tapes, etc. Must have imagination, flare, tremendous creativity.

Weekend air shift, Midwest  
Top 50 market . . . Salary open . . . E.O.E.  
Box K-72, BROADCASTING

### PRODUCTION DIRECTOR \$15,000 PER YEAR

For Los Angeles area AM. To qualify you must have: copywriting and production expertise, major market experience, good voice. An equal opportunity employer. Send tape and resume to: Jon Wickstrom, KWOW Radio. S. Mills/Olive, Pomona, Calif. 91766.

Motor City AM/FM oldie powerhouse needs super production person. Big voice, creative copy, great tape artist. Send tape and resume to: Tom Miles, WHNE/WQTE, Box 404, Birmingham, Michigan 48012. E.O.E./M-F.

## Situations Wanted Management

You're a top 30 market manager who's followed the all-news success stories—Chicago, Philly—but the not-so-majors, too—Phoenix, Seattle, San Diego. I'm a proven, employed, All-News Programmer/News Director. Ready when you are. Write:

Box K-53, BROADCASTING

## Situations Wanted Announcers

Beginner, looking for first break. Willing to really dig and work for recognition both on and off the air. Single, stable, mature, willing to relocate. I have creative ideas for small market station managers who are willing to listen. Will guarantee results!

Call or jot a line  
JOHN E. PLATE  
3070 E. Fountain Blvd., Apt. 103  
Colorado Springs, Colo. 80910—303-634-0462

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**Broadcasting**  
The newsworld of broadcasting and allied arts

## TELEVISION

### Help Wanted Management

#### CREATIVE JOURNALIST

Person with educational and practical command of television news to immediately become involved on national level. Growing company has management position for intelligent, energetic, ambitious person with Master's Degree. Send resume and photograph to:

Box J-177, BROADCASTING

## Help Wanted Technical

# TV Service Engineers

We're a leading producer of TV and Radio broadcast equipment offering career, opportunities to well-trained, experienced professionals who are ready to assume responsibilities in these areas:

### FIELD SERVICE REP (East Coast)

Our Service Department is seeking a TV Field Engineer to locate in the Eastern part of the United States to maintain and troubleshoot UHF and VHF TV transmitters.

### ANTENNA SERVICE ENGINEER (Quincy based)

Our Service Department is seeking an individual to troubleshoot, maintain, and supervise installation of TV antennas. You must be able to climb tall towers.

Both positions require extensive travel with expenses company paid. Salary commensurate with experience, comprehensive benefits including hospitalization, life insurance, plus paid relocation expenses. Please send resume, indicating specific position and salary history, in confidence to:

Bob J. Vaughan, Professional Employment Manager

**HARRIS CORPORATION** Gates Broadcast Equipment Division  
123 Hampshire Street, Quincy, Illinois 62301  
an equal opportunity employer m/



### Help Wanted News

#### Reporter/Sports

East Coast VHF needs strong TV reporter who can also cover weekend sports shows. Send resume and picture with first letter.

Box K-66, BROADCASTING

#### TV Feature Reporter

Major Market/East Coast . . . looking for creative reporter for news features, and thirty minute prime time feature show. Send picture and resume.

Box K-68, BROADCASTING

#### GEORGIA POWER COMPANY TV JOURNALIST

Journalist needed to head small operation in providing news clips to stations and producing in-house films. Degree in Journalism and three years experience required. Good working conditions. Send resume and writing samples including educational and experience background, salary requirements and availability to:

L. D. Eubank  
Employee Relations Department  
P. O. Box 4545  
Atlanta, Georgia 30302  
EQUAL OPPORTUNITY EMPLOYER

### Help Wanted Production, Programming, Others

#### TV Producer

East Coast VHF . . . News Producer. Could take a beginner with strong production savvy and good writing ability.

Box K-67, BROADCASTING

### Situation Wanted News

Anchorman-Street Reporter-Interview show host. International experience. News Director, News Producer. Awards. Looking for combination on camera, on street. Top 25 markets only.

Box K-103, BROADCASTING

### Wanted To Buy Equipment

Good late model 5 kw stereo equipped FM TRANSMITTER. Full particulars needed including price. Bob Fleming, KYAK, Anchorage, Alaska.

### Employment Services

MAKE YOUR TALENTS PAY OFF!



Box 61, Lincoldale, N.Y. 10540

Number "One" in Weekly, Nationwide Employment Listings for Radio, TV, PD's, News, Sales and Engineers

\$5.00 per month (4 issues); \$12.00 3 months (12 issues); \$30.00 12 months (50 issues)  
Remit Cash With Order, Please!

### Employment Service Continued

#### WIXY RADIO

Cleveland, Ohio

Now offering two needed services for the broadcasting industry. \*\*\*A professional and confidential employment agency dealing in the placement of air personalities and technical people. \*\*\*A broadcast and technical vocational program with trained beginners available for placement. If you are seeking personnel or are looking for a new position, write or call for more information without obligation. WIXY School Systems—Personnel Services, 3940 Euclid Avenue, Cleveland, OH 44115. (216) 391-2929.

### Funding Available

\$100,000.00

Over the next ten years, The Wheatstone Bridge Engineering Company, The Reginald A. Fessenden Educational Fund, and allied organizations will make available \$100,000 to needy community broadcasters, either through outright grants, or purchase/lease-back of expensive transmitting equipment. If yours is a *bona fide* community radio station, with open access and absolutely no racial, ethnic, or sexual barriers—or if you are planning to put such a radio station on the air, please contact:

Cese McGowan  
President  
222 University Avenue  
Los Gatos, California



Mike Walker  
BROADCAST  
DIVISION



Rick Davenport  
BROADCAST  
DIVISION

## Consultants to Management on Executive Recruitment

Ron Curtis & Company understands the specialized needs and problems of the communications industry. Our professional staff has devoted 10 years to filling the executive needs of radio and television stations, cable television systems, and newspapers throughout the nation.

Call (312) 693-6171 for a no-obligation and confidential discussion of our services.

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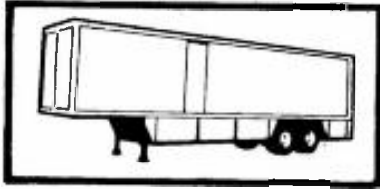
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**COMPLETELY EQUIPPED TV MOBILE UNIT FOR SALE**



**Unit available less cameras.  
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Unique tape series of thirteen half-hour interviews for your Public Affairs programming. Each program features a specialist, usually a recent visitor to the People's Republic of China, who discusses a specific aspect of contemporary Chinese society. Some include original material taped in China. Produced by the National Committee on United States-China Relations, a non-profit educational organization, and available singly or in series for postage and handling costs from Broadcasting Foundation of America, 52 Vanderbilt Avenue, New York, N.Y. 10017, (212) Murray Hill 4-2500.

**Wanted to Buy Station**

**Non-broadcaster, extensive executive experience, seeking full/part equity and active participation in New England AM and/or FM station. \$60,000 available. Owners, brokers, others invited to respond.**

*Box K-94, BROADCASTING*

**For Sale Stations**

**MONEY MACHINE!**

Outstanding Southern Kentucky AM/FM. \$750,000.00; cash preferred; terms considered. For information, submit proof of financial ability.

*Box K-4, BROADCASTING*

Full-time AM, 1 kw in growing Midwestern community of just under 25,000 pop. Station strong #1 of two commercial stations in mkt. Modern, beautifully equipped facility. Priced at low 270M. Operating in the black. No brokers.

*Box K-48, BROADCASTING*

**FOR SALE**

So. Calif. single mkt. AM. 450M cash. No brokers. Great pot. Fast growing mkt.

*Box K-92, BROADCASTING*

**For Sale Stations Continued**

**BUYER/PARTNER WANTED**

Big coverage suburban NYC daytimer. Shows steady growth. Opportunity for buy-in or buy-out. State financial qualifications 1st letter. No brokers.

*Box K-98, BROADCASTING*

**TAX CARRY FORWARD**

Here is growing station with tax carry forward of \$300-400,000. Should be in black in 1975. Big coverage. Northeast.

*Box K-99, BROADCASTING*



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New England office • St. Albans, Vermont 05478  
(P.O. Box 270) • (802) 524-5963

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**Brokers, Consultants & Appraisers  
Los Angeles Washington**

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Washington, D.C. 20036  
202-223-1553

**For Sale Stations Continued**

**Columbia School of Broadcasting**  
Profitable operation in Top-10 market for sale. \$86,000 in contracts for year ending July 1974. \$24,000 gross profits. Prestige address. Asking \$85,000 with liberal terms.

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MW	Small	FM	200M	29%
SE	Metro	Daytime	315M	29%
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NE	Metro	Fulltime	325M	29%

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**BROADCASTING'S CLASSIFIED RATES**

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 telephone 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.

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.

**Rates, classified listings ads:**

- Help Wanted, 50¢ per word—\$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00)
- Situations Wanted, 40¢ per word—\$5.00 weekly minimum.
- All other classifications, 60¢ per word—\$10.00 weekly minimum.
- Add \$2.00 for Box Number per issue.

**Rates, classified display ads:**

- Situations Wanted (Personal ads) \$25.00 per inch.
- All other \$45.00 per inch.
- More than 4" billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

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

## FCBA's Jack Blume: a mover and a shaper

For a generation, the FCC has been more than a source of concern to broadcasters and others it regulates. It also has been a kind of graduate school for lawyers who go on to provide members of the regulated industries with skilled, experienced counsel. Take the Federal Communications Bar Association's current president, Jack Blume, for instance. He was a commission attorney and hearing examiner from 1946 until 1951, when he followed the already well-worn path out of the FCC into private communications law practice in Washington. Today, he sits in an office overlooking Connecticut Avenue, a partner in one of the more prestigious law firms—Fly, Shuebruk, Blume & Gaguine—pursuing a practice he agrees has been busy, active and profitable.

If asked, he can look back on a career that dates from 1937, when the Communications Act was three years old and he was a brand-new graduate of New York University Law School. He will talk, too, about the social conscience he says was bred in him during the Depression and that, he says, still stirs him. (But like other lawyers whose early ideology was shaped by the New Deal and who are now part of the establishment, his feelings about today's public interest groups seem ambivalent: He is sympathetic to their goals but concerned about their methods.)

But he seems most interested in talking about himself in relation to his present job as FCBA president. Although he has known success and acceptance as a lawyer, holding that position seems a prideful thing to him. More than that, although some at the commission regard the FCBA with skepticism—"it's a trade association designed to further the interests of its members' clients," in the view of one crusty staffer—Mr. Blume appears to regard it as an engine of progress in the law and in the social milieu in which it operates.

He notes that the FCBA is working with a task force FCC Chairman Richard E. Wiley has established to develop ideas for streamlining the commission's adjudicatory proceedings. He cites the legal aid program that was developed by an FCBA committee he headed and that the commission is expected to adopt in a matter of weeks ("Closed Circuit," Oct. 7), and points out that lawyers being asked to provide legal aid (to individuals on the wrong end of an FCC investigation) are advised, "This is what we establishment lawyers must do."

Up to this point, there seems to have been a kind of inevitability about Mr. Blume's career. When he was growing



Jack Paul Blume—president, Federal Communications Bar Association and partner, Fly, Shuebruk, Blume & Gaguine; b. Jan. 25, 1915, New York; BS, City College of New York, 1934; LLB, New York University Law School, 1937; Bushel & Gettleib, New York 1937-1942; deputy hearing examiner, Office of Price Administration, Washington, 1942-1946; FCC staff, 1946-1951; present firm (then Fly, Shuebruk & Blume), 1951; m. Ethel Nelsen, Oct. 2, 1941 (died, 1959); daughter—Laura Kuperstein, 24.

up in New York, his sister, Ethel, was kept busy as an actress in radio—among her other roles, she was Rosie on *The Goldbergs*. And when he was at City College of New York and later at law school, and needed funds, his sister helped get him jobs in radio, too. "I did *Lux Radio Theatre* and mystery shows—wherever they needed a lot of people to say a few things," he says.

Then, in law school, his research for a law review article on a case in which Fred Waring was attempting to establish performing artists' rights to royalties for the performance of their records on radio led him to the general counsel for the National Association for the Performing Artists, Maurice Speisser, and to a summer job in his firm working on a raft of Waring-type cases. The artists lost their argument in the Supreme Court, which said they could get relief only from Congress—advice the artists are still trying to impress on Congress. But in the meantime Mr. Blume had become involved with another member of the firm, A. Walter Socolow, who recruited him for a project of his—work on a book on the law of radio broadcasting.

With that as background, and convinced that communications would become an important area of the law, Mr. Blume traveled to Washington after graduating from law school in 1937, in search of a job at the FCC. He didn't get it. In those days, he recalls, "the commission was interested only in Ivy League graduates." So he went back to

New York, practiced law with a firm that had a large theatrical practice—"It was on the periphery of what I wanted"—then tried Washington again, in 1942. This time, he got a job, but at the Office of Price Administration, as a deputy hearing administrator.

Mr. Blume finally connected with the FCC in 1946, when Rosel H. Hyde, who was then general counsel but who was to become a commissioner and to serve two terms as chairman, hired him as a regional attorney (a job long since abolished), and shipped him to Chicago. Within the year, Mr. Blume was back in Washington, working on the backlog of broadcast hearing cases that had developed during the war. "In those days, before the Administrative Procedure Act," he recalls, "there was no separation of functions. One day you were a judge, another day a hearing attorney, and a third day you were writing a case for presentation to the commission." Enactment of the APA in June 1947 ended the day of that kind of generalist, however, and caused the commission to establish a corps of hearing examiners. Jack Blume was among the first selected. (Examiners now go by the grander title of Administrative Law Judge.)

The siren song of private practice that beckoned Mr. Blume was sounded by a man who in his own time at the commission developed a reputation as a tough, hard-nosed regulator that has not dimmed very much if at all to this day—James Lawrence Fly, who had been chairman from 1939 until 1944. He had established a law firm in New York and in 1951 asked Mr. Blume to join it and to open an office in Washington.

Over the years, at the commission and in private practice, Mr. Blume has helped shape communications law. Perhaps as a result, one of his projects as FCBA president that he regards with special pleasure involves the preparations for the dinner to be held on Nov. 15 commemorating the 40th anniversary of the FCC and the Communications Act. For the dinner could be regarded as a celebration not only of the commission but of those whose professional lives have been intertwined with it.

And it is clear that Mr. Blume feels that it has been time well spent: "If you look back over the history of the communications industry for the past 40 years, you have to conclude that Senator Dill and other authors of the act did not do a bad job. We operate with a system of regulation that is unique to America, and that has allowed the industry to grow fantastically—and in terms of technologies undreamed of 40 years ago . . . I'm pleased we will pause and take cognizance of what they did."



# Editorials

## And you're another

The National Association of Broadcasters TV code review board probably did the sensible thing a couple of weeks ago when it adopted guidelines for comparative advertising on TV (*Broadcasting*, Oct. 7).

Comparative advertising is potentially so subject to abuse that for years it was virtually taboo with many broadcasters. Some would accept it, but only with the strictest precautions. Others thought it wiser, or easier, not to accept it at all. But then the Federal Trade Commission came out in favor of it, holding that consumers may benefit from honest comparisons, and with that the barriers came down. Comparative advertising is here to stay.

The problem, then, is to keep it clean. The code guidelines, properly followed, should do that. In addition, they provide a basis from which broadcasters may work in curbing the instincts, if that becomes necessary, of over-eager clients — a defensive value that may be increasingly appreciated at the local level.

This publication has a long history of skepticism about the enlargement of self-regulatory apparatus to subvert individual decision making. In this case there is practical reason for broadcasters to codify standards that may be handily applied to Procter & Gamble and a local car dealer alike.

## Better than no bill

Lawyers whose judgments command respect seem to be in disagreement over the probable effects of license renewal legislation such as that adopted by the Senate last week. The question is whether the Senate's version of renewal relief would really change things from the disordered way they are.

In final form the Senate bill extends license terms from the present three years to five, gives licensees a "presumption" of renewal on a showing that they have conformed to FCC rules and have ascertained and served community interests and needs, instructs the FCC to complete its current rulemaking on multiple ownerships by the end of this year and — as a last-minute and unexpected entry — prescribes 5% as the limit of stock that a bank, mutual fund or insurance company may own in a publicly traded broadcasting company without coming under the FCC's multiple ownership rules.

Lawyers who regard the bill as of little or no value think the lengthening of license terms is of slight practical utility. For small stations, these lawyers say, the five-year standard may promise a meaningful reduction of paper work, but it does nothing to relieve television stations of the annual and detailed program report the FCC requires or to prevent the FCC from imposing some kind of annual reporting on AM or FM stations. It is also argued that for the first time the FCC would be required by law to write standards for the ascertainment and service of community interests and needs — an invitation to regulatory intrusions into program content. The principal point made by critics of the Senate bill is that, unlike the measure that the House passed last spring, it contains no explicit protection against repetitions of the WHDH-TV case that cost an incumbent its license on grounds of multimedia ownership and unintegration of management and ownership, though the incumbent was in full compliance with ownership and management rules.

Those who think more highly of the Senate action argue

that the five-year license term would constitute a genuine saving in legal expense and managerial distraction. They say that legislative reference to ascertainment merely confirms what is already a fact of life under FCC regulation. And they find a refuge against WHDH in a Senate Commerce Committee report containing several admonitions against the ad hoc restructuring of broadcast ownerships.

This publication sides with those who take the brighter view. The five-year standard at least extends the interludes between renewal challenges. The establishment of a "presumption" of renewal for licensees meeting general FCC rules and the standards the agency formulates for ascertainment and performance at least implies a legislative disavowal of ownership issues in renewal cases, especially when read in context with the Commerce Committee's report. If the final bill emerging from House-Senate conference is in approximately this form, the FCC ought to be able to disengage itself from WHDH in ways that would withstand court appeals.

The House bill provided significantly more protection against poaching and harassment, but it was unacceptable to the Senate and obviously will fare little better in conference. Perhaps there may be another point or two to gain when the conference committee meets. But on balance broadcasters will be ahead of the game if the bill the Senate passed last week can be finally adopted before the adjournment of this Congress.

## Inflation note

Despite the asserted misgivings of a majority of members, the FCC has ordered a formal inquiry into the use of reruns on television networks in prime time (*Broadcasting*, Oct. 7). Obviously the commission has felt it politically expedient to add more comments to a pile already high enough to hide a Grade 5 clerk.

Hollywood film interests with political clout inspired Richard M. Nixon, then running for re-election to the Presidency, to take an interest in reruns back in 1972. Mr. Nixon's Office of Telecommunications Policy was ordered into the act, tried to effect a voluntary settlement with the networks, failed and then urged the FCC to do something.

Mr. Nixon and his OTP never had any business in this case in the first place, and their relevance to FCC matters today would seem to be in some question. But somebody in Hollywood must still have some clout. How else to explain an inquiry that the concurring opinions dismiss as unworthy of the agency's time?



Drawn for *Broadcasting* by Jack Schmidt

"... Nope ... I thought YOU loaded the camera!"

**"...one of the finest examples of the positive contributions television can make in assisting the communities it serves..."**



**OFFICE OF THE MAYOR  
CITY OF YONKERS, N. Y.**

**ANGELO R. MARTINELLI  
MAYOR**

September 20, 1974

Mr. Richard N. Hughes  
Senior Vice President, WPIX  
WPIX Editorials  
220 East 42nd Street  
New York, New York 10017

Dear Mr. Hughes:

On September 1, 1974, television station WPIX, aired an editorial on Supermarket Fire Escapes. I believe it to be one of the finest examples of the positive contributions television can make in assisting the communities it serves.

Because of the WPIX Editorial bringing into light the potential hazard of supermarkets if a fire were to occur, I have requested the City Council's Legislative and Codes Committee to review Yonkers Building and Zoning Codes to insure that sufficient safety precautions are taken to protect the lives of shoppers in supermarkets.

The clear, concise, to the point approach of the WPIX Editorial cannot and should not be ignored by the metropolitan area municipal officials, and I hope that other communities have taken action similar to that in Yonkers.

WPIX's interest and concern for the people who live in metropolitan New York is to be applauded, and your editorial of September 1 should be held in high esteem as a true example of the invaluable service that television can render. I assure you that we will keep WPIX informed as to the future action taken by the City of Yonkers and that public officials in this city will continue to listen closely to what WPIX has to say.

Sincerely,

  
Angelo R. Martinelli  
MAYOR

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