

Advertisers playing it close to vest for 1975
NCTA does about-face on copyright stance

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Broadcasting Nov 25

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NEWSPAPER

18 GOOD MEN AND TRUE

for the advancement of broadcast journalism

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Associated Press Broadcasters Association



The APBA Board of Directors: Seated, left to right—Breck Harris (APBA vice pres., Southern District), WBAP, Fort Worth, Tex.; Curtis Beckmann (APBA vice pres., Central District), WCCO, Minneapolis, Minn.; Tom Frawley (APBA first vice pres.), Cox Broadcasting Corp., Wash., D.C.; Frank Balch (APBA president), WJOY, Burlington, Vt.; Bob Tobey (APBA vice pres., Western District), KOTS, Deming, N.M.; Harry McKenna (APBA vice pres., Eastern District), WEAN, Providence, R. I. Standing, left to right—Dave Kelly, WMAL-TV, Wash., D.C.; W. Jack Brown, WLON, Lincolnton, N.C.; Roy Morgan, WILK, Wilkes-Barre, Pa.; Anthony Gonzalez, WNNR, Beckley, W. Va.; Thad Sandstrom, WIBW-TV, Topeka, Ks.; Hal Kennedy, KKTU, Colorado Springs, Colo.; Charles Whitehurst, WFMY-TV, Greensboro, N.C.; Walt Rubens, KOBE, Las Cruces, N.M.; John Salisbury, KXL, Portland, Ore.; John Howard, KRCB, Council Bluffs, Ia. and Rex Davis, KMOX, St. Louis, Mo. Ken Booth, KEEL, Shreveport, La. is missing from picture.

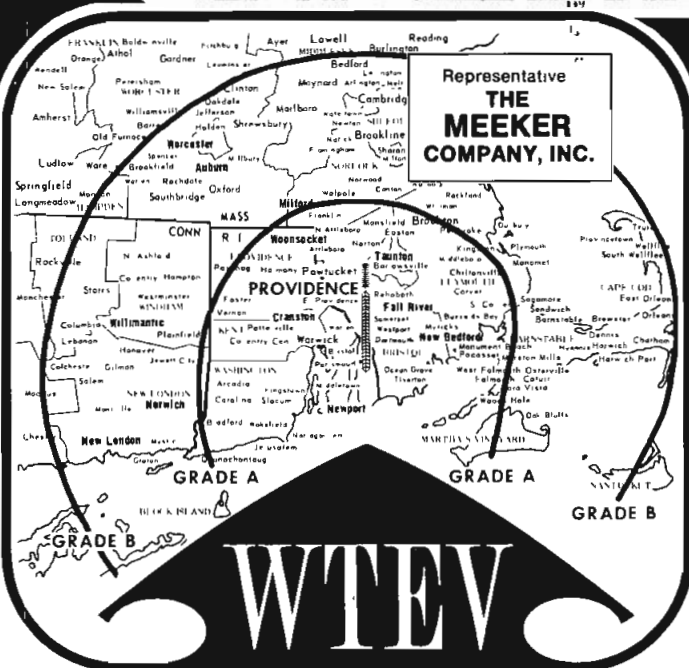
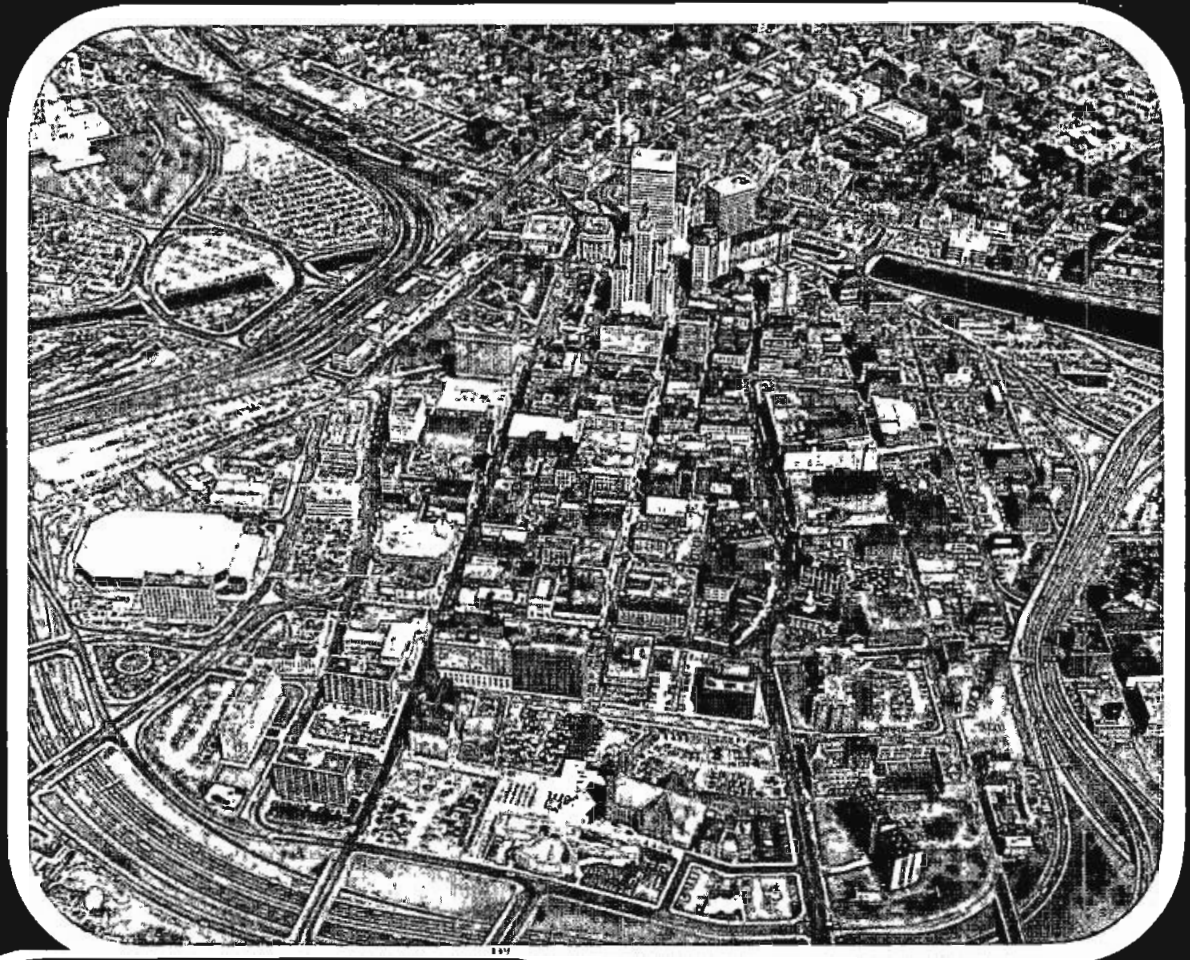


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Beat goes on. It's little early to be certain, but all current signs indicate 1974's network TV business strength will carry on, undiminished, into 1975's first quarter, at least. Thus far sales officials say they detect no weaknesses, that business remains strong not only in prime time but in other day-parts as well. There had been reports that auto manufacturers, suffering severe drops in sales, were or would be trying to reduce their network commitments, but network sources say this has not happened. In fact, some say there's been talk of increased buying by some car makers.

With economy wheezing, forecasters instinctively hedge by emphasizing things could change. But they think next few weeks may be decisive, so far as first quarter is concerned. Some expect wave of first-quarter buying to start shortly after Thanksgiving. Good prospects for network are also good news for spot, whose fortunes usually parallel those of networks.

Money back — for some. About 5,000 of nation's cable television system operators are expected in next several weeks to start receiving \$4.1 million in refunds of annual fees paid to FCC in 1971, 1972 and 1973. Commission last week decided, at least tentatively, that cable refund was least it could get away with as result of Supreme Court decision in March invalidating commission attempt to collect 100% of its costs from regulated industries (*Broadcasting*, March 11). Cable TV's annual fees were at issue in case. Broadcasters paid annual fees in those years, too; but, while National Cable Television Association carried its opposition to annual fees in 1970 fee schedule to Supreme Court, National Association of Broadcasters dropped its opposition to 1970 schedule after losing in court of appeals. Commission's tightfistedness is result of pressure from Congress to resist refunds and fear of administrative nightmare if it is open-handed. Hundreds of thousands of fees are paid annually by those commission regulates, most in Safety and Special Radio Services.

Nevertheless, fee matter is not closed. Commission hopes to consider new schedule by early January. And by that time, too, staffers expect to have before commission proposals for dealing with pending requests for other refunds that have been filed by broadcasters and cable systems. Still to be heard from, also, is U.S. Court of Claims, where still other refund demands have been filed. Court has said it will not consider them until commission completes work on new schedule.

Cable crossownership. FCC is nearing final decision in two proceedings involving crossownership of cable television. In one, it is expected to grant all but seven of 50 requests for waiver of rule requiring breakup of existing crossownerships of cable systems and television stations in same market. In other, it plans to adopt rule barring creation of new newspaper-cable crossownerships but not requiring divestiture in existing situations. Decision on cables and stations — bound to arouse ire of Justice Department, which opposed virtually all waiver requests — is more tentative of two; officials say it could be modified. And action would have to be preceded

by remand of case now pending before U.S. Court of Appeals in San Francisco, in which divestiture rule is being challenged (commission lawyers say action commission is contemplating amounts to de facto change in rule).

Waivers to be denied would be in cases of pure monopoly — where only cable system is owned by only television station putting city-grade signal over community. But even in those cases, owners would be invited to submit economic data they believe would support waiver on hardship ground. Proposed rule barring new newspaper-cable crossownerships is in virtually final form; instructions to staff were given several weeks ago. And in deciding against divestiture, commission leaves intact cable holdings of some 80 newspapers.

Spiced life next year. ABC-TV sources say singer John Denver and comedienne Lily Tomlin are leading candidates for weekly variety series on network's 1975-76 schedule. With second-season cancellation of *The Sonny Comedy Review*, ABC will have no variety shows on its 1974-75 prime-time schedule, whereas NBC is adding two second-season variety hours (*The Mac Davis Show* and *The Smothers Brothers Show*) and CBS is adding one (*Tony Orlando and Dawn*) to go with long-running *Carol Burnett Show*.

All in the family. Complications have developed in National Cable Television Association President David Foster's quest for new contract. Contrary to expectations, Foster contract (for two years at \$80,000 first year, \$85,000 second) was not ratified by NCTA executive committee at meeting last Monday (Nov. 18). Mr. Foster said: "I am not at all uncomfortable about my situation."

But there's different version. It's reported NCTA chairman, Bruce Lovett — who says he was offered, but declined, NCTA presidency after dismissals of both Fred Ford and Donald Taverner — is now seeking Foster job. Mr. Lovett vehemently denied report, but declined to discuss inaction on Foster pact by executive committee which he heads.

Changing with the years. It can now be authoritatively reported that former FCC Chairman Dean Burch will resign as counselor to President on Dec. 31 to join Washington law firm of Pierson, Ball & Dowd. Mr. Burch's intention to wind up government service and enter Washington law practice had been known for some time ("Closed Circuit," Sept. 23). He was called from FCC chairmanship last February to become counselor to President Nixon, stayed on in same assignment in administration of Gerald Ford. He was Republican national chairman during Goldwater campaign for Presidency in 1964.

20 to 1. How much revenue per cable connection do operators see as long-range goal? Curbstone consensus seems to put figure at \$20 per month total from pay cable, other origination, broadcast programming and special services. Average is now running about \$6.50, not counting special charges for pay features.

Cable owners see comparisons between their aspirations and revenues per home for telephone companies, which are generating bigger volume not only from increased rates but also from extra equipment rentals and extensions.

Top of the Week

Their money's worth. Advertising agencies remain cautiously optimistic in face of worsening economy, Broadcasting poll and AAAA study find. But agency executives will be exercising greater care in how and where they're spending advertisers' dollars. Page 18.

Rolling up its sleeves. Congress came back to Washington and went back to work on a variety of broadcast-related issues last week. Senate hearings on establishment of commission to probe effects and efficiency of regulatory agencies got under way, and legislators have three bills from which to choose. Page 20. House Rules Committee vote on AM-FM bill stalls; floor vote, if it ever comes, will be close. Page 21. Senators were urged to pass lottery advertising legislation, for which four bills are available. Page 24. And House and Senate committees received recommendations from FCC and OTP on how license-renewal bill should be handled. Page 24.

Evolving. The world of public broadcasting gathered last week in Las Vegas under the umbrella of the NAEB, an organization looking for direction and reassurance. Fairness debate, awards highlight convention. Page 29. Meanwhile, officials of CPB and PBS met in New York to decide who will get how much of future CPB funds. Page 30.

About face. NCTA decides it doesn't like the bill cable was going to have to pay for copyright. Reversal of policy on pending S. 1361 was bombshell of NCTA board meeting in Washington. Page 33. FCC Chairman Richard Wiley was lightning rod at meeting; he bore brunt of NCTA's and cable's ire over FCC's pay cable ruling. Page 38.

TVB's great five-year plan. Television Bureau of Advertising members met in Los Angeles to map strategies to raise television advertising revenues to \$8 billion by 1980. Page 40.

Toppling Goliath. Speakers at American Association of Advertising Agencies conference divulged their secrets for besting entrenched competition. Page 41.

Quality, not quantity. Leo Bogart of Newspaper Advertising Bureau told Advertising Research Foundation conference that impact of spots depends on content, not on length. Also on hand to address delegates: NBC research vice president Thomas Coffin and Eugene D. Jackson, president of National Black Network. Page 43.

Less muscle than expected. The Godfather's NBC-TV debut placed only fourth on the all-time Nielsen movie list, but network officials still don't regret their investment. Page 45.

Down, but not out. Following dismissal of its antitrust suit against the television networks, Justice Department is considering refiling case. In Justice's favor: judge turned down suit "without prejudice." Not in its favor: networks move to prevent any new suit. Page 45.

Tightening up. Some FM progressives are restricting their album lists, and record labels are modifying promotion accordingly. Page 47.

Tough cookie. Bill Small of CBS News has a reputation for dedication to broadcast journalism and to Bill Small's own opinions. A "Profile." Page 65.

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Court reaffirms FCC's powers against obscenity, denies appeal of WGLD-FM fine

FCC authority to crack down on broadcast of material it considers obscene has survived legal challenge. U.S. Court of Appeals in Washington last week held that commission did not "unconstitutionally infringe on the public's right to listening alternatives" when it determined that WGLD-FM Oak Park, Ill., had violated antiobscenity statute and fined licensee, Sonderling Broadcasting Corp., \$2,000 (*Broadcasting*, April 16, 1973). Court said radio call-in show that, during daytime hours, "broadcasts explicit discussions of ultimate sexual acts in a titillating context" is not protected by First Amendment.

Case was unusual in that Sonderling was not involved in appeal. Licensee paid \$2,000 fine, contending expense of fighting commission in court would be too burdensome. Appeal was taken by Illinois Citizens Committee for Broadcasting and Illinois Division of American Civil Liberties Union, which said they were defending public's right to kind of programming heard on WGLD-FM's *Femme Forum*. That so-called topless radio program was dropped by station.

Court, in decision written by Judge Harold Leventhal and joined in by Senior Circuit Judge Charles Fahy and Spottswood Robinson III, held that members of public do have right to appeal forfeiture in effort to "vindicate the public's interest," particularly when licensee involved finds burden of challenging commission action too great. But it said that broadcasts in question were within boundaries for obscenity established by Supreme Court, regardless of whether *Memoirs* case (material was "utterly without redeeming social value") or later *Miller* case ("the work, taken as a whole, lacks serious literary, artistic, political or scientific value") is used as standard.

Commission had also held that programs were "indecent" (statute bars programming that is obscene, indecent or profane) as backstop in event court later disagreed with it on whether material was obscene. However, court said that, since it had affirmed commission on issue of obscenity, it was not necessary to reach question of whether commission had applied term "indecent" in constitutionally correct manner.

Court noted that broadcasts "contain repeated and explicit descriptions of the techniques of oral sex . . . in a context that was fairly described by the FCC as 'titillating and pandering.'" Furthermore, it said announcer's response to complaint by offended listener and his presentation of commercial for auto insurance "are suffused with leering innuendo." Court considered significant fact that *Femme Forum* was aired at time when children could hear it — between hours of 10 a.m. and 3 p.m.

Decision is bound to strengthen commission's determination to pursue campaign against alleged obscenity or indecency on air that members of Congress and public are urging on it. Staff is said to be considering recommending forfeitures for about five radio stations in connection with that campaign. However, it was not clear how much legal support WGLD-FM case will provide commission, since at least most of five cases are believed to involve use of hard language, material that might be indecent but probably is not obscene.

FCC lifts origination mandate

FCC has confessed error in attempt to force program origination by cable television systems. It issued order last week deleting mandatory origination rule, adopted in 1969, and substituting for it rules requiring cable systems with 3,500 or more subscribers to make equipment available for local production and presentation by outsiders on first-come, first-served basis ("Closed Circuit," Nov. 18). Commonly owned systems that are technically integrated with 3,500

Sex-violence summitry. Chairman Richard Wiley and delegations from TV networks met for two hours on FCC carpet last Friday, with chairman emerging to say he had talked of "need" for "new commitment to avoiding gratuitous violence" but had not asked for one. Chairman called it "meaningful discussion." In keeping with summit atmosphere of occasion, he said there would be further meetings at staff levels (as well as with NAB code officials), then another meeting "at the top." Suggestion that networks might respond to chairman's initiative came in his remark that "our discussions were fruitful; if they hadn't been, there wouldn't be another meeting." Networks' delegation — ABC's Elton Rule and Everett Erlick, CBS's Arthur Taylor and Jack Schneider, NBC's Herbert Schlosser and David Adams — had no comment at all.

Major topic of Friday's session was discussion of program scheduling and of advance warnings to audience of questionable material, including possible "ratings" akin to motion picture industry's system.

or more subscribers are also subject to rule.

Net effect of attempt to require origination by cable systems, commission said, was often expenditure of large amounts of money for programming neither wanted by subscribers nor beneficial to system's total operation.

Rule means no changes for systems in top-100 markets already required by commission to make access channels, equipment and studio available to public. New rule permits cable systems to impose charges for use of equipment where such charges would be allowed by local franchises. But commission said such charges must be reasonable, consistent with goal of providing public with low-cost television access.

New rule permits cable operators to originate programming if they wish, and to encourage it, FCC deleted rule limiting commercials to beginning and end of program and natural program breaks. Equipment availability rule becomes effective Jan. 1, 1976; other rule changes adopted last week, on Jan. 1, 1975. Commission action was adopted by vote of 5-to-1, with Commissioner Glen O. Robinson dissenting in part and concurring in part. Commissioner Robinson is understood to feel it does not make good economic sense to require systems to have program origination equipment available for outsiders before there is demonstrated demand for it. Commissioner James Quello was absent.

Congress overrides Ford veto on FOI

House and Senate last week overrode President Ford's veto on Freedom of Information Act amendments (HR 12471). House vote on Wednesday was 371-to-31, well over necessary two-thirds majority. Senate vote on Thursday was squeaker, 65-to-27. Amended bill, now law, is designed to shore up 1966 act to give press and public easier access to government documents.

Among other things, new law requires agencies to reply to initial requests for information in 10 days, to appeals on denied requests within 20. It empowers Civil Service Commission to discipline government employes for withholding documents arbitrarily. Further, it permits citizens who win freedom of information suits to recover attorney's fees, requires agencies to develop indices of publicly available information and to set uniform and reasonable fees for document searches, gives courts power to judge whether document is justifiably classified in interest of national security, and broadens access to information in law enforcement files.

Emerging shape of cable's hardening line

National Cable Television Association's new lobbying posture on copyright is even more rigid than initially reported (see page 33). Sources returning from last week's NCTA board meeting in Washington give these additional accounts of copyright turnaround:

— NCTA will offer Congress trade-off on pending copyright legislation (S. 1361); industry would pay copyright in return for congressional directive to FCC that nonduplication and exclusivity rules be dropped. Rules currently afford local broadcasters protection for cable distant-signal carriage.

— Association will seek redefinition of cable system in language of bill to make it conform with FCC's definition. Presently, S. 1361 defines CATV system as all facilities served by single headend; commission says facilities serving single community. Change in legislation would be significant in that NCTA is also seeking exemption from copyright payments for systems with fewer than 1,500 subscribers. Thus, operator serving several communities — each with fewer than 1,500 — from single headend wouldn't have to pay copyright at all.

— NCTA will seek to kill exemption in S. 1361 which now shields translators from copyright payment. This is regarded as attempt to quell alleged plans of some broadcasters to establish translator networks in cable communities.

None of these major points were disclosed by association after meeting. Officially, NCTA reported that board reaffirmed support for "reasonable copyright legislation." President David Foster acknowledged that directors had decided to be "somewhat evasive" about full thrust of copyright decision. Regarding NCTA's new lobbying "shopping list," Mr. Foster noted that "this will all have to be melded into a legislative strategy . . . the acid test will be how much of it we can get through Congress."

Board's decision to continue to support copyright, albeit conditionally, was clearly result of multiple system operators' strength. It's reported that at one point in board's closed-door session, small operator Bill Turner (Welch Antenna Co., Welch, W. Va.) demanded vote on whether industry should pay copyright at all. Board elected to pay, by 15-6 vote. But six dissenters were entire independent bloc on board — Jay O'Neil, Polly Dunn, George Nichols, Jim Marlowe, Robert Weary and Mr. Turner.

While board obviously made some concessions to small cable operators, its actions didn't appease dissident Community Antenna Television Association. "We think we've opened up some new lines of communication," said CATA's Bob Cooper, but "we're still just as opposed as ever to the NCTA position." NCTA's major concern, Mr. Cooper alleged, is that "the large MSO's have to stay in business." CATA, he said, wants even more stringent conditions — including exemption from any copyright payment for all systems in operation prior to March 31, 1972.

'Star-News' angel seeks waiver

Texas financier Joe L. Allbritton petitioned FCC last week for waiver of its one-to-customer rule to permit his acquisition of *Washington Star-News* and associated broadcast stations from Adams, Kauffman and Noyes families that have owned it for century. Petition said there was "very real possibility" that without approval and Mr. Allbritton's infusion of capital, paper would fail, leaving *Washington Post* as capital's only metropolitan daily.

FCC rule prohibits acquisition of AM and TV stations in same market. *Star-News* stations are WMAL-AM-FM-TV Washington, WLVA-AM-TV Lynchburg, Va., and WCIV-TV Charleston, S.C. Petition reported that in past four years *Star-News* lost total of \$15.5 million while stations brought in \$11.3 million profit. In 1973 paper lost

\$4,990,629 while stations earned \$4,005,593.

Mr. Allbritton's wholly owned Perpetual Corp. of Delaware acquired 10% of Washington Star Communications, parent of newspaper and stations, two months ago for \$4.44 million plus \$5 million loan (*Broadcasting*, Sept. 30). Petition seeks FCC approval of his acquisition of another 23.5% for \$16.14 million. If deal goes through, Perpetual will buy \$4.3 million of five-year bonds convertible into stock, with provision that newspaper at maturity would repay original \$5 million loan. Mr. Allbritton has been given irrevocable proxy to cast 67% of company's stock, has been made publisher of paper. Last Friday John Kauffman, president of newspaper for six years, resigned that post but remains president of parent company.

Agency study gains endorsements

Legislation to establish commission on regulatory reform drew support late last week from Justice Department and Roy Ash, director of Office of Management and Budget, as it had earlier from most independent agencies (see page 20). Thomas Kauper, assistant attorney general in Justice's antitrust division, said regulatory schemes "have failed in modern times to encourage economic efficiency and productivity and have instead encouraged waste within the regulated sector." He also told Senate Commerce Committee that Justice Department has begun own study of regulatory reform, hopefully leading to suggestions for statute by statute revision.

In testimony before Senate Government Operations Committee on administration bill (S. 4145), main purpose of which, like S.J. Res. 253, is to create national commission to study regulatory agencies, Mr. Ash said, "We will need to confront squarely the possibility that some sacred social and institutional cows may have to be modified or eliminated." Mr. Ash singled out, among regulatory policies to be re-evaluated, function of licensing agencies to control market entry and exit, as FCC does in allocating radio and TV frequencies.

In Brief

NBC rate raises in prospect. NBC-TV officials are trumpeting rating performance during Nielsen and ARB sweep periods — best in years — on basis of national overnight figures out Friday. During Nielsen sweep (Oct. 24-Nov. 20), NBC had average prime-time rating of 20.3, as against CBS with 20.0, ABC with 17.1; during ARB's (Oct. 23-Nov. 19) NBC and CBS tied with 20.1, while ABC again had 17.1. When market-by-market breakdown is completed later this month, according to high NBC source, network's affiliates will inevitably up first-quarter spot rates to reflect big increase in ratings.

No news. At week's end, there was still no meeting scheduled for House-Senate conference on license renewal bill (HR 12993). House Commerce Committee Chairman Harley Staggers (D-W.Va.), who has yet to name House's conferees, left Washington Thursday to speak in Florida, was en route to Boston Friday to watch his son play in last Harvard football game. Conference on renewal is unlikely this week, with House scheduled to recess for Thanksgiving Tuesday (Nov. 26), not to return until following Tuesday (Dec. 3).

No surrender. Justice Department has filed antitrust suit against AT&T, world's largest privately owned corporation, and company's board chairman has vowed "fight to the end." Justice's antitrust division, in suit filed in U.S. District Court in Washington, charges company with monopolizing telecommunications service and equipment in U.S. and and seeks breakup of major portions of Bell System. John

D. deButts, AT&T board chairman, says company is not in violation of antitrust laws and will successfully defend itself against suit. Among other charges of antitrust law violations that Justice cites in its suit is allegation that AT&T and its subsidiaries obstructed interconnection with Bell System of miscellaneous common carriers, which transmit audio and video programming between networks and their affiliates.

Double devotion. Twice as many broadcasters availed themselves of National Association of Broadcasters fall regional meetings in 1974 as did last year. Body count after last two meetings (in Denver and Las Vegas last week) totaled 2,140, compared to 1,202 in 1973. Last week's affairs heard two FCC commissioners (James Quello in Las Vegas, Glen Robinson in Denver) advise industry to tone down sex and violence in programming. Message of both was identical: heat is on from Congress, commission doesn't want to get into censorship, but it may have to if broadcasters don't police themselves.

Sky's the limit. Home Box Office, subsidiary of Time Inc., exceeded its two-year goal of subscriber homes in four states nearly two months ahead of schedule. Target of 40,000 box-office homes by end of 1974, was reached on Nov. 8. Company's five-year objective is understood to exceed 300,000 homes.

Time subsidiary is using multipoint distribution service, land lines, CARS and other available means of interconnection and ultimately sees use of satellites in national distribution of pay programming. Service now is in four states (New York, New Jersey, Pennsylvania and Delaware) with service supplied from New York studio headquarters. Next year it hopes to extend to New England.

Late fates. Tom W. Judge, marketing and communications consultant and former head of RKO Television Representatives and of National Time Sales, joins H-R Television, New York, as VP and member of board and of executive committee...Richard D. Lichtwardt, management assistant to FCC Field Operations Bureau chief, named acting FCC executive director, replacing John M. Torbet, who resigned (*Broadcasting*, Oct. 21). Appointment is subject to Civil Service Commission approval...Comsat president Joseph V. Charyk will receive 1974 International Directorate Award of International Council of National Academy of Television Arts and Sciences in ceremonies tonight (Nov. 25) at Plaza hotel in New York...R. Michael Senkowski of FCC's general counsel's office joins staff of Chairman Richard E. Wiley this week. He will have title of special assistant...John B. Gambling, 77, pioneer in early morning talk programs on WOR(AM) New York, died Thursday (Nov. 21) in Palm Beach, Fla. At his retirement in 1959, program, titled *Rambling With Gambling*, was taken over by his son, John A., who still conducts it. In addition to his son, Mr. Gambling is survived by his wife, Rita.

Headliners

Harold L. Neal Jr., president of ABC Radio, elected chairman of Radio Advertising Bureau, succeeding George R. Comte, WTMJ-AM-FM Milwaukee, whose term expired. Arthur Carlson, Susquehanna Broadcasting group, named chairman of RAB executive committee; Elmo Ellis, WSB-AM-FM Atlanta, elected chairman of finance committee, and Richard Chapin, Stuart Broadcasting group, chairman of committee for liaison with National Association of Broadcasters. Elected to RAB board for 1975: Sal Agovino, Katz Radio; Roger G. Berk, Group One Broadcasting; Richard Carr, Meredith Broadcasting; Don N. Nelson, Mid-America Radio, and George Wilson, Bartell Broadcasters.



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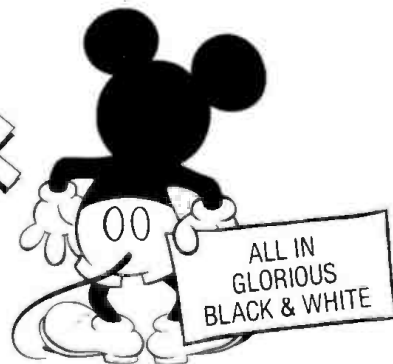
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shall never get over the hill."*

Living in the valley of established routine provides a feeling of security. But, in a changing world, that security all too often proves an illusion.

Hence, the need for innovation and the willingness to attempt arduous, often perilous hill climbs to a higher perspective.

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Their challenge, because broadcasting media are essentially popular and can easily remain comfortable in the valley.

Their responsibility, because during the long, steep ascent broadcasters can literally guide millions of people.

Their opportunity, because only the broadcaster who is responsive to the distant drummer can achieve genuine success.

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Broadcasters must ask themselves questions like these every day. Not only for their own advancement, but to lead others out of the valley.



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EDITOR: The next (and I hope the last) chapter in the startling saga of the FCC Reports pricing situation:

I had before informed you ("Open Mike," Oct. 7) how this annual subscription went from \$6.00 to \$12.00 to \$56.40 a few months ago. I did not renew this service at that time, and so, lo and behold, yesterday in comes another renewal notice for these FCC Reports, but the price now has been elevated to \$86.85 annually. Where do she end?—*Murray Arnold, Palm Springs, Calif.*

EDITOR: Ah, inflation.

[I'm sending you] a copy of an order form that fell out of a 1932 BROADCASTING soliciting subscriptions for \$3.00 per year. Also attached is a subscription form from a 1974 issue; rate, \$25.00 per year. Now let me see—that's an increase of 733%; at 42 years, that's an inflation rate of better than 17.4% per year.

The only problem is, it's worth it. Keep up the good work.—*F. Leslie Smith, associate professor, division of radio-TV-film, North Texas State University, Denton.*

More than a token

EDITOR: I read with no small amount of surprise the lead editorial in BROADCASTING of Nov. 11, in which it is stated that the prime-time access rule "is now vigorously supported by ABC and NBC and only tokenly opposed by CBS." The use of the word "tokenly" is strange, since CBS has been opposed to the prime-time access rule since it was first proposed and our position has not changed.

In the second paragraph of our filing of Sept. 20, 1974, we told the FCC:

"CBS continues to believe, as it has expressed in the past, that the public interest would be best served by the complete repeal of the rule. . . ." In those comments we suggested that the commission implement the limited rule changes originally planned, effective September 1975, as "an interim measure and preliminary step to the total repeal of the rule in September 1976." We felt, and continue to feel, that an earlier repeal would be impractical from the point of view of the networks, the stations and the syndicators.—*John A. Schneider, president, CBS/Broadcast Group, New York*

The movers

EDITOR: Having just returned from 10 days on the West Coast, I have just seen the article in your Nov. 11 issue indicating that I initiated the resolution of the U.S. Chamber of Commerce urging the FCC to "retain and enforce antisiphoning rules for pay cable."

Whereas I did write to each member of the chamber board regarding several legislative and regulatory problems facing the broadcasting industry, including pay cable, and did speak on behalf of the resolution when it was presented at our last board meeting, two men not only initiated the project but worked long and hard to bring it to fruition. They are Mark Evans of Metromedia, a member of the board and a member of the chamber's important communications committee, and Earl Hilburn of Western Union, chairman of that committee and also a member of the board.—*Charles H. Crutchfield, president, Jefferson Pilot Broadcasting Co., Charlotte, N.C.*

The 'Minority Rule' editorial

EDITOR: BROADCASTING magazine has never been known as a champion of equality for minorities, but you have hit a new low in your racism in your editorial entitled "Minority Rule" in your Nov. 4 issue.

The Supreme Court, in its decision, recognizes that minorities are citizens of this country and, as such, should be included in the ownership, operation and work affairs of broadcast facilities which, in case you have forgotten, are supposed to be operated in the public interest.

It would seem only logical to any clear thinking person that in any application for a broadcast facility, if one of the groups has included all segments of the population in its ownership picture, it should definitely be given an advantage over a group which has been formed to exclude certain segments. I can only say that I am extremely thankful that the people operating BROADCASTING are not in charge of the country, for I and all other minorities would probably still be in forced slavery. . .

I am afraid that the roots of your racism are so deep that only death will erase them.—*William H. Dilday Jr., general manager, WLBT-TV Jackson, Miss.*

(BROADCASTING has championed equality of opportunity since it was founded in 1931, but the Supreme Court ruling championed inequality of opportunity. It found that a predominantly white-owned applicant, with two 7% stockholders who were black, should be given an advantage over another applicant that was all white owned. The precedent invites a wave of strike applications against white-owned licensees by challengers who need only to include a token black or two in their ownership to qualify for an advantage in a comparative hearing.)

Datebook®

■ Indicates new or revised listing

This week

Nov. 25—Oral argument, corporate structure of CML Satellite Corp., FCC meeting room, Washington.

Nov. 25—Awards dinner, international Emmy awards, National Academy of Television Arts and Sciences, Plaza hotel, New York.

Nov. 26—Presentation of Pulse Inc. Men-of-Year Award to Larry H. Israel, president, Washington Post Co., at luncheon of Ad Club of Metropolitan Washington. Mayflower hotel, Washington.

December

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

Dec. 2-3—FCC regional meeting in Washington.

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

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

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

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

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

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

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

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

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

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

Dec. 11-13—State and regional cable TV association presidents meeting. Statler Hilton hotel, Washington.

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

January 1975

Jan. 6-8—Winter Consumer Electronics Show. Conrad Hilton hotel, Chicago.

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

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

Jan 15—Deadline for entries, 32nd annual televi-

sion newfilm competition, sponsored by *National Press Photographers Association* and *Arizona State University*, Department of mass communications. Tempe, Ariz. 85281.

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

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

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

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

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

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

■ **Jan. 22**—*New Jersey Broadcasters Association* mid-winter managers' conference. James Rodio, WRD1-AM) Hammonton, chairman. Princeton University.

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

■ **Jan. 26-29**—*National Religious Broadcasters* 32nd annual convention. Invited speakers: President Gerald Ford, FCC Commissioner Charlotte Reid and Dr. Billy Graham, Washington Hilton hotel, Washington.

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

February 1975

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

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

Feb. 6-7—*Audio Workshop at The American College*, Bryn Mawr, Pa. Tel.: 215-525-9500, Ext. 249.

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

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

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

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

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

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

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

March 1975

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

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

March 13-16—*Arkansas Broadcasters Association*

Major meeting dates in 1974-75

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

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

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

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

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

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

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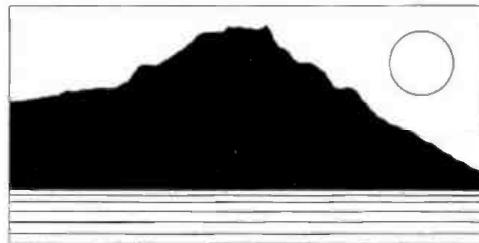
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SOUKI



THE DIAMOND HEAD GAME

a new game show—
has just been sold to the NBC owned and operated
stations in three major markets:

New York, WNBC-TV
Los Angeles, KNBC-TV
Washington, D.C., WRC-TV

The DIAMOND HEAD Game has extraordinary
ingredients—elements that make it the most
original and exciting game show in years.

The DIAMOND HEAD Game is being taped
entirely on location in Hawaii, on the grounds of the
lush Kuilima Resort Hotel and
Country Club.



The DIAMOND HEAD Game
stars Bob Eubanks, who played a
major role in the eight-year success
of *The Newlywed Game*.

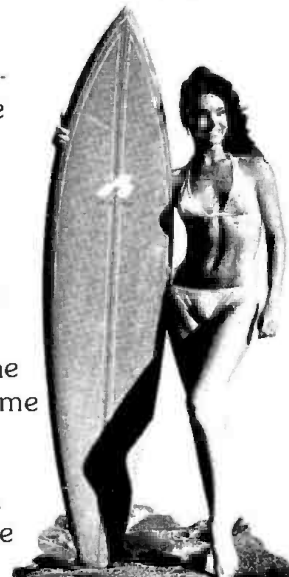
Co-hosting with Bob is the beautiful
Jane Nelson, who currently appears on the popular
Dealer's Choice show.

The DIAMOND HEAD
Game is a show that offers con-
testants the opportunity to take
home as much as \$50,000 in
cash and prizes.

The DIAMOND HEAD
Game is being produced by
Fishman-Freer Productions.
They are also the producers of
the highly successful *Dealer's
Choice*—which makes them the
newest and most successful game
show team in over a decade.

That's why NBC bought
The DIAMOND HEAD Game.

That's why we think you'll be
sold on it, too.



COLUMBIA PICTURES TELEVISION

A division of Columbia Pictures Industries, Inc.
The DIAMOND HEAD Game is a Fishman-Freer Production
in association with Columbia Pictures Television.

MARY TRAVERS

FRIEND



Bob Dylan, one of Mary's first friends, will be making his first major radio appearance in twelve years on *Mary Travers & Friend*, premiering in January, 1975. Keeping the talk to a crackling minimum, Mary digs into the musical tastes of a different artist each week—people like Bob Dylan, Don McLean, Jefferson Starship, and The Who. The result is an hour of entertainment, including 35 minutes of your kind of music, programmed by today's top stars, and 18 minutes of the most interesting music talk on radio.

Mary Travers & Friend is brought to you by Twenty First Century Communications and will receive heavy promotional support in all Twenty First Century Publications, including the *National Lampoon* and *The New Ingenuer*.

Mary Travers & Friend is already set to go on these top stations:

WQIV-FM	New York
WSDM-FM	Chicago
KNX-FM	Los Angeles
WIOQ-FM	Philadelphia
KADI	St. Louis
KWKI-FM	Kansas City
WNAP-FM	Indianapolis
WRKR-FM	Milwaukee
KVAN	Portland, Oregon
KFML	Denver
WZZK-FM	Birmingham
WGOE	Richmond
KTBA-FM	Tulsa
KIHK-FM	Davenport-Rock Island
KRMH	Austin, Texas
WMDI	Erie, Pennsylvania
WBEU	Beaufort, South Carolina
WBAB	Babylon, New York
WBDY	Bluefield, Virginia
WILK	Wilkes-Barre—Scranton, Pa.
WBBS-FM	Durham, North Carolina
CJFM-FM	Montreal
KFML	Denver

and more stations are coming in daily.

If your station would like to carry the weekly *Mary Travers & Friend*, contact:

Bob Michelson
Twenty First Century Communications
635 Madison Avenue
New York, New York 10022
(212) 688-4070, ext. 335 or 336

Mexico convention trip, Camino Real hotel, Mexico City.

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

April 1975

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

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

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

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

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

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

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

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

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

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

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

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

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

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

June 1975

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

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

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

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

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

July 1975

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

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

August 1975

■ Aug. 14-16—Arkansas Broadcasters Association summer convention, Arlington hotel, Hot Springs.

September 1975

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

■ Sept. 25—World Plan Committee of International Telecommunications Union meeting. Geneva.

October 1975

■ Oct. 2-6—International Telecommunications Union second world telecommunication exhibition, Telecom 75. Event scheduled simultaneously with 2d World Telecommunications Forum, 2d International Festival of Telecommunications and Electronics Film, and "Youth in Electronic Age" completion all to be held in same city. Palais des Exposition, Geneva.

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Maury Long, *vice president*.
Edwin H. James, *vice president*.
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Broadcasting

TELEVISION

The newswEEKLY of broadcasting and allied arts

Executive and publication headquarters
BROADCASTING-TELECASTING building,
1735 DeSales Street, N.W., Washington,
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Lawrence B. Taishoff, *publisher*.

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Randi Lewis, Patricia Thach, Donna Wyckoff,
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Lynda Dorman, *secretary to the publisher*.
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Phone: 212-757-3260.
Rufus Crater, *chief correspondent*.
Rocco Famighetti, *senior editor*.
John M. Dempsey, *assistant editor*.
Leslie Fuller, *staff writer*.

Winfield R. Levi, *general sales manager*.
David Berlyn, *Eastern sales manager*.
Ruth Lindstrom, *account supervisor*.
Jackie Morrone, Harriette Weinberg, *advertising assistants*.

HOLLYWOOD: 1680 North Vine
Street, 90028. Phone: 213-463-3148.
Earl B. Abrams, *senior correspondent*.
Bill Merritt, *Western sales manager*.
Sandra Klausner, *assistant*.

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



* Reg. U.S. Patent Office.

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Microfilms of BROADCASTING are available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103.

Monday Memo®

A broadcast advertising commentary from Frank E. Grzelecki, vice president, marketing, Speidel, Providence, R.I.

TV was the weapon; teen-agers were the target

How much of its limited marketing budget should a company spend on a stagnant line?

Speidel, the world's largest jewelry advertiser, was recently faced with that situation regarding its identification bracelets. But by repositioning the product and by using sales as the ultimate measure of media selection—in this case TV—Speidel recently has turned its lagging ID bracelet business into a growing and successful product line.

Although known through its heavy use of network TV principally as a manufacturer of expansion, replacement watchbands, Speidel also has long marketed a full line of identification bracelets which are distributed nationally.

Identification bracelets achieved their greatest volume during World War II. Being a personal gift and one that could be worn within the restrictions of military dress codes, they were a favorite gift to GI's. Since then, they have been in decline. During the late sixties, they showed some new life, but were still not demonstrating the growth rate desired.

Several creative and media approaches had been used during the sixties, with none showing any really firm sales results. However, in 1970, a marketing plan was developed which proposed a complete repositioning. It was agreed that the function of the bracelets be changed from one of providing identification to a medium for communicating personal messages. This also required a change in the target market from the traditional 18-25-plus group to teen-agers.

These changes generated three questions. First, would the repositioning work? Did today's market want this function for an identification bracelet? Second, how best can the new value be communicated? And, third, what medium should be used?

Speidel embarked on a minimum advertising program in teen-age magazines in the spring of 1971. The cost of the media was about the same as that of a research project, yet advertising offered the promise of some return on the media investment. The measure of success would be sales increases.

The advertising theme developed by our agency, Creamer Colarossi Basford Inc., was, "We make them really beautiful, and by adding your favorite remembrances, you make them beautifully



Frank E. Grzelecki, vice president, marketing, for Speidel, Providence, R.I., joined the company in 1968 as product manager, watchbands, and moved to marketing director, toiletries, in 1969, and marketing director for all products in 1970. He was appointed to his present post in 1972. Earlier, he had held various sales and sales promotion posts with Colgate-Palmolive Co. for five years. Coincidentally, Speidel last week announced it will again be counting on TV in introducing its first timepiece (see page 43).

real." The illustrations showed teen-age situations with a large visual of an identification bracelet engraved with a phrase relating to the situation.

The results of this preliminary activity were encouraging. Sales showed promise but not a substantial potential. However, they did provide enough encouragement to warrant further consideration, and a more formal test was planned for the fall of that same year.

In addition to pages in *Seventeen*, *Teen* and *Coed*, a modest radio test was scheduled in Boston, Hartford and Providence. The results of the fall test indicated (1) broadcast substantially increased awareness of the new concept, (2) the concept was meaningful and viewed favorably and, (3) boys as well as girls were prospects.

The following spring, an extended program was planned, but because of the introduction of Speidel's Thinline watchband, a major breakthrough in construction, the planned program was scrapped and only fractional pages in a limited list of magazines were used. Nevertheless, sales continued to show promise and dealer feedback was encouraging.

At Speidel, confidence in the potential for the concept grew and it was decided to treat ID bracelets as a regular Speidel line and to advertise them on network television as were other important Speidel lines. In the Christmas season, 1972, \$280,000 was budgeted for 12 prime-time spots on ABC-TV.

The television commercial created was a translation of the print and radio that had been previously tested. The results were phenomenal. After only six of the 12 spots had run, retailers reported a major upswing in sales on the brand.

For the following spring, the agency recommended the use of spot TV in the top-75 teen-age markets to provide even more concentration specifically against the now clearly defined target potential. This same plan was used in the fall of 1973 and again in the spring of 1974 with unbelievable results.

Despite the fact that production has been increased substantially and is being increased as fast as is practical at the factory, sales continue to be in a "sold-out" position with substantial back orders. Spot TV at an increased level is again planned this fall. Every indication from orders to date and reports from retailers predict a continuation of the trend.

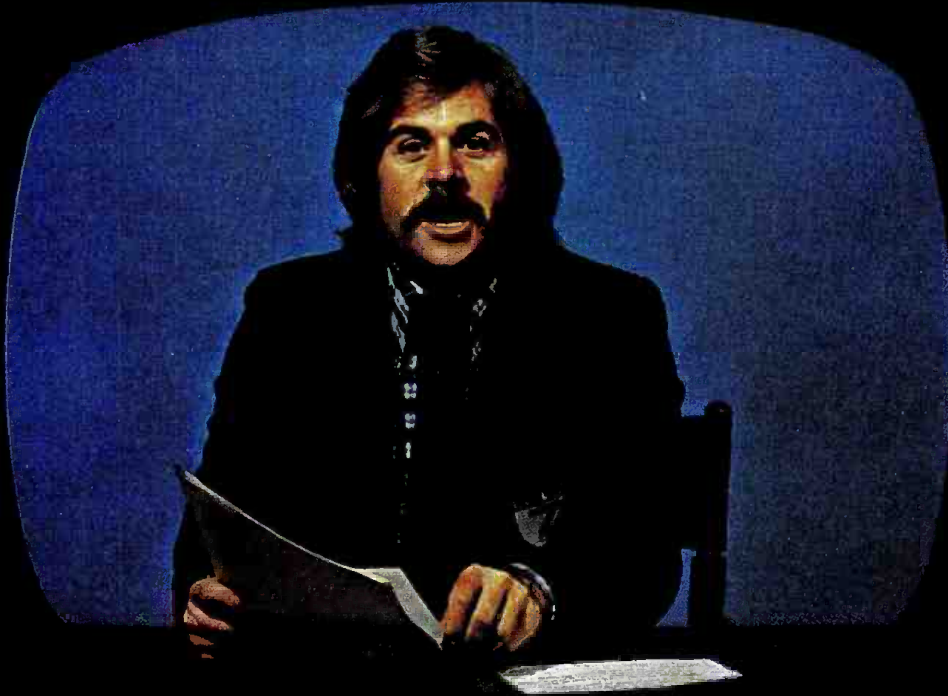
In putting our original efforts towards actually marketing our repositioned ID bracelet line instead of more formal research, we were able to put the little money we had for a doubtful line into selling. We wanted definite conclusions. The results provided the conviction that was necessary to support an advertising program on network TV and ultimately the current spot TV campaign.

Today Speidel is pleased with the volume, growth trend and profits from its "Identification" line and has even extended the idea of personalized bracelets (proved by the media tests) to a new line called "Hang-Ups." This is a bracelet in which written inscriptions are replaced by visualizations of personal "hang-ups," such as a tennis racquet for tennis buffs, a bicycle for cyclists, etc. This product is also in a sold-out position for the remainder of 1974. The emphasis for the present is not on the creative area or the media, but in the factory to meet the demand.

If not for its success with repositioned ID bracelets, Speidel might never have gone into such a highly promising new product line.

It pays to reposition.

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



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

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

**Ray Karpowicz, General
Manager KSD-TV**

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

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

**Tony de Haro, News Director
KRIS-TV**

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

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

**Steve Currie, Director of
Broadcasting WCBD-TV**

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

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



Ray Miller, News Director KPRC-TV

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

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

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

AKAI

People watch the news to see the news.



Lead Story

Yellow flag is out for advertising in '75 economy

Agencies aren't worried about drastic cutbacks in spending, except for automobiles, but they will be super-cautious in spending advertiser money

Advertising agencies are bracing for a 1975 marked more by cautious spending of advertising budgets than by any radical change in their size.

Despite the recession, a BROADCASTING sampling last week of agency executives indicated, they tend to think their own billings may be up or down a little from this year's but, for the most part, that there won't be a lot of difference either way.

What will be different, they suggest, is the extra care with which the budgets will be spent. They expect their negotiations with media to be tougher, their commitments shorter, their buys more clearly cancelable.

A broader poll, conducted by the American Association of Advertising Agencies, meanwhile underscored the mixed outlook for major billings in 1975. On the whole it tended slightly toward the bullish. This poll covered the AAAA's 30 largest member agencies—which almost by definition makes them among the country's largest buyers of broadcast advertising.

The results, which were to be presented to the AAAA operations committee last Thursday (Nov. 21), showed 12 of the top 30 agencies expect their 1975 billings to be higher than this year's; six expect no change, six look for a decline and six said they could not make a prediction.

AAAA officials did not identify any of the agencies, but it was assumed that most of the six that could not hazard a guess on 1975 prospects were agencies with major automobile accounts. Lagging car sales have turned the automotive outlook into one of the biggest question-marks in advertising.

The AAAA poll was one in a series the association conducts at approximately six-month intervals to ascertain broad trends. Thus it did not go into details such as projections by individual media or estimates of the extent of projected

increases and decreases. Nor did it deal at all with potential changes in agency practices or procedures.

Executives questioned by BROADCASTING, however, frequently stressed the constraints they expect to be imposed on buying and the effects they expect the recession to have on advertising generally.

The biggest negative effect, they tended to agree, will be on automotive and other big-ticket items, while the least negative effect will be on package goods and especially products that, as one executive put it, "you can't just do without—like food and soap."

There also appears to be general agreement, except for a dissent here and there, that 1975 will not be a great year for new-product introductions. If that proves to be the case, it will have to be a disappointment for television, which over the years has demonstrated special aptitude for—and cornered a big chunk of the billings devoted to—new-product introductions.

If the new-products outlook seemed disappointing, however, both television and radio could take comfort from being singled out in a number of cases as being exceptionally effective media and thus less likely than some of the others to suffer in the year ahead.

One of the more somber appraisals of 1975 came from Paul C. Harper, chairman of Needham, Harper & Steers, New York. Unlike many other executives, he predicted that cost pressures on advertisers in the package-goods and food areas would "continue to cause budget reductions of anywhere from 10% to 20%." The pressures of inflation upon the consumer "will force a realignment of spending priorities," he said, and added: "There should be a return to basics which should help certain product categories such as food, do-it-yourself materials and household operations. I think that over the next 12 to 18 months, there will be a greater emphasis on promoting product value for the dollar in all advertising, a greater concern for giving the consumer his money's worth. I think this will eliminate the kinds of broadcast commercials in the product areas that are frivolous in any way and do not sell efficiently."

Wyatte Hicks, executive vice president and managing director of J Walter Thompson Co., New York, the biggest-billing broadcast agency, said he has "guarded optimism" that JWT clients will expand their budgets next year even beyond the increases in media rates.

"Except for autos [JWT has the Ford account] our clients look firm for next year," he said. "With 140 clients, the few that retrench will be counterbalanced by

the ones that increase their budgets."

Mr. Hicks also ventured that, in general, broadcast will do "a little better than print" because "most of our clients consider the broadcast media an essential part of their selling process."

Stuart B. Upson, president and chief executive of Dancer-Fitzgerald-Sample, New York, thought 1975 might be "very, very shaky." He foresaw a "very real" possibility that DFS will not keep up with the increase in media costs and hence will purchase fewer advertising units in 1975 than 1974. "This is a year to be cautious and conservative," he said. "There'll be no aggressive spending on new products, new test marketings, new campaigns, new ideas."

Richard A. R. Pinkham, chairman of the executive committee of Ted Bates & Co., found it "hard to make a judgment about what our clients will be doing next year because, these days, they're making their decisions less on an annual basis than on a quarterly basis, and even on a monthly basis."

But, he continued, "if I had to make a prediction, I'd say we'll be off a little, that there'll be some slippage from this year." Even so, he thought Bates "may be luckier than some other agencies" because so many of its clients deal in package goods that "are less affected by the swings in the economy."

He also thought broadcasting will be luckier than some of its competitors: In general, he said, "broadcasting will suffer less than other media because our clients have found over the years that TV and radio are the most effective way to move their merchandise."

Philip Wallace, a vice president of Benton & Bowles, New York, appeared confident that established brands will continue to advertise substantially to maintain their identities and their market shares, and ventured that advertising as a whole may be up slightly in 1975.

Herbert Zeltner, senior vice president and director of marketing services for Kenyon & Eckhardt Advertising, New York, also speculated that expenditures may increase slightly but felt that advertisers would try to avoid long-term commitments.

Arthur E. Durham, president of Fuller & Smith & Ross, New York, said he was "optimistic" for 1975. "All our clients are holding firm," he asserted. But like several others he added a caveat: "I can't say there won't be changes in midyear. If everybody runs out of money it'll be a whole new world." Short of that, however, he thought F&S&R's billings might increase somewhat, though he couldn't say the gain would outstrip media rate increases.

Bill Brooks, senior vice president and



Fifty members and seventeen chairmen later. Washington's broadcast regulatory community and a number of kibitzers from out of town turned out in force on Friday, Nov. 15, for the Federal Communications Bar Association's dinner observance of the FCC's 40th birthday. On hand for that occasion: (top left) former FCC Chairman Paul Porter (1944-46) (l) with ex-Senator Burton K. Wheeler (D-Mont.), for many years chairman of the Senate Commerce Committee; (top right) the present FCC chairman, Richard E. Wiley (second from l), with former Chairmen Newton Minow (1961-1963) (l) and Dean Burch (1969-1974) and Chief Judge David Bazelon of the U.S. Court of Appeals (who was the evening's principal speaker; *Broadcasting*, Nov. 18); (center left) (l to r) Edgar W. Holtz of Hogan & Hartson, chairman of the dinner committee; Commissioner Charlotte Reid, and Jack P. Blume of Flye, Shuebruk, Blume & Gaguine, president of the FCBA; (center right) former Chairman Rosel Hyde (on the FCC from 1946 to 1969, and twice chairman of that body) and Frederick W. Ford (1957-1964, chairman 1960-61); (bottom left) RCA's Charles R. Denny, executive vice president-Washington, and Mrs. Denny at the head-table reception. Mr. Denny was on the FCC from 1945 to 1947, and served as both acting chairman and chairman during his incumbency. Mr. Porter was the evening's MC. Judge Bazelon's serious remarks about the problems of broadcasting and the First Amendment were tempered by Chairman Wiley's light-touch approach in his comments.

director of marketing services for Cunningham & Walsh, New York, was one of those who said they "expect to hold our own, which these days means just keeping up with rising costs." He said advertising plans for the agency's auto client, American Motors, were still "very uncertain."

Charles Reinhart, vice president and general manager of Chirurg & Cairns, New York, said 1974 has been a "great" year but that 1975 might show a decline.

A sampling of regional agency executives also turned up generally hopeful appraisals for 1975.

Howard York of the Philadelphia office of Doremus & Co., a major New York-based agency specializing in financial advertising, regarded the outlook as "fairly steady." Kingsley Meyer of Horton,

Church & Goff, Providence, R.I., whose clients are divided about 50-50 between consumer and industrial accounts and which puts 15%-16% of its billings into TV and radio, said he was "optimistic."

William W. Cook of William Cook Advertising, Jacksonville, Fla., which puts an estimated 75% of its \$12.5-million-plus billings into broadcast, said advertising generally in the Southeast appeared to be "in great shape." He reported some cutbacks by bank and tourism accounts but said "retail accounts seem to be increasing" and "new-business prospects look better than ever." Moreover, he said, the 143 Ford dealers represented by his agency have not cut their spending.

Harry Sweeney, president and creative director of Dorland & Sweeney, Atlantic City, said most of his clients will "prob-

ably pay the natural price increases" imposed by media in 1975 "but they won't go beyond those increases." Bill Yeck, president of Yeck & Yeck, Dayton, Ohio, said his local clients' budgets will go down if sales go down, but "sales dollars are coming in right now, so we're riding along at about the same level as last year."

Whatever their forecasts, and regardless of agency size, the executives did not reflect an alarmist view of 1975. An AAAA official, discussing the mixed results of the top-30 agency poll, held out some hope: "We got projections not too different from these at the beginning of this year," he said, "and it's turned out to be better than most agencies anticipated then." At the most extreme, as a Leo Burnett Co. spokesman put it, "1975 will be a difficult year, but it won't be a disaster."

Senate ponders a commission on commissions

Hearings are under way on bills to set up panel to review the federal regulatory agencies and whether they contribute to inflation and monopoly practices

Congress last week began moving toward the establishment of a national commission to take yet another look at one of the most examined areas of government in Washington—the independent regulatory agencies. There will be some disagreement as to the make-up of the proposed commission and the precise scope of its function. But its establishment seems certain, for the idea is President Ford's, and last week, in the first two days of hearings on the proposal, a Senate subcommittee heard a parade of witnesses, including agency heads and administration officials, endorse it in one form or another.

FCC Chairman Richard E. Wiley, who supported the proposal, was among those testifying before Senator Vance Hartke (D-Ind.), chairman of the Commerce Committee's Subcommittee on Surface Transportation. As did others, he noted that the idea is not new; various commissions and committees have examined the agencies over the past 40 years. But, he said, "the commission contemplated . . . can make a significant contribution to this continuing national debate on the subject of regulatory reform and, more importantly, to appropriate congressional and administrative action."

A day earlier, John W. Barnum, deputy secretary of the Department of Transportation, urged establishment of a national commission. DOT's dealing with Interstate Commerce Commission, the Civil Aeronautics Board and the Federal Maritime Commission, he said, "has persuaded us of the need for regulatory reform."

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

And Chairman Wiley noted that while previous reform commissions focused on the nonsubstantive aspects of the regulatory agencies—their procedures and organization—the one under consideration would concentrate on such substantive matters as the impact of an agency's rules and how they might be revised to meet changing assessments of need.

It was not only administration figures and agency heads who endorsed President Ford's proposal. Mark J. Green, director of the Corporate Accountability Research Group, a Ralph Nader project, said he finds himself in apparent agreement with "a conservative President" and

Federal Trade Commission Chairman Lewis Engman (in a speech last month [BROADCASTING, Oct. 14]) "that federal economic regulation can be a monopoly-making machine, that it artificially boosts prices to consumers for the benefit of producers, that it has failed." He pegged the economic waste from regulation at \$16-\$24.2 billion annually. Of that, \$8 billion was attributed to the FCC; he said there would be that much additional value to consumers if the commission reallocated TV channels in a way that would permit the establishment of seven national networks instead of three.

The legislation before the subcommittee was S. J. Res. 253, introduced by Senator Philip Hart (D-Mich.) for Senator Warren G. Magnuson (D-Wash.), chairman of the Commerce Committee. But the administration has a measure of its own, S. 4145, which was introduced by Senator Lee Metcalf (D-Mont.). And they differ.

S. J. Res. 253, for instance, would provide for a commission whose 12 members would be drawn equally from the Senate, the House, the regulatory agencies and from "lists of qualified individuals on the basis of their special training, experience or qualifications." The President would appoint the last six with the advice and consent of the Senate. And the commission would be required to submit three annual reports—the first dealing the economic costs and benefits flowing from the agencies' actions, the second with recommendations for improving the agencies' performance of their duties and the third with steps taken to carry out the recommendations.

S. 4145 would also provide for a 12-member commission, but only four members would be picked from Congress—

two from each House—and eight would be chosen by the President with the advice and consent of the Senate. Four of the eight picked by the President would be "senior officials of the executive branch" and four would come from the private sector. The commission would submit its report one year after it was constituted.

There is also a third bill pending that would set up a national commission. It was introduced by Senator James Allen (D-Ala.), and, along with the administration bill, was to be the subject of hearings beginning Thursday before the Senate committee on Government operations (see "Top of the Week"). It would provide for a 15-member commission, with three members chosen from the Senate, three from the House, three from non-regulatory federal agencies and six from the private sector. The last nine would be chosen by the President with the advice and consent of the Senate. Its scope would be broader than those envisioned by the other bills, in that it would examine such executive branch agencies as the Environmental Protection Agency, the Federal Reserve System and the National Labor Relations Board. And it would have a three-year life, with the mandate to report annually, as in the case of the commission contemplated by S. J. Res. 253.

Although the Metcalf bill was not discussed in hearings conducted by Senator Hartke, he indicated he favored the idea of authorizing the proposed commission to examine the administrative agencies such as the FEA and Federal Reserve, on the ground that their activities have a direct and substantial impact on the nation's economy.

But he also objected to membership on the proposed commission of the types of government officials mentioned in the



Planning under the sun. Executives of ABC-owned AM stations gathered in Phoenix to discuss marketing and sales strategies for 1975. General managers were joined for the first time by general sales managers at the meeting. Attending the session were (front, l to r): Steve Berger, vice president and general manager, KQV Pittsburgh; Mike Hauptman, vice president, ABC Radio New York; Ron Sack, vice president and general manager, KXYZ Houston; Marty Greenberg, vice president and general manager, WLS Chicago; Chuck Fritz, vice president and general manager, WXYZ Detroit; Charles DeBare, president, ABC-owned AM stations, New York; Harold Neal, president, ABC Radio, New York; Ben Hoberman, vice president and general manager, KABC Los Angeles; Al Racco, vice president and general manager, KGO San Francisco; George Williams, vice president and general manager, WABC New York; (rear, l to r): Gil Rozzo, general sales manager, KQV; Norm Goldsmith, director of sales development, ABC-owned AM stations, New York; Bob Holmgren, business director, ABC-owned AM stations, New York; John Hare, general sales manager, KXYZ; Jay Hoker, general sales manager, WXYZ; Jeff Woodruff, research director, ABC-owned AM stations, New York; Mickey Luckoff, general sales manager, KGO; Nick Trigony, general sales manager, WLS; Bob Biemacki, general sales manager, WABC; George Green, general sales manager, KABC; Mark Roth, vice president and director of legal affairs, ABC-owned AM stations, New York; Rick Sklar, director of program development, ABC-owned AM stations, New York.

three measures. Regulatory agency members and representatives of the executive branch, he said, would have "a conflict of interest." And members of Congress, he added, would not have the time needed to devote to the proposed commission's work.

Senator Hartke heard last Wednesday from Chairman Wiley and the heads of the six other independent agencies that would be the subject of the national commission's study. And all but one endorsed the project, although some expressed qualifications. The dissenter was Helen D. Bentley, chairman of the Federal Maritime Commission. She said she felt the "complexities and expenses" of the commission proposed in S.J. Res. 253 "would be unjustified in light of the result it would obtain." She suggested that Congress look to the studies of the regulatory agencies already made before duplicating the work.

FTC's Engman, whose speech criticizing the regulatory agencies was delivered in the same week that President Ford called for reform of the agencies, said that "the time is ripe—indeed, some would say overripe—for a thorough evaluation of regulatory policy." However, he warned of the danger of ending up "knee-deep in new agencies and commissions, all more or less pointing in the same direction." He suggested that "every consideration be given to the idea of harmonizing these various proposals," substantively as well as rhetorically.

Other regulatory agency chairmen who testified were John N. Nassikas, of the Federal Power Commission; Richard Simpson, of the Consumer Product Safety Commission; George M. Stafford, of the Interstate Commerce Commission and Robert D. Timm, of the Civil Aeronautics Board.

The subcommittee last week also heard from a former member of the FCC, Kenneth A. Cox. He, too, endorsed the idea of a national commission—he said it could lead to important reforms—but he did not think the regulatory agencies contribute significantly to inflation.

Mr. Cox, who now practices law before the commission, expressed the view that it functions better than it is given credit for, but "not as well as it should." And one reason, he said, is that Presidents over the years have not paid much attention to their role of nominating members of commissions generally—nor, he said, has the Senate, in its confirmation process, held nominees to particularly high standards. The Senate, he said, seems to say the nomination is "up to the President."

Mr. Cox also suggested a structural change in the commission as a means of making sure that the agency, which spends most of its time on broadcast and cable matters, does not slight its other areas of responsibility. The suggestion, which he said originated with then-Chairman Dean Burch, for the creation of two three-member panels within the commission—one to handle broadcast and cable television matters, the other to deal with common carrier and safety and special radio service issues, with the chairman sitting with whichever panel lacked a member and taking care of over-all agency administration.

Static over AM-FM bill keeps House from moving

Measure still in committee as both sides worry about winning

Following two days of hearings on the AM-FM radio bill (H.R. 8266) the House Rules Committee voted last Wednesday to postpone a vote on whether to send the measure to the floor of the House. Rules Committee Chairman Ray Madden (D-Ind.) said afterward he did not know when the measure would come up for vote again, and speculated that the committee voted to defer action because neither the bill's supporters nor its opponents knew whether they had the votes to win.

Regardless of the outcome, the vote will be close on the measure, which would require that all factory-installed automobile radios be equipped to receive both AM and FM. And if it reaches the House floor, the vote there is also likely to be close, said a spokesman for the National Association of Broadcasters, which supports the bill. The Senate passed a comparable measure last June by a mere two-vote margin, 46 to 44, although the Senate's version would require that all radios costing more than \$15 be equipped with AM and FM bands, not just motor vehicle radios.

At the Rules Committee hearings, House Commerce Committee Chairman Harley Staggers (D-W.Va.) was first up with a presentation of the bill's provisions as they were voted by his committee. In summarizing the arguments in favor of passage, Mr. Staggers said the addition of FM will broaden the choice of radio news and programing at a small additional cost to the consumer. (An independent study by Arthur D. Little & Associates determined that the cost of parts and labor to convert an AM radio to AM/FM is about \$7. Under current auto pricing practices, however, an AM-FM radio costs about twice as much as an AM-only radio, and AM-FM stereo about three times as much.) Representative Staggers said the bill focuses on auto radios because although most home radios over \$15 sold the first six months this year have FM capability, only about one quarter of auto radios sold during the same period do. He said further, "a lot of taxpayers' money" goes to public radio stations, but because most of those stations are on FM frequencies, most auto radios cannot receive their signals. In conclusion, "We want to be fair to the consumers of the land," Mr. Staggers said.

As soon as he had finished, however, Representative Staggers was placed on the defensive. Said Representative James Delaney (D-N.Y.), "There's no guarantee it [FM] can be put in for the price you stated." "Do you think now is the time to load more expenses in cars?," Representa-

tive Madden asked. And again Mr. Delaney, "I don't think we're interested in FM stations making more profits."

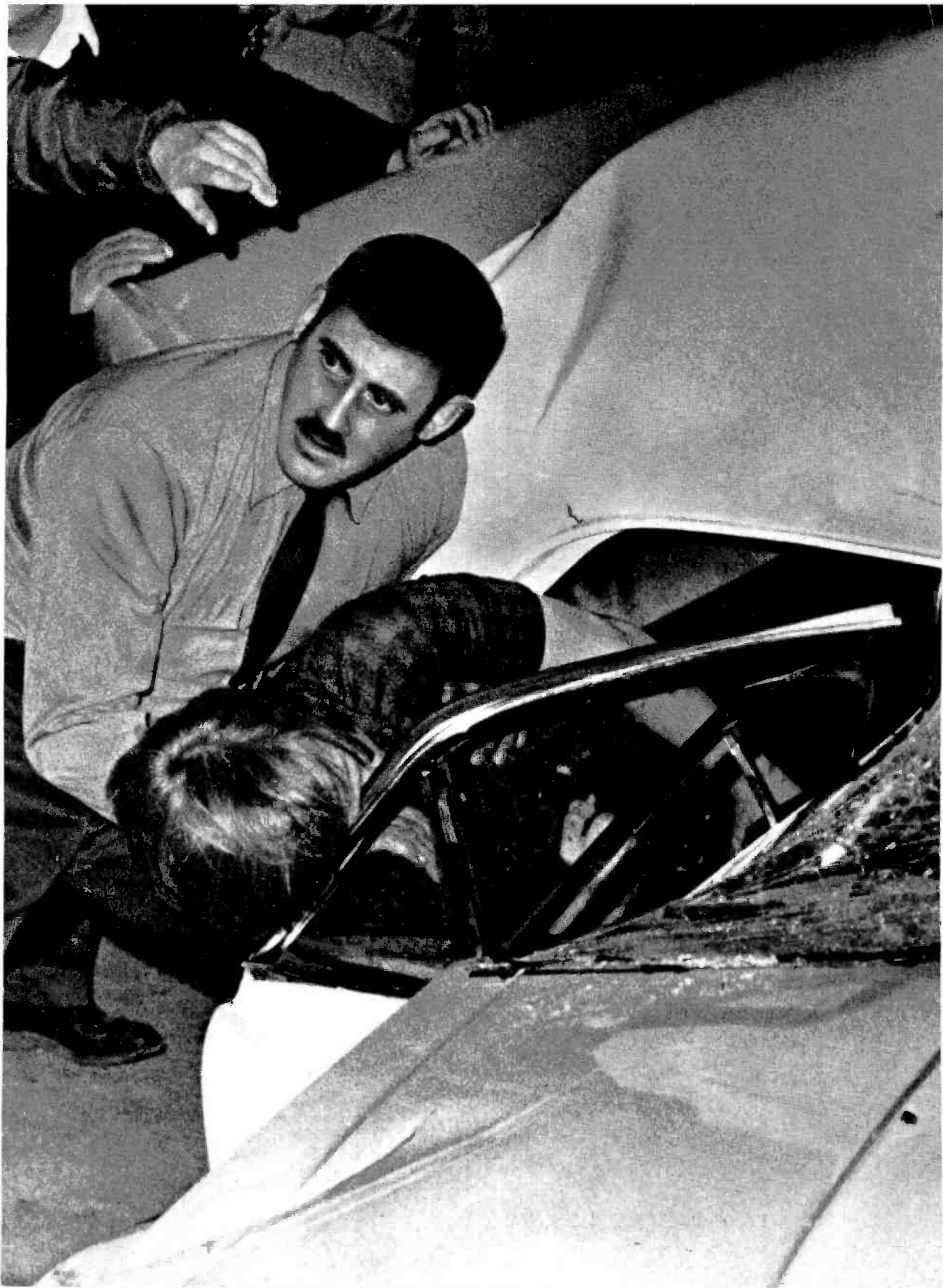
Arguments against the bill focused on how it would affect consumers and laborers in today's already gloomy economic climate. In testimony before the Rules Committee, Representative James Collins (R-Tex.), a member of the Communications Subcommittee, said the FM business "is not hurting," but the automobile industry is. Representative John Dingell (D-Mich.) agreed, adding that the bill would also take away the consumer's freedom of choice.

Representative Elwood Hillis (R-Ind.) told the Rules Committee that passage of the bill would cause consumers to look for cheaper radios in the "after market," that is, they would purchase cars without radios and buy their radios from independent firms that could legally manufacture AM-only radios. Such a shift in auto radio demand from the factory-installed market to the after market, Representative Hillis said, could result in layoffs of auto-equipment workers. In Mr. Hillis's own district is located the plant for Delco Electronics, the only company that makes radios for GM autos (all the major auto manufacturers own their own radio subsidiaries). The congressman estimated that the bill's passage could "adversely affect" 4,600 hourly and salaried Delco jobs, which amounts to a total payroll loss of \$65.8 million, he said. He added that "the expected loss of revenue in goods and services amounts to \$22 million in Indiana and \$76.6 million nationally."

When confronted with the argument that passage of the bill will have ill effect on the auto industry, Representative Staggers said: "I think this is an argument made in order to scare members of this committee." Representative Lionel Van Deerlin (D-Calif.), a member of the Communications Subcommittee who stepped up to bat for the bill, said: "If there is any rip-off here, it's in the present pricing practices of automobile manufacturers."

Mr. Van Deerlin said if the AM-FM bill reaches the House floor, he will offer an amendment to make it apply to all radios sold for use in autos. That would include all radios sold for cars in the after market as well as those installed in the factory.

Mr. Van Deerlin argued, as did Representative Clarence Brown (R-Ohio), also a member of the House Communications Subcommittee, that addition of FM to car radios would provide a community service in that it would enhance the emergency weather warning system. Mr. Brown's district was one which suffered heavy damage in the path of the tornado which ravaged portions of the Midwest last April. He and Representative Van Deerlin pointed out that, unlike many daytime-only AM stations, FM stations can operate all night without interfering with one another and that their transmissions are unaffected by electrical interference. Thus they would be valuable in warning motorists of any impending weather emergencies, the two congressmen indicated.



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In another program, the station revealed how a prominent Detroitier drank himself out of a top job into the hospital. Through rehabilitation, he went on to become the hospital's administrator. (As a result of this interview, 8 new patients entered the hospital while inquiries poured in from all over the region.)

Milwaukee's WITI-TV launched a concerted drive against alcoholism with a 13-week series

of half-hour programs on such subjects as "Alcoholism and Youth," "Alcohol and Driving," plus a 90-minute special, "Is There a Life After Alcohol?"

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Case is made in Senate for lottery broadcasts

State officials say present laws are outdated and discriminatory

Attorney General William Saxbe and representatives of the 13 states that currently operate lotteries gathered on Capitol Hill last week to urge passage of legislation that among other things would permit the broadcast of lottery advertising and winning ticket numbers.

During two days of hearings before the Senate Criminal Laws and Procedures Subcommittee, the state lottery officials complained that they are discriminated against in the U.S. Code, which forbids broadcasting lottery information but is silent on the matter of broadcasting such things as horse race results, including payouts, as is currently practiced. Said Henry Kaplan, executive director of Pennsylvania's Bureau of State Lotteries, "It would appear that if 'Jimmy the Greek' is to be given nationwide coverage and is considered a national celebrity, certainly state-conducted lotteries should be accorded no less a privilege within their own borders."

Ronald Maiorana, a commissioner on the New York State Racing and Wagering Board, said if restrictions on broadcasting, mailing and publishing lottery advertising and information were removed, New York could increase its lottery ticket sales an estimated 50%. As it is, said several of the state lottery officials, literally million of dollars in prizes have gone uncollected because the winners never learned their numbers had been drawn. That situation would be corrected, they said, if radio and television were permitted to announce the winners.

Stanley Fine, director of the Maryland State Lottery Agency, related one incident in which a Maryland commercial TV station, after being granted an exemption by the FCC, broadcast live last January, a Maryland lottery drawing as part of its evening news program. The public's reaction to the broadcast, he said, was not one of dismay over the corrosion of public morals. Instead, viewers called the station to ask if it would continue to broadcast winning numbers. "What does this reaction mean?" Mr. Fine said. "That the public is awaiting this change and wants us to move into the 20th century and repeal obsolete laws that have long outlived their usefulness."

Attorney General Saxbe explained in his testimony that federal laws prohibiting any facility of interstate commerce or transportation from being used in any connection with lotteries dates back as far as 1872, and that Congress determined years ago that lotteries are not in the country's best interest because they are susceptible to control by organized crime. But the attorney general acknowledged that public attitudes toward lotteries are changing and that those state lotteries

now operating are run honestly.

Mr. Saxbe provided the spark for the current rush toward lottery reform when he announced Sept. 6 that within 90 days he would seek court action against the lotteries to enforce the prohibitions on broadcasting, mailing and publishing lottery information. The 90-day period he prescribed expires Dec. 4, but he did not say at last week's hearing if he were planning to take action soon. He did say that if Congress does not act, "we feel called upon to go ahead." And he added that if the Justice Department did proceed, it would initiate civil rather than criminal suits.

The question at last week's hearing was not whether to undertake lottery reform, but how best to do it. Mr. Saxbe's main concern was that states that have lotteries not encroach on the policy decisions of other states that do not have lotteries.

There are four bills pending before the Senate to reform the lottery laws, S. 3524, S. 1186, S. 544 and S. 547, all similar in that they would exempt state-operated lotteries from the U.S. Code restrictions on broadcasting, mailing and publishing of lottery information. S. 544, sponsored by Senator Philip Hart (D-Mich.), differs from the rest, however, in that it would confine these activities to within the boundaries of the state conducting the lottery. That bill meets with the Justice Department's approval, the attorney general said.

But he also endorsed S. 3524, sponsored by Senator Hugh Scott (R-Pa.), provided it is amended in the following fashion; state lottery information could be broadcast or mailed and state lottery tickets could be mailed, transported or advertised in interstate commerce if (1) the lottery activity is between two or more states which either conduct their own lotteries or permit betting on other states'



NBC landscaping. Robert Asman, NBC News producer, and Story Shem, of Washington unit managers office of NBC, watch Jack Fish, director of the National Capital Parks, planting an American beech tree, compliments of the network, in Lafayette Park, opposite the White House. The gift is to compensate for minor damages to shrubs caused by NBC's TV stands erected to cover the 1973 presidential inauguration.

lotteries, or (2) the activity is between two or more states which merely permit their citizens to bet on other states' lotteries.

Meanwhile, the Supreme Court heard oral arguments last Wednesday on the question of whether radio and television broadcasters may broadcast winning state lottery numbers. An attorney for the New Jersey State Lottery Commission argued for permitting the practice, saying a ban on airing winning numbers as news would be an infringement on free speech and free press.

The case began when the FCC in 1971 denied a request from WCMC-AM-FM-TV Wildwood, N.J., for a ruling that broadcasting winning numbers in the New Jersey lottery as part of newscasts would not violate the lottery law (BROADCASTING, June 3). The commission decision was later reversed by the U.S. Court of Appeals in Philadelphia.

What FCC, OTP would like in a renewal bill

Wiley, Eger letters to Capitol Hill offer critique on various provisions of measures facing joint conferees

In letters to the House and Senate, the FCC and Office of Telecommunications Policy have outlined what they hoped the conference committee on the license renewal bill (H.R. 12993) would accomplish (BROADCASTING, Nov. 18). The upshot is that Congress apparently has a long way to go in perfecting a renewal measure the commission can administer with confidence.

At midweek last week the renewal bill was still on hold, and House Commerce Committee Chairman Harley O. Staggers (D-W.Va.) had not yet sent the names of the House conferees to the speaker.

Both FCC and OTP picked and chose among the conflicting provisions of the House and Senate versions of the bill, often landing on opposite sides of the fence.

On the matter of whether there should be one or two tests for opposed and unopposed renewal applications, for example, the commission prefers a double standard similar to the one discussed in the House report, which calls for a "minimal" performance criterion for noncomparative renewal applications and a "good" performance criterion for stations faced with competing applications. Of the Senate report's single "substantial" standard, Chairman Richard E. Wiley, writing for the commission, said: "We believe that the application of the substantial performance criterion to noncomparative renewal applications would be unrealistic and unreasonable . . . in terms of both the administrative process and the public interest." In noncomparative situations the commission would prefer that the test be that the applicant's past performance be "reasonably" responsive to community

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Thanks WRBT	Baton Rouge, La.	Thanks KGMB-TV	Honolulu, Hawaii	Thanks KPTV	Portland, Ore.
Thanks WUHQ-TV	Battle Creek/ Kalamazoo, Mich.	Thanks KPRC-TV	Houston, Tex.	Thanks WAVY-TV	Portsmouth/ Norfolk, Va.
Thanks WUHQ-TV		Thanks WSAZ-TV	Huntington, W. Va.	Thanks WAVY-TV	Providence, R.I.
Thanks KBMT	Beaumont, Tex.	Thanks WAAY-TV	Huntsville, Ala.	Thanks WPRI-TV	Pueblo, Colo.
Thanks KWAB	Big Spring, Tex.	Thanks KIFI-TV	Idaho Falls, Idaho	Thanks KOAA-TV	Quincy, Ill.
Thanks KTVO	Billings, Mont.	Thanks WRTV-TV	Indianapolis, Ind.	Thanks WGEM-TV	Rapid City, S.D.
Thanks WICZ-TV	Binghamton, N.Y.	Thanks WJTV	Jackson, Miss.	Thanks KRSD-TV	Reno, Nev.
Thanks KXMB-TV	Bismarck, N.D.	Thanks WJKS-TV	Jacksonville, Fla.	Thanks KOLO-TV	Richmond, Va.
Thanks WLVI-TV	Boston, Mass.	Thanks KODE-TV	Joplin, Mo.	Thanks WTVR-TV	Rochester, N.Y.
Thanks KBTX-TV	Bryan, Tex.	Thanks KMBC-TV	Kansas City, Mo.	Thanks WHEC-TV	Rockford, Ill.
Thanks WGR-TV	Buffalo, N.Y.	Thanks KHGI-TV	Kearney, Neb.	Thanks WCEE-TV	Roswell, N.M.
Thanks KXLF-TV	Butte, Mont.	Thanks WBIR-TV	Knoxville, Tenn.	Thanks KBIM-TV	Sacramento, Cal.
Thanks WJAN	Canton, Ohio	Thanks WXOW-TV	LaCrosse, Wis.	Thanks KCRA-TV	Saginaw/Bay City/ Flint, Mich.
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Thanks WCIA	Champaign, Ill.	Thanks WJIM-TV	Lansing, Mich.	Thanks WNEM-TV	Salisbury, Md.
Thanks WDEF-TV	Chattanooga, Tenn.	Thanks KLAS-TV	Las Vegas, Nev.	Thanks KSD-TV	Salt Lake City, Utah
Thanks WFLD-TV	Chicago, Ill.	Thanks KSWO-TV	Lawton, Okla.	Thanks WBOC-TV	San Antonio, Tex.
Thanks WXIX-TV	Cincinnati, Ohio	Thanks WTVQ	Lexington, Ky.	Thanks KCPX-TV	San Diego, Cal.
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Thanks WBAP-TV	Dallas/Ft. Worth, Tex.	Thanks WKOW-TV	Manchester, N.H.	Thanks WJCL	Schenectady, N.Y.
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Thanks KCCI-TV	Des Moines, Iowa	Thanks WREX-TV	Miami, Fla.	Thanks KCAU-TV	Sioux City, Iowa
Thanks WKBD-TV	Detroit, Mich.	Thanks WCIX-TV	Milwaukee, Wis.	Thanks KSFY-TV	Sioux Falls, S.D.
Thanks KDIX-TV	Dickinson, N.D.	Thanks WITI-TV	Mpls./St. Paul, Minn.	Thanks WMSH-TV	South Bend, Ind.
Thanks WDIO-TV	Duluth, Minn.	Thanks WTCN-TV	Minot, N.D.	Thanks WHYN-TV	Springfield, Mass.
Thanks WRDU-TV	Durham/ Raleigh, N.C.	Thanks KXMC-TV	Missoula, Mont.	Thanks KOLR	Springfield, Mo.
Thanks WRDU-TV		Thanks KPAX-TV	Moline, Ill.	Thanks WSTV-TV	Stebenville, Ohio
Thanks WENY-TV	Elmira, N.Y.	Thanks WQAD-TV	Montgomery, Ala.		
Thanks KTSM-TV	El Paso, Tex.	Thanks WKAB-TV	Nashville, Tenn.		
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Thanks KEZI-TV	Eugene, Ore.	Thanks WTNH-TV			

thanks

Thanks KSNB-TV Superior, Neb.
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Thanks KTUL-TV Tulsa, Okla.
Thanks KLTV Tyler, Tex.
Thanks WUTR Utica, N.Y.
Thanks KWTX-TV Waco, Tex.
Thanks WTTG Washington, D.C.
Thanks WWNY-TV Watertown, N.Y.
Thanks WAOW-TV Wausau, Wis.
Thanks WPEC-TV West Palm Beach, Fla.
Thanks KAKE-TV Wichita, Kan.
Thanks KXMD-TV Williston, N.D.
Thanks WXII Winston-Salem, N.C.
Thanks KAPP-TV Yakima, Wash.
Thanks WYTV Youngstown, Ohio
Thanks Skyline Cablevision Ottawa, Ont., Can.

Radio

Thanks WNEW-AM/FM New York, N.Y.
Thanks KNIT Abilene, Tex.
Thanks WABJ Adrian, Mich.
Thanks KQEO Albuquerque, N.M.
Thanks KRKE Albuquerque, N.M.
Thanks KRZY Albuquerque, N.M.
Thanks WFBG-AM/FM Altoona, Pa.
Thanks KDJW Amarillo, Tex.
Thanks KIXZ Amarillo, Tex.
Thanks KPUR Amarillo, Tex.
Thanks WMBA Ambridge, Pa.
Thanks KENI-AM/FM Anchorage, Alas.

Thanks KFQD Anchorage, Alas.
Thanks KHAR-AM/FM Anchorage, Alas.
Thanks KYAK Anchorage, Alas.
Thanks WATH-FM Athens, Ohio
Thanks KAAL-FM Austin, Minn.
Thanks KAUS Austin, Minn.
Thanks KHFI-FM Austin, Tex.
Thanks WBAB Babylon, N.Y.
Thanks WBTA Batavia, N.Y.
Thanks WKNR Battle Creek, Mich.
Thanks KIOX Bay City, Tex.
Thanks KAYC Beaumont, Tex.
Thanks WMLD Beverly, Mass.
Thanks KGHL Billings, Mont.
Thanks KOOK Billings, Mont.
Thanks WTTS Bloomington, Ind.
Thanks WHLM Bloomsburg, Pa.
Thanks KWRT Boonville, Mo.
Thanks KQTY Borger, Tex.
Thanks WBZ Boston, Mass.
Thanks KPCR Bowling Green, Mo.
Thanks WICC Bridgeport, Conn.
Thanks KBWD Brownwood, Tex.
Thanks KTAM Bryan, Tex.
Thanks WTAW Bryan, Tex.
Thanks WGR Buffalo, N.Y.
Thanks WBAG-FM Burlington, N.C.
Thanks KHLB Burnet, Tex.
Thanks WPUB Camden, S.C.
Thanks WBYS Canton, Ill.
Thanks KCAN Canyon, Tex.
Thanks KNIS Carson City, Nev.
Thanks KPTL Carson City, Nev.
Thanks KLWW Cedar Rapids, Iowa
Thanks WCHV Charlottesville, Va.
Thanks KNIE Cheyenne, Wyo.
Thanks WBBM-FM Chicago, Ill.
Thanks WFYR-FM Chicago, Ill.

Thanks WLS Chicago, Ill.
Thanks WSDM-FM Chicago, Ill.
Thanks KWCO Chickasha, Okla.
Thanks WCPA Clearfield, Pa.
Thanks KCLN Clinton, Iowa
Thanks WTVB Coldwater, Mich.
Thanks WCOS Columbia, S.C.
Thanks WZLD-FM Columbia, S.C.
Thanks KVFC Cortez, Colo.
Thanks KXIT Dalhart, Tex.
Thanks KBOX Dallas, Tex.
Thanks KRLD Dallas, Tex.
Thanks KVIL Dallas, Tex.
Thanks WLAD Danbury, Conn.
Thanks WBTM Danville, Va.
Thanks WSOY Decatur, Ill.
Thanks KFSC Denver, Colo.
Thanks KLZ-AM/FM Denver, Colo.
Thanks KFMG-FM Des Moines, Iowa
Thanks KSO Des Moines, Iowa
Thanks KAWT Douglas, Ariz.
Thanks KDTH Dubuque, Iowa
Thanks KOWN Escondido, Cal.
Thanks KWYZ Everett, Wash.
Thanks KFAR Fairbanks, Alas.
Thanks KGMT Fairbury, Neb.
Thanks KUJL Fairway, Kan.
Thanks WTRX Flint, Mich.
Thanks WGL Fort Wayne, Ind.
Thanks WLYV Fort Wayne, Ind.
Thanks WMEE Fort Wayne, Ind.
Thanks WMEF-FM Fort Wayne, Ind.
Thanks WOWO Fort Wayne, Ind.
Thanks KFJZ Fort Worth, Tex.
Thanks WMIH Frederick, Md.
Thanks WBUZ Fredonia, N.Y.
Thanks KBRZ Freeport, Tex.
Thanks KILE Galveston, Tex.

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Thanks to all the stations who helped make this year's Jerry Lewis Labor Day Telethon the greatest success in broadcasting history.

Thanks for helping produce the greatest volume of pledges ever recorded — \$16,129,213. (This will cover over half of MDA's total budget for this fiscal year.)

Thanks for helping us achieve the highest Nielsen ratings of all time for any Telethon. (42.4% of all TV households.)

Thanks also to Benton & Bowles Advertising and Del Webb's Hotel Sahara.

Thanks to all of you for your unselfish help and giving. Without you, we could never have done it.

Thanks to Al Hirschfeld and the Margo Feiden Galleries New York for the drawing of Jerry.



And many more thanks.

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Thanks KAZA	Gilroy, Cal.	Thanks WABC	New York, N.Y.	Thanks KISD	Sioux Falls, S.D.
Thanks KRGI	Grand Island, Neb.	Thanks WBLS-FM	New York, N.Y.	Thanks KSOO	Sioux Falls, S.D.
Thanks WLAV	Grand Rapids, Mich.	Thanks WCBS	New York, N.Y.	Thanks KXRB	Sioux Falls, S.D.
Thanks KEIN	Great Falls, Mont.	Thanks WLIB	New York, N.Y.	Thanks KSRM	Soldatna, Alas.
Thanks WNFL	Green Bay, Wis.	Thanks WNYC	New York, N.Y.	Thanks WHME-FM	South Bend, Ind.
Thanks WBIG	Greensboro, N.C.	Thanks WOR	New York, N.Y.	Thanks WRBR-AM/FM	South Bend, Ind.
Thanks WCOG	Greensboro, N.C.	Thanks WPLJ-FM	New York, N.Y.	Thanks WRIF-FM	Southfield, Mich.
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Thanks WHPE	High Point, N.C.	Thanks WNOR	Norfolk, Va.	Thanks KBMF-FM	Spearman, Tex.
Thanks WNOS	High Point, N.C.	Thanks WAKC	Normal, Ill.	Thanks KTTS	Springfield, Mo.
Thanks KILT	Houston, Tex.	Thanks WETT	Ocean City, Md.	Thanks WSDR	Sterling, Ill.
Thanks KOUR	Independence, Iowa	Thanks KEBC-FM	Oklahoma City, Okla.	Thanks WSSC	Sumter, S.C.
Thanks WIBC	Indianapolis, Ind.	Thanks KOMA	Oklahoma City, Okla.	Thanks KSUE	Susanville, Cal.
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Thanks WIRE	Indianapolis, Ind.	Thanks KOGT	Orange, Tex.	Thanks KKIT	Taos, N.M.
Thanks WNAP-FM	Indianapolis, Ind.	Thanks WDIX	Orangeburg, S.C.	Thanks WBOW	Terre Haute, Ind.
Thanks WNDE	Indianapolis, Ind.	Thanks WOAP	Owosso, Mich.	Thanks KTLW	Texas City, Tex.
Thanks WNTS-FM	Indianapolis, Ind.	Thanks WDXR	Paducah, Ky.	Thanks KEWI	Topeka, Kan.
Thanks WTLG-FM	Indianapolis, Ind.	Thanks WALK	Patchogue, N.Y.	Thanks KTOP	Topeka, Kan.
Thanks WXLW	Indianapolis, Ind.	Thanks WBLI	Patchogue, N.Y.	Thanks WIBW-AM/FM	Topeka, Kan.
Thanks WION	Ionia, Mich.	Thanks WSUS	Patchogue, N.Y.	Thanks WREN	Topeka, Kan.
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Thanks WJTN	Jamestown, N.Y.	Thanks WIRL	Peoria, Ill.	Thanks KHOS	Tucson, Ariz.
Thanks WKSJ	Jamestown, N.Y.	Thanks WMBD-AM/FM	Peoria, Ill.	Thanks KIKX	Tucson, Ariz.
Thanks WBUK	Kalamazoo, Mich.	Thanks KOY	Phoenix, Ariz.	Thanks KTKT	Tucson, Ariz.
Thanks KBEQ-FM	Kansas City, Mo.	Thanks KQV	Pittsburgh, Pa.	Thanks KMOD-FM	Tulsa, Okla.
Thanks KCMO	Kansas City, Mo.	Thanks KENM	Portales, N.M.	Thanks KWTX	Waco, Tex.
Thanks WDAF	Kansas City, Mo.	Thanks WGAN	Portland, Me.	Thanks WNNY	Watertown, N.Y.
Thanks WHB	Kansas City, Mo.	Thanks WLOB	Portland, Me.	Thanks KTCH	Wayne, Neb.
Thanks KRNY	Kearney, Neb.	Thanks WPOR	Portland, Me.	Thanks WBMB	West Branch, Mich.
Thanks KOKX	Keokuk, Iowa	Thanks KPAM-FM	Portland, Ore.	Thanks KAKE	Wichita, Kan.
Thanks KERB	Kermit, Tex.	Thanks WPPA	Pottsville, Pa.	Thanks KWFT	Wichita Falls, Tex.
Thanks KCLC	Kingston, Ont., Can.	Thanks WGEM-AM/FM	Quincy, Ill.	Thanks WDHK-FM	Wilmington, Ohio
Thanks WEMJ	Laconia, N.H.	Thanks KONE	Reno, Nev.	Thanks CKLW	Windsor, Ont., Can.
Thanks WAZY	Lafayette, Ind.	Thanks WROK	Rockford, Ill.	Thanks KWNA	Winnemucca, Nev.
Thanks WJIM	Lansing, Mich.	Thanks WRRR	Rockford, Ill.	Thanks WAJR	Winston-Salem, N.C.
Thanks KVEG	Las Vegas, Nev.	Thanks KCLU-FM	Rolla, Mo.	Thanks WTOB	Winston-Salem, N.C.
Thanks WCCM	Lawrence, Mass.	Thanks WSAM	Saginaw, Mich.	Thanks KALJ-FM	Yuma, Ariz.
Thanks KSWO	Lawton, Okla.	Thanks WJON	St. Cloud, Minn.	Thanks and apologies to any stations	
Thanks WCOU	Lewiston, Me.	Thanks KKJO	St. Joseph, Mo.	we inadvertently omitted.	
Thanks KLEX	Lexington, Mo.	Thanks KSD	St. Louis, Mo.		
Thanks WPRC-AM/FM	Lincoln, Ill.	Thanks KALL	Salt Lake City, Ut.		
Thanks WLFH	Little Falls, N.Y.	Thanks KCPX	Salt Lake City, Ut.		
Thanks KERE	Littleton, Colo.	Thanks KNAK	Salt Lake City, Ut.		
Thanks KLAC	Los Angeles, Cal.	Thanks KRSP	Salt Lake City, Ut.		
Thanks KLBK-FM	Lubbock, Tex.	Thanks KCBQ	San Diego, Cal.		
Thanks WTSO	Madison, Wis.	Thanks KFMB	San Diego, Cal.		
Thanks WFEA	Manchester, N.H.	Thanks KSON	San Diego, Cal.		
Thanks WKBR	Manchester, N.H.	Thanks KSTT	Sandpoint, Idaho		
Thanks WLYX-FM	Memphis, Tenn.	Thanks WSME	Sanford, Me.		
Thanks WGBB	Merrick, N.Y.	Thanks KNBR	San Francisco, Cal.		
Thanks KIKO	Miami-Globe, Ariz.	Thanks KEZR	San Jose, Cal.		
Thanks WMPX	Midland, Mich.	Thanks KLOK	San Jose, Cal.		
Thanks KMBY	Monterey, Cal.	Thanks WAPA	San Juan, P.R.		
Thanks WBRB	Mt. Clemens, Mich.	Thanks KTRC	Santa Fe, N.M.		
Thanks WVIP	Mt. Kisco, N.Y.	Thanks KVSF	Santa Fe, N.M.		
Thanks WLBC	Muncie, Ind.	Thanks KSEE	Santa Maria, Cal.		
Thanks WMAK	Nashville, Tenn.	Thanks KXFM	Santa Maria, Cal.		
Thanks WOWW	Naugatuck, Conn.	Thanks KJR	Seattle, Wash.		

Muscular Dystrophy Association

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needs. If the conference insists on a single "substantial" test, Mr. Wiley said, "it is imperative" that the conference indicate how the standard is to be applied in non-comparative hearings.

Acting OTP Director John Eger, on the other hand, said OTP prefers the Senate's single standard. He said: "The public is entitled to the best possible service from every licensee and the single renewal standard provided by the Senate bill would encourage such performance."

With regard to the two bills' treatment of media crossownership, both the FCC and OTP agree that the commission should not engage in ad hoc restructuring of the industry at renewal time, but should instead proceed by rule. But Mr. Eger endorsed the House's approach, saying that the Senate bill's simple direction that the FCC complete its rulemaking in the area could result in the adoption of no rule at all, "thereby allowing an ad hoc restructuring that the Senate report and floor debate imply would be undesirable." The House's approach, he said, would "merely require that specific rules be adopted before ownership and concentration policies are applied against broadcasters in such hearings." Mr. Wiley said he welcomes guidance from Congress on the matter, noting that the FCC, in its rulemaking, would retain "limited flexibility to enable us to deal with undue media concentration in unique circumstances where the public interest might require it."

On yet another matter, Chairman Wiley commented that the conference committee must decide whether substantial performance by the renewal applicant results in a "presumption" in favor of renewal as the Senate bill provides, or if it results in an assurance of renewal as the House bill provides. Mr. Wiley said: "We believe that the statute should clearly mandate the results if the test to be applied in renewal is met. Otherwise extensive litigation might result and the certainty we seek may be elusive." If the conference decides to adopt the Senate's "presumption," said Mr. Wiley, the FCC will need more guidance on how much weight the presumption should be given and what a challenger can do to overcome it.

About the "presumption," Mr. Eger said, "clarification of a presumption or preference for renewal is the barely minimum reform that should be made in the current renewal process." The lack of clarity in defining the presumption, he says, "undercuts the stated goal of the Congress (that is, to provide the FCC with effective guidance for administering the law) in considering renewal legislation.

The House and Senate bills differ in describing what should respond to the community ascertainment information—the licensee's "broadcast operations" as in the House bill, or the licensee's "program service" as in the Senate bill. OTP prefers the former and the FCC the latter. Broadcast operations take into account such nonprogramming concerns as a station's employment practices or community involvement, "important mat-

ters," Mr. Eger says, which should not be lost in the bill. Mr. Wiley says some of the matters included in broadcast operations are already governed by commission rules. But Mr. Wiley has another concern, saying he hopes the conference committee will clarify whether entertainment programming is to be included in the licensee's "program service."

Both Mr. Wiley and Mr. Eger agreed that community "views" should not be included among things to be ascertained and both prefer the Senate requirement that the licensee ascertain community "problems, needs and interests."

A changing NAEB goes to Las Vegas to find itself

Fairness debate between Jencks and Shayon is major feature; as his foundation's grants run out, Bundy gets association's big award

There was R. Buckminster Fuller, the geodesic-dome man, scientist, architect, philosopher. There were Richard W. Jencks, CBS Washington vice president, and Robert Lewis Shayon, author, critic and professor at the Annenberg School of Communications in Philadelphia, debating the fairness doctrine. There was McGeorge Bundy, president of the Ford Foundation, that cornucopia of financial support for public broadcasting.

They, and other participants in workshops, panels and seminars occupied 3,000 delegates attending the 50th annual convention of the National Association of Educational Broadcasters in Las Vegas last week.

It was indeed NAEB's 50th birthday, but in another sense it was, as NAEB President William G. Harley said, NAEB's first. The organization that was founded half a century ago as the Association of College and University Broadcasting Stations voted last year to reconstitute itself as a professional society of individual members. The move was forced when the principal activities of the association—representation of the country's public and educational broadcast stations—moved into other hands. And although public broadcasting was in the forefront of delegates' minds throughout the four-day meeting, the lack of direct relationship was perceptibly felt in the more amorphous state of the meetings and the failure to reach the expected goal of 4,000 registrants.

Nevertheless, some solid activities occurred. One of the major events was a debate between Mr. Jencks and Mr. Shayon with the former holding to the view that the FCC's fairness doctrine violates the First Amendment, and the latter denying that proposition.

Mr. Jencks emphasized the recent Supreme Court ruling that held unconstitutional a Florida statute requiring newspapers to grant the right of reply to political candidates against whom the newspaper has editorialized—"analogous to

the fairness doctrine," Mr. Jencks averred. The burden of responding to allegations of unfairness is tremendous on broadcasters, Mr. Jencks said, citing a Spokane, Wash., case that cost a station that had editorialized about Expo '74 there \$20,000 in legal fees and travel expenses and 480 man-hours of executive and supervisory time during the 21 months it took to resolve the case before the FCC.

Not only can they be costly, Mr. Jencks said, fairness complaints have "a chilling" effect on stations, particularly in the field of documentaries (he cited his own network's "Loyal Opposition" program, and NBC's progress on pensions that were finally won in the courts). That chilling effect, he said, included congressional committees investigating stations and networks on fairness (like "Selling of the Pentagon" and "Hunger in America," both CBS).

It was then that Mr. Jencks made a reference that he repeated in another context later: to the lack of broadcaster fortitude in fighting against the imposition of government requirements in programming. "Newspaper executives do not troop resignedly up to Capitol Hill to explain and justify their stories and their features," he said. "Can anyone think it is healthy for broadcasters to have to do so? And later, he observed: "The unhappy fact of the matter is that most broadcasters have been content to be tame tabby-cats on this issue, reasonably happy with their regulated status and relatively undisturbed by a regulatory regimen which encourages blandness and inhibits robust debate." And again, commenting on the sparse response to an FCC questionnaire on radio de-regulation, Mr. Jencks commented: "The passivity of most broadcasters on this issue is itself a damning indictment of the long-term effect of governmental regulation on the broadcast press."

Rebutting the argument that the fairness doctrine "enhances" the First Amendment by insuring balance, Mr. Jencks said: "The nation's tragic experience with Watergate, if nothing else, must have the effect of forcing thoughtful people to re-examine the idea that we should entrust government with 'enhancing' the flow of information under the First Amendment."

And answering the argument that the fairness doctrine was necessary because of the scarcity of frequencies, Mr. Jencks noted that as of Oct. 31 there were 7,737 commercial radio-TV stations and fewer than 1,800 daily newspapers.

Mr. Shayon took his stand on several court decisions that hold that the fairness doctrine does not violate the First Amendment. He cited the U.S. Supreme Court in the Red Lion and the CBS-Democratic National Committee cases, as well as the U.S. appeals court rulings in the Jackson, Miss., television case.

"Take away the fairness doctrine," Mr. Shayon said, "and you have no Communications Act." It is "unconscionable," he said, "to permit one man to operate a piece of the magnetic spectrum [so that] he can say, 'It's mine.'"

The fairness doctrine really is a mild regulation, Mr. Shayon observed, and broadcasters have lived and profited with it on the books. In response to a question from Mr. Jencks, Mr. Shayon said, yes,

Best news yet. President Ford last week presented the National Association of Educational Broadcasters and its public broadcasting constituents with the best 50th birthday present they could have hoped for—his support of the long-range funding bills for the Corporation for Public Broadcasting and the educational facilities program now pending in Congress. In a message to the NAEB delegates transmitted by John Eger, acting director of the Office of Telecommunications Policy, the President said: "I know you share my hope that the Congress will enact both of these important bills at the earliest possible date." Mr. Ford praised the coverage by the National Public Affairs Center for Television and National Public Radio of the recent economic summit. "Because of those televised discussions," the President said, "I am convinced that millions of Americans have developed a much deeper understanding of our economic problems."

he believed that the printed press should have a fairness doctrine too. In many cases, he commented, the printed press does not serve the public needs.

He called on broadcasters not only to set aside time for public access but also professionally to help those who were not articulate enough to get their message across. In fact, he said, broadcasters should, in many instances, initiate the airing of controversial issues.

NAEB members, as well as other public broadcasters received a slight boost in spirits when McGeorge Bundy, president of the Ford Foundation, said that although Ford is phasing out its support of public broadcasting, it would support special needs as they arise. He was given the association's distinguished service award in honor of the foundation's support—some \$273 million since 1951—of public broadcasting. Mr. Bundy told the assembled educator-broadcasters, "You have learned not to depend on any one force or one kindly light for all your support." And, he added, "During all the time of our support, we never got our cotton-picking hands on anything, and I hope that's how you leave all your sources of support."

Mr. Fuller told NAEB members that "we now have enough knowledge so that by 1985, we can take care of all humanity." And, he added: "The special mission of public broadcasters is to see how soon we can get all men to think in large patterns and not to be overcome with local obstacles."

Funding was much on the minds of NAEB attendees, and they heard from Corporation for Public Broadcasting and Public Broadcasting Service officials that there is good chance that a long-range financing bill will be passed in Congress. But, they were warned, there are still conflicts among the prospective recipients: Public broadcasters disagree with the administration on financial ceilings; public radio disagrees with public TV over funds to be earmarked for each of those media, and CPB and PBS disagree over funding

priorities, but are negotiating (see story below).

They were cheered, however, by a message from President Ford assuring them of his support of public broadcasting and expressing hope that Congress would enact the bills.

CPB and PBS smoking peace pipe on funds

Public broadcasting organizations set up group to help settle their differences over allocations

Top-level officials of the Corporation for Public Broadcasting and the Public Broadcasting Service met in New York last week in an effort to resolve the two organizations' current conflict over future funding allocations (BROADCASTING, Nov. 11).

The officials voted to create a task force, members of which will be named shortly, to work for a solution to the funding rift. The conflict stems from a decision of the PBS executive committee last month to push for an allocation to public television stations of 70-75% of the total CPB budget by fiscal 1976. The PBS proposal would require at least 25% more funds to flow to PTV stations than is presently contemplated in the pending CPB long range funding legislation.

The officials, said a CPB spokesman, "agreed that we have some problems. They resolved that we should hold hands more closely in the future. But above all, they agreed that nothing should break up the partnership."

The New York session followed a Nov. 15 meeting in that city of the CPB board, at which the decision was reached to work collectively with PBS to iron out the difficulties.

Those attending last week's meeting from PBS included Chairman Ralph Rogers, Vice Chairman Sidney James, President Hartford Gunn and board members Ethan Allen Hitchcock and John Ryan. From CPB were Chairman James Killian, Vice Chairman Robert Benjamin, President Henry Loomis and board members Gloria Anderson and Michael Gamino.

Although no deadline was set for completion of the new task force's work, it is generally agreed that some sort of compromise must be reached early in 1975, when the long-range funding bill begins to circulate again through Congress, and when PBS begins work on next year's station program cooperative.

Kristol out of new list of CPB board nominees

The Nixon administration-proposed list of nominees to fill vacant seats on the Corporation for Public Broadcasting board of directors, which was kept under wraps by President Ford for three months, was officially transmitted to Congress last week. In the three-month interim one candidate—New York University Professor Irving Kristol—dropped

out. The current list is as follows: Republicans—Coors Brewing executive Joseph Coors, replacing Albert Cole; Chicago banker Lucious Gregg, replacing retiring CPB Chairman James Killian (an independent); attorney (and former FCC general counsel) John Pettit, replacing current CPB Vice Chairman Robert Benjamin (a Democrat); Durwood Varner, president of the University of Nebraska, replacing Jack Valenti (also a Democrat). Democrats—Virginia Duncan, KQED-TV San Francisco, acquiring the seat of retired CPB Chairman Thomas Curtis (a Republican); Continental Cablevision's Amos Hostetter, replacing Theodore Braun; educator Lillie Haddon, replacing Frank Pace.

A replacement for Mr. Kristol, sources said, has yet to be chosen. It is expected that the choice will be announced shortly after President Ford's present foreign trip. Both Messrs. Valenti and Benjamin have been mentioned as possible candidates for renomination.

CPB stiffens rules for radio funding

Upgrading of staff, schedules will be prime requisite of corporation which also will offer money to stations making such improvements

Public radio stations will have to meet more rigid criteria to qualify for regular funding from the Corporation for Public Broadcasting, it was announced last week at the National Association of Educational Broadcasters convention in Las Vegas.

Thomas Warnock, CPB's director of radio activities, told NAEB delegates that radio stations must be certified as "full service" facilities in order to receive CPB community service grants after Jan. 1. The grants, which come directly from CPB's annual federal appropriation, have constituted a major portion of the stations' operating revenue.

After Jan. 1, Mr. Warnock said, no station will receive the yearly grants if it does not have at least five full-time staff members and broadcast at least 18 hours per day seven days a week. In addition, no station will receive CPB money that exceeds 50% of the amount it derives from other nonfederal sources. The last requirement is in response to provisions of the pending CPB long-range funding bill, which specifies that only 50% of the total annual CPB federal allocation can be distributed to the stations through community service grants.

CPB, however, will help radio stations in major population areas to boost their facilities so that they can place in the "full service" category. Mr. Warnock said that the corporation will make available grants of up to \$100,000 for this purpose over a three-year period. The funds, which will be granted on a competitive basis, will come from a \$1-million radio development allocation. This fund was boosted by \$400,000 by the CPB board two weeks ago, with the money being taken from general operating budgets.

Mr. Warnock said particular emphasis

would be given to stations in 34 areas with populations in excess of 500,000 in allocating the facilities grants.

The redirection of priorities in this area is apparently in response to the Department of Health, Education and Welfare's proposal to substantially lessen its support to the Educational Broadcasting Facilities Program. A pending five-year appropriations bill for the facilities project, which is intended to help stations improve their technical resources and put new stations on the air, would decrease federal support in this area by more than two thirds, according to the present proposal.

What to do?

With the channel 9 Orlando, Fla., case back in its lap, the FCC is asking for ideas on what to do with it. The commission is seeking comments (due Nov. 29) on how wide to re-open the case, which an appeals court remanded to it last year, a decision that the Supreme Court refused to review last month (BROADCASTING, Nov. 4). The FCC decision involved the grant of the channel, after comparative hearings, to Mid-Florida Broadcasting. But the appeals court said the commission should re-open the case and consider the minority ownership of one of the rejected applications and the character qualifications and ascertainment and programing proposals of Mid-Florida.

FCC grants relief to citizen groups challenging WCFL

Hearing costs, except for travel and accommodations, to be absorbed

Three citizen groups that claimed they were financially unable to continue in the license renewal proceedings involving WCFL(AM) Chicago (BROADCASTING, Nov. 4) have won some concessions from the FCC.

The hearing has been going on in Chicago and Washington since Nov. 11. Before the start of the hearing, the petitioners (Better Broadcasting Council, Illinois Citizens Committee for Broadcasting and Task Force for Community Broadcasting) had asked the FCC to defray all of their hearing costs or, in alternative, grant waivers that would allow the groups to file only one copy of pleadings, free use of the daily transcript and provision for FCC funds to cover travel and witness fees.

The commission agreed to waive the required six copies of pleadings and to allow free use of the hearing transcript. The commission noted that administrative law judges do not have the authority to waive such rules. Accordingly, the commission extended waiver authority to the presiding administrative law judge to determine if the groups' financial situation

warranted such relief. ALJ Thomas B. Fitzpatrick last Wednesday (Nov. 20) ruled in favor of the petitioners.

But the FCC rejected the groups' request that the FCC absorb the expenses involved in travel and accommodation for witnesses. The commission said there was question of its authority to provide those funds.

The renewal hearing centers on the petitioners' allegations that the WCFL licensee, Chicago Federation of Labor and Industrial Union Council, misrepresented the extent of the station's public affairs programing. The commission granted a renewal in November 1972 without a hearing, but the citizen groups appealed that decision (BROADCASTING, April 8).

The FCC as of last week had not acted on the station's request to dismiss one of the petitioners on the ground it no longer legally exists.

Better Broadcasting Council Inc., according to WCFL, has been a "non-entity" since Nov. 6, 1973—several months before the station's renewal application was designated for hearing—when the group was dissolved by order of the Circuit Court of Cook County (Ill.). The court order followed a procedure by which nonprofit corporations which for some time have not met their state filing requirements are recommended for dissolution.

WCFL said that at the time of the original petition to deny, BBCI was represented as a nonprofit Illinois cor-

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poration. Since that time, the group—or some party acting on its behalf—has filed 18 separate pleadings in the case.

If the commission has the power to add parties to a proceeding, WCFL claimed, it should be able to dismiss a party as well.

KGBX sale is also off

Stauffer Publications Inc. has announced that its proposed purchase of KGBX(AM) Springfield, Mo., from Springfield Newspapers for \$500,000 has been terminated. The buy was to be part of the deal involving the Gannett Co.'s proposed acquisition of three newspapers and their broadcast properties, including the *Springfield News* co-owned with KGBX (BROADCASTING, Aug. 26). Several weeks ago, Gannett called off the deal because of "stock market conditions" (BROADCASTING, Nov. 11), but the sale of KGBX—which was to have been spun out of the Gannett purchase to Stauffer, in order to avoid possible crossownership difficulties with the FCC—reportedly was still on. Stauffer had hoped to purchase the station directly from Springfield Newspapers, once the Gannett acquisition had fallen through. According to Stauffer, it had offered Springfield Newspapers "substantially more money" than had been proposed in the original deal which was set up by Gannett for \$500,000, but the offer was rejected.

Changing Hands

Announced

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

- WDSM(AM) Superior, Wis.: Sold by Northwest Publications Inc. to WDSM Inc. for \$350,000. Ridder Publications Inc., parent of Northwest Publications, is divesting itself of broadcast interests, looking toward merger of Ridder into Knight Newspapers Inc. (BROADCASTING, July 15), scheduled for consummation Nov. 29. Broadcast properties, which include KSSS(AM) Colorado Springs; KSDN(AM) Aberdeen, S.D., and 26% interest in WCCO-AM-FM-TV Minneapolis, have been transferred to corporations controlled by Robert B. Ridder family in voting trust to enable Ridders to retain control until the properties are sold to third parties (BROADCASTING, Oct. 28). (WDSM-TV, now KBJR-TV Superior, had been sold to RJR Communications Inc. for \$1.5 million [BROADCASTING, Sept. 23].) Principals in buyer of WDSM(AM) are Robert B. Ridder and son, Robert Blair Ridder, who, after proposed Ridder-Knight merger, will hold less than 2% interest and hold no offices in surviving corporation. WDSM is on 710 khz with 5 kw.

- WFHG(AM) Bristol, Va.; WKAZ-AM-FM Charleston, W.Va.; WKYX(AM)-WKYQ(AM) Paducah, Ky., and WKOY(AM)

Bluefield, W.Va.: Control of Bristol Broadcasting Co., licensee, sold by C. Edward Wright, W. K. Vance and estate of H. I. Goode (50% before, none after) to W. L. Nininger (50% before, 100% after) for \$288,400. Negotiations looking toward sale of WKOY(AM) by Bristol are under way; if completed, the transfer application will be amended to exclude the station. Aside from his broadcast interests, Mr. Nininger owns a dairy farm. WFHG is on 980 khz with 5 kw day and 1 kw night; WKAZ is on 950 khz with 5 kw day and 1 kw nights; WKAZ(AM) is on 97.5 mhz with 9 kw and antenna 110 feet above average terrain; WKYX is on 570 khz with 1 kw day and 500 w night; WKYQ(FM) is on 93.3 mhz with 31 kw and antenna 380 feet above average terrain, and WKOY is on 1240 khz with 1 kw day and 250 w night.

- WLMD(AM) Laurel, Md.: Control of Interurban Broadcasting Corp. sold by Alexander W. Sheftel, president and general manager, (50% before, none after) to William A. Lemer, executive vice president, (50% before, 100% after) for \$50,000 plus assumption of \$500,000 in outstanding debt. WLMD is daytimer on 900 khz with 1 kw.

Approved

The following transfer of station ownership was approved by the FCC:

- WIST(AM) Charlotte, N.C.: Sold by Statesville Broadcasting Co. to Metrolina Broadcasting Corp. for \$475,000. Seller also owns WSIC(AM)-WFMX(FM) Statesville, N.C. and has sold its WQXL(AM) Columbia, S.C., to Garret M. Allen, executive vice president of Statesville, subject to FCC approval. Principal in buyer is Albert R. Munn (56.7%), salesman at WIST; minority interests are held by 19 local businessmen. WIST is on 1240 khz with 1 kw day and 250 w night.

- Other station sales approved last week include: KRED(AM) Eureka, Calif.; KAGY(AM) Port Sulphur, La.; KTCH(AM) Wayne, Neb.; and WTSI(AM) Hanover, N.H. See page 55 for details.

Clipping penalties called

In an initial decision by FCC Administrative Law Judge Herbert Sharfman, WEAU-TV Eau Claire, Wis., has been fined \$1,000 and given a one-year license renewal for fraudulent billing practices. Judge Sharfman said the short-term renewal would put the licensee, WEAU Inc., on notice that the commission considers the violations of "great importance" and will also provide an opportunity for it to see that the licensee corrects its operations.

WEAU Inc. admitted that numerous commercial announcements from the scheduled programming furnished by its network, NBC, were not broadcast, and instead, locally sold spots were substituted. The station's network compensation reports did not reflect the substitutions.

During two separate time periods, under two different general managers, this practice of "network clipping" took place, according to WEAU Inc.'s admission. As



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the result of a 1969 investigation, the first general manager was dismissed, but Judge Sharfman noted that adequate controls to prevent a recurrence were not established at the time.

A 1972 viewer complaint launched the second investigation into network clipping, but not until WEAU-TV's license renewal was designated for hearing did the licensee take action to curb the practice, according to Judge Sharfman.

Judge Sharfman said he decided against license-renewal denial and in favor of a fine and short-term renewal since the station had recently instituted control procedures.

It's Atlanta for NAFMB '75

James Gabbert, president of the National Association of FM Broadcasters, has announced the site and dates of the 1975 NAFMB convention. The Atlanta Marriott hotel will be the site of the event, to be held Sept. 17-20. "Based on commitments already received," Mr. Gabbert stated, "we can confidently predict that we'll have twice as many exhibitors in Atlanta in 1975 as we did in 1974, and attendance by radio broadcasters—both FM and AM—will undoubtedly follow suit." NAFMB's convention committee is scheduled to meet during early December to set the 1975 agenda.

PCI comes back to FCC on coverage of renewal bill

Public Communications Inc. has again asked the FCC to rule that the fairness doctrine requires news coverage of license renewal legislation by the three networks' stations in Los Angeles and two other local stations, KTTV(TV) and KTLA(TV). PCI complained that the legislation had been ignored in news broadcasts.

The group's original complaint, (BROADCASTING, Sept. 23), was dismissed by the Broadcast Bureau, which concluded that PCI had not shown that the current license renewal legislation warranted fairness doctrine treatment. The bureau also said that licensees are afforded considerable discretion in determining what constitutes reasonable coverage.

But in filing an application for review and expedited decision from the Broadcast Bureau's ruling, PCI has argued that discretion on the licensees' part is not appropriate in this case, where the legislative issues raised bear directly on the broadcasters' interests. PCI added that the broadcast industry's expenditure on lobbying for passage of the license renewal bill, in itself, would make "good faith judgments" on the licensees' part rather difficult.

Media Briefs

Carving his own. Jack O. Lantern has formed own broadcast consulting firm, specializing in services for small and medium market stations. Mr. Lantern, formerly vice president and general manager of Raystay Co. (WEE0[AM] Waynesboro, Pa., and WTUU[AM] Toledo, Ohio),

announced six stations already signed. 19230 Mercer Road, Bowling Green, Ohio 43402; (419) 352-4065.

Radio research. Pro Time Sales Inc., New York, radio representative firm, urges formation of industry committee to advise and work with radio survey companies to determine areas to be included in radio market surveys in 1975. Sam Brownstein, president of Pro Time Sales, said proposal stemmed from announced plans of The Pulse and Arbitron to include TV areas in radio reports. He said he personally was skeptical of proposals but suggested radio committee be formed to explore all aspects of this situation.

Off the hook. Federal judge in Reno Nov. 13 dismissed charges of conspiracy and stock manipulation against Howard Hughes and three associates (one being David Charnay, Four Star Productions) involving Mr. Hughes's 1968 purchase of Air West Airlines (now Hughes Air West). Judge Bruce Thompson said he could find no statute that renders alleged conduct criminal.

In-station school. KHS(AM) Los Angeles announces establishment of KHS Broadcast Workshop, radio school with a first class of 22 students beginning next month for 13-week "total immersion" course that puts students into training at station. Tuition is \$1,550 covering equipment, tutoring for passage of third class operator's license, prospective on-air assignments, and job placement assistance.

Cablecasting

NCTA votes turnaround on copyright

Its board yields to arguments against Senate bill it had endorsed; 1971 consensus with broadcasters and copyright owners is called dead

Directors of the National Cable Television Association voted last week to withdraw support of the copyright legislation that the Senate has adopted (BROADCASTING, Sept. 16). They took action after hearing influential lawyers for the cable industry argue that the agreement reached by cable operators, broadcasters and copyright owners on regulation and legislation in 1971 was no longer in effect.

The consent agreement committed the signatories to accept the general scheme of FCC rules that were later adopted to govern cable use of distant broadcast signals and the principle of copyright protection for broadcast programs relayed by cable.

At its meeting in Washington last week the NCTA board resolved to work for three major changes in S. 1361, the Sen-

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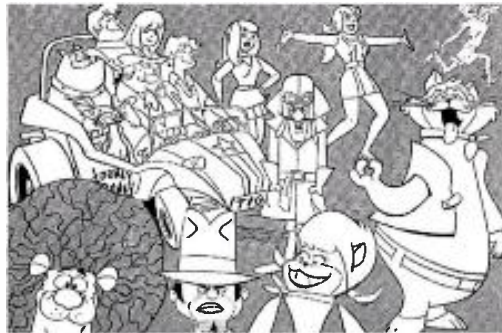
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remember," he maintained, "that this industry does not live alone in this world."

The board and its guests last week were given a prelude of what to expect on the Hill by one of Congress's prominent spokesmen. Speaking at a Tuesday luncheon, House Majority Leader Thomas (Tip) O'Neill (D-Mass.) left no doubt about the legislators' sentiment for cable paying some form of copyright. "You ought to pay your fair share," said Mr. O'Neill, although he acknowledged that "I don't know what that is." But Mr. O'Neill also strongly indicated that the now-defunct sports blackout provision of S. 1361 stands no chance of being resurrected—if he has anything to say about it. Referring to the fact that he spends considerable time watching football games on cable at his Cape Cod residence, Mr. O'Neill commented: "You take cable TV away from my home and I think I'd sell the house."

Pressed by some operators for an explanation as to why he supports cable copyright payments, Mr. O'Neill himself spoke of political realities. "It's about time that you began to negotiate with members of the [congressional] committee examining S. 1361," Mr. O'Neill said. "These are facts of life, and it's about time you began to realize it."

The board's decisions followed a rare session in which the press and other invited guests were permitted to witness an entire morning's proceedings. The morning was devoted to several dissertations on copyright. Contrary to some expectations, the session produced relatively few fireworks. Indeed, Mr. Schildhouse, who had been bitterly attacked by Mr. Foster and other NCTA officials for his copyright activities in the past, seemed to be the dominant figure—to the extent that he fielded, without objection from the board, several questions that had been directed at the NCTA legal staff.

Although nobody was saying so, politics may have been an underlying reason for the board's sudden cordiality toward Mr. Schildhouse. For months, the attorney had declined to reveal who had retained him to do his copyright analysis—which was a major catalyst for NCTA's reassessment of the issue. At last week's meeting, Mr. Schildhouse broke his silence. The client was Teleprompter Corp., the nation's largest multiple system operator, NCTA's largest single source of dues and a company that has prodded the association to alter its stance on several major issues in the past—notably on pole attachments.

A spokesman for an even more radical policy at the Tuesday session was Mr. Ford. He was representing a group calling itself the Ad Hoc Committee of Concerned Cable Television Operators for a Fair Copyright Law—of which the prime movers are cablemen Warren Fribley and Larry Flynn ("Closed Circuit," Nov. 4). He took the position that the industry should revert to its "historical" position on copyright. That position, enunciated by NCTA in 1966, called for no copyright liability for broadcast signals whatsoever. Mr. Ford said there is "ample reason" for the industry to en-

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gage in backtracking—the major one being that S. 1361 would work to the ultimate benefit of broadcasters. “Our costs [would] go up,” he noted. “That’s the big advantage to them because it would help retard cable television.” Mr. Ford also claimed S. 1361 would have inflationary ramifications. “You’re not going to pay,” he claimed. “It’s the public that’s going to pay” by means of inevitable subscriber-fee increases.

Mr. Ford did not appear to be troubled by what some have termed cable’s moral responsibility to support copyright legislation under the 1971 consensus agreement among NCTA, broadcasters and copyright owners. “In my opinion,” he said, “it’s time to abdicate the whole thing. There is no consensus agreement.”

Another expressing similar views was Jim Davidson (Community Antenna Co., Batesville, Ark.), who asked the board to abandon the concept of paying any copyright. Copyright, Mr. Davidson claimed, would only add more to the consumer’s tab. “I feel we are rapidly approaching a point of diminishing returns where the cable subscribers will not be willing to pay a higher monthly fee beyond a certain point, no matter what we offer them,” Mr. Davidson claimed. He argued that NCTA has been paying too much attention to the “mythical” side of cable—those concerns offering auxiliary services—and not enough to the “real” bread-and-butter of the industry, the relaying of broadcast signals. “If the ex-

perimental operators want to form their own organization, let them,” he said.

Mr. Schildhouse spent his time rehashing many of his previously-stated objections to S. 1361 (BROADCASTING, Oct. 28). Although he did not go as far as Messrs. Ford and Davidson in suggesting that NCTA abandon the entire concept of copyright liability, he agreed that the consensus agreement is, for all practical purposes, a dead issue. “What has it earned us?” he asked. Broadcasters, Mr. Schildhouse complained, have responded to cable’s liberation from the FCC freeze which was lifted as a result of the agreement with such allegedly vindictive tactics as “wholesale resistance to certifying.”

But in any event, Mr. Schildhouse maintained, cable is not bound by the agreement to support S. 1361 because the bill goes further than the requirements of that pact, which called for compulsory arbitration on CATV fees prior to the passage of legislation. The agreement, Mr. Schildhouse noted, made no provision for the fees being raised after the bill’s enactment. And the copyright tribunal created by S. 1361, he said, would do just that.

Robert Cooper, representing the CATA, said his organization would support a copyright bill protecting cable against the creation of a tribunal, the “needless harassment” of cable operators by broadcasters and the placement of duplicative jurisdictional powers in the

copyright office.

Mr. Cooper would also exempt all TV signals that can be significantly viewed over the air from cable copyright liability. Mr. Cooper also said CATA favors legislation to exempt all systems in operation prior to March 31, 1972, from copyright payments, and to direct all CATV fees to be paid directly to affected TV stations for the purpose of further program procurement.

Mr. Cooper took the opportunity to cast a few stones at NCTA. He said the association’s timing in stumping for a number of major reforms at one time was “atrocious.” But he also talked seriously of unified industry action. For instance, he proposed that CATA and NCTA join forces to co-sponsor the technical program at next year’s NCTA convention at Chicago. CATA and NCTA may have ideological differences, Mr. Cooper noted, but they also face common problems. “Let us explore ways to join together whenever possible,” Mr. Cooper said.

Wiley in the lion’s den

Fresh from promulgating new rules on pay cable, FCC chairman appears at NCTA meeting, defends action

“I’m sorry about that,” said FCC Chair-

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man Richard Wiley. That was the chairman's initial reaction to the outrage the commission created in the cable industry two weeks ago, when it tentatively approved its new pay cable policy (BROADCASTING, Nov. 18).

But Mr. Wiley, an active supporter of the new rules—which, in the cablemen's view, do precious little to ease previous restrictions on the medium—was in reality not apologetic at all. In addressing the National Cable Television Association board of directors last week, the chairman explained his position.

"Some claim [the rules] won't work," he noted. "Maybe that's true, and maybe it isn't." For Mr. Wiley's part, the rules are now "improved," and represent a position "somewhere in between" the opposing positions of broadcasters and cable operators.

Apparently, the NCTA board members thought otherwise. Following a lengthy deliberation over the copyright issue (see page 33), the directors passed a resolution condemning the commission's action on pay. The commission's "apparent disregard" of the public interest in formulating its policy, the resolution stated, "is an example of why the reassessment of regulatory agencies is needed." (The board referred to proposals for and congressional hearings on a commission to study the federal regulatory agencies [see page 20]).

"Contrary to its own statutory mandate," the NCTA resolution stated, "the FCC seems unwilling to permit the full development of innovative communications services desired by the public where it is alleged that those services might compete with the established order.

"Above all," the board said, "the FCC seems to have eliminated the opportunity for the American people to exercise their freedom of choice by denying them an alternative to the present oligopoly of sponsored television broadcasting of entertainment, sports and other material."

Attorneys for NCTA, several cable firms and other interests allied with the pro-pay camp have already met to discuss strategy to fight the commission's action. That NCTA will seek reconsideration of the rules from the commission itself was regarded as matter-of-fact by observers last week. And cable attorneys, it was reported, are already talking about how to approach the courts.

Although the board had been scheduled to devote considerable time last week to the issue of FCC cable re-regulation, the copyright debate occupied so much of its time that very little was said on that matter. Re-regulation will be the principal topic of discussion at the next board meeting, now scheduled for Feb. 3 in Atlanta.

Chairman Wiley, however, gave some indication of how the commission is approaching re-regulation. "Nothing is sacred," the chairman observed. "I want to assure you that we're interested in getting your comments in this regard."

But at the same time, Mr. Wiley seemed to be expressing some misgivings about the recent rumblings in the cable industry for a complete rewrite of

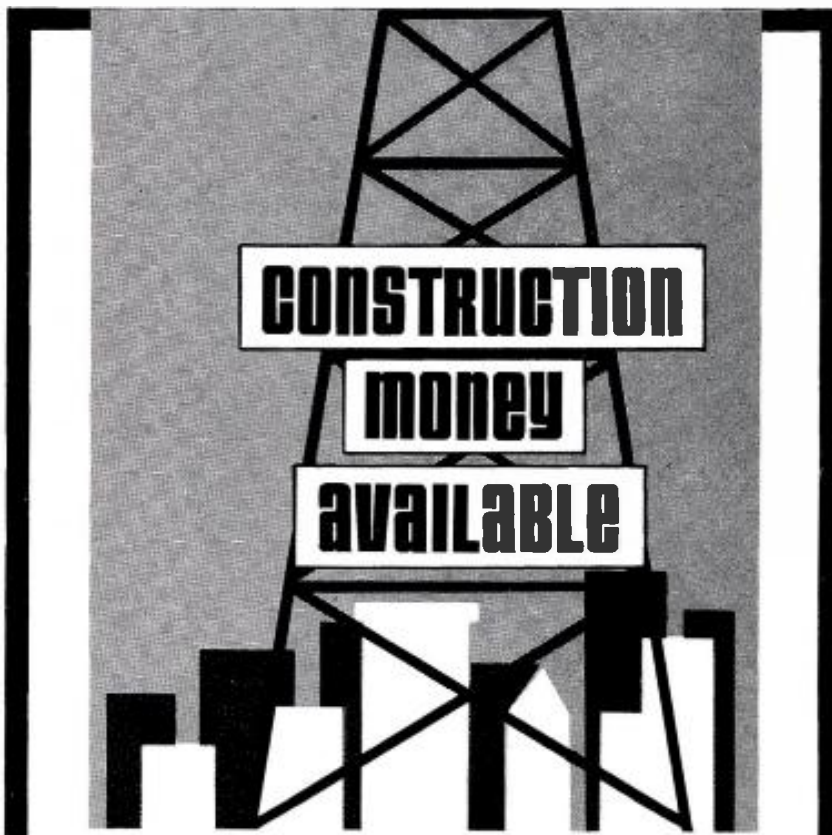
the present cable rules. What the commission needs, he said are "pragmatic" suggestions. "The all-or-nothing approach, I don't think, is as helpful to us."

Nevertheless, Mr. Wiley said, "I think the present commission has a healthy attitude" toward cable re-regulation. "We're going to be following through" on the numerous cable issues now confronting the agency, the chairman said. He said such major topics as franchising standards and federal-state-local regulatory authority will be deliberated "next month." And by the time of NCTA's next convention (April 1975 in New Orleans),

Mr. Wiley predicted, "a lot of these issues will be decided."

The chairman also indicated that the commission plans to deal expeditiously with NCTA's request for a refund of annual FCC fees declared illegal by the Supreme Court. "It seems to me," he said, "that people who owe money ought to pay their debts . . . This is a matter that should be decided . . . We'll have something very soon." Mr. Wiley said that a commission discussion, if nothing more, on the fee issue will take place "in a week."

The board also had little time to discuss the issue of pole attachments. Amos



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Mea culpa. The fact that Dick Wiley said he was sorry (story page 38) didn't make NCTA board members any happier last week. Listening: NCTA President David Foster and House Minority Leader Tip O'Neill (D-Mass.).

Hostetter, chairman of the association's pole negotiating committee, reported that there is presently little hope for an outside settlement with telephone interests on the matter. The board gave NCTA's executive committee the authority to take action on any pole issue that arises prior to the February board meeting.

In its only other major action, the board elected—on the third ballot—Donald Shuler (Cypress CATV, Dayton, Ohio) to fill the unexpired regional board seat of Leo Hoarty. Mr. Hoarty resigned as District 7 representative last month after accepting a position at Gill Cable, San Jose, Calif. Mr. Shuler prevailed on the third ballot by a vote of 12-to-10, defeating Continental Cablevision's Charles Younger.

In other actions the board:

- Created a task force to study the problems of certification of cable technical personnel.

- Effected a bylaws change to combine the educational and community service committees into a single unit; both are now chaired by Beverly Land (Tele-cable Corp., Norfolk, Va.).

- Changed the bylaws to make NCTA's fiscal year end on Jan. 31. The former date was June 30.

Cable Briefs

Inside story. City of Norman, Okla., has published 450-page document, "Report by the Norman Cable Communications Commission," discussing application and justification of 5% franchise fee, ordinance preparation, resolution of citizen protests and establishment of local cable commission. Copies are \$15 and are available from: *Norman Cable Communications Commission, 111 North Peters, P.O. Box 370, Norman 73069.*

FYI. New Jersey cable video information project will get under way this month at Livingston College of Rutgers University, New Brunswick, N.J., to assist citizens and public and private agencies with up-to-date facts on cable and video communications. Funded on \$45,000 grant from New Jersey Department of Higher Education, project will draw from university faculty and other communication experts.

NBC asks relief on cable-selling order

Network recites history of its woes in trying to comply with directive

NBC has petitioned the FCC for a waiver or a two-year extension of its requirement that national television networks divest themselves of their existing cable systems by Aug. 10, 1975. The requirement, part of the commission's 1972 report and order on CATV, would under the present economic conditions amount to a "forfeiture" of an investment made legally and in good faith, according to NBC.

Aside from suggesting that over-all economic conditions, particularly the high interest rate and depressed market for cable stock, were responsible for NBC failing in its attempts to sell all three of its cable systems, the network argued that its particular license agreement in one case has interfered with divestiture.

The one case, and the only remaining NBC cable property, is its system in Sausalito-Newhall-Simi Valley, Calif., where NBC is licensed through the Newhall Land & Farm Co., which is owner and developer of the land on which the system is built. The license agreement gives first refusal rights to Newhall on any transfer or ownership change in the cable system involving a third party.

According to NBC, King Video Cable had made an earlier offer of \$3.35 million, but Newhall intervened, saying it had found a matching offer through a joint venture with Teleprompter Corp. Later, Teleprompter rescinded its offer and when King was approached a second time, the latter declined to make a second offer because of depressed industry conditions.

In the interim, other parties have negotiated with NBC, but according to the network, there has not been another "reasonable offer."

Broadcast Advertising

TVB convention maps road to 1980

What's ahead: filling up lower-volume sales areas; overtaking the newspapers

More than 350 TV sales executives from the networks, groups, stations and station representative firms and a sprinkling of program purveyors last week heard the Television Bureau of Advertising lay out its strategy and tactics for increasing TV's current \$4.5 billion annual advertising revenues to \$8 billion by the end of 1980.

Privately most agreed that the goal was worthy, although a few expressed some slight anxiety whether the faltering economy could stand such a quantum jump in TV advertising expenditures. Others, also privately, discounted the apparent size of the increase by noting that a good part of it must be attributed to continuing inflation.

TVB's new president, Roger D. Rice, told the delegates how TVB intends to meet its goal for 1980. He said it was going to be realized on two fronts: by filling in time periods and seasons of the year that are now underused by advertisers, and by having increases in rates to overcome what was called "the undervaluing" of TV. His message had been forecast in an interview the week before (BROADCASTING, Nov. 18).

Mr. Rice, who took over as TVB president only three weeks ago, noted that using the amount of commercial, nonnetwork time sold in a peak month with the amount of time sold in an average month results in what can be called "a soldout index." Using this index, he said, it can be shown that 93% of late night news, 91% of prime time, 89% of early evening time, 85% of late night time, 81% of daytime, and 75% of early morning time are sold out. And using the same equation for seasons, using the first two weeks of December as 100% sold out; then November is only 96% sold out; July only 77% and January only 74%.

TVB's aim, he observed, is to fill in those low time areas as well as those low seasonal periods.

Filling in, Mr. Rice said, will account for a 17.65% increase in TV advertising expenditures over the \$4.5 billion spent this year—a far cry from the 77% increase needed to reach the \$8 billion goal. That's going to come from increases in rate cards, Mr. Rice said. Everything else has increased in price these days, he noted, why not TV?

Mr. Rice noted that since 1970, the audience being delivered in early evening has grown by 9.4%, but the cost of a 30-second spot in that time period has gone up only by 6.6%—resulting, he said, in a decline of 2.4% in cost-per-thousand. The same thing is true of other time periods, he said. Daytime audiences are up 8.4%, but a 30-second spot costs 1.5% less—meaning C-P-M is down 9.3%. Late night audiences are up by 8%, but

the cost of a 30 is down by 4.7%—meaning C-P-M is down 11.6%.

And, accentuating one of TVB's major goals this year, selling TV against newspapers, Mr. Rice noted that newspaper C-P-M runs over \$7 per thousand-line ad, whereas spot TV in any of the three day parts he mentioned, runs below \$2 per thousand delivered homes. So, he concluded, the more an advertiser shifts his advertising budget into TV, the more of a bargain he gets on his C-P-M.

The big moves to attract more retail TV advertisers, as well as methods of meeting other new TVB goals, adopted by the TVB board last month (BROADCASTING, Oct. 7), were explained by a covey of TVB board and committee members immediately after Mr. Rice spoke.

To appeal to retailers, TVB plans to build a library of proved station-produced commercials and to reinstate a competition for best in this area with emphasis on costs, results and creative new ideas. Attention was also called to a TVB video cassette on retail TV advertising used at retail association meetings and available to station members. Also to be reinstated is a regular report on co-op funds and plans, on a category-by-category basis. "Co-op advertising," C. P. Persons of WKRG-TV Mobile, Ala., said, "represents billions of potential television dollars if we know how to go and get it."

And Jim Richdale, KHOU-TV Houston, reported that not only were the annual New York retail commercial workshops to continue (next ones are scheduled for April 28-29, 1975), but also new ones outside New York will take place in May in Seattle, San Diego, Atlanta, Boston and Chicago—all focusing on how to sell department stores.

And to update ammunition for selling against newspapers—75% of all new advertising money went to newspapers last year, according to Tom Maney of WCVB-TV Boston—TVB intends to revise its "Numbers About Newspapers" book.

But aside from these two major areas, TVB's thrust will be to improve sales tools for broadcasters. A new publication, entitled "Target Selling," will give members information, category by category, on why a prospect needs TV and how it can be used for best results. Sales training conferences will continue, but because some members felt they were tailored too much for new TV sales people, a new course will be added for experienced sales persons, as well as a new one for sales management.

How TVB intends to assign its troops and resources was spelled out by Marv Shapiro, Westinghouse Broadcasting Co., who was chairman of the select committee and a member of the steering committee that recommended the new directors for TVB. Local accounts, he said, will represent 60% of TVB's total print-production-research-material effort, and 20% of its manpower; regional accounts and underspent national accounts, will each take 20% of the material budget and 40% of the manpower.

And, it was announced, the TVB staff was going to be organized so that there would be an expert on the staff in par-

ticular categories. Along these same lines, it was reported, individual TVB staff people would be directly responsible for specific TV station members.

Also announced was the establishment of a new committee on industry practices that would endeavor, according to Bill Walter of PGW, the chairman, to identify problem areas in which TVB should become active. Mr. Walter gave two examples: Why do some large advertisers avoid the early period of early fringe time? Is it audience size, audience attention or cost? Also, how do stations get rid of the accumulation of film commercials that apparently have become something of a storage problem for TV broadcasters?

The changes and revisions all have come about from recommendations by Kinsey & Co. management consultants based on a 45-item questionnaire submitted to the membership. With respect to the number-one problem, government regulation, the board voted to limit TVB activities to those areas involving sales problems only after determining member reaction, if time permits, and only after a two-thirds vote of approval by the full board. And, again according to the questionnaire, the number two problem—the accuracy and usefulness of rating services reports—will be handled by TVB. It will endeavor to persuade the rating services to limit the number of columns in rating reports.

Among other highlights:

TVB's treasurer, Arthur A. Watson, WNBC-TV New York, reported that total income for 1974 was \$1,724,000 and that total expenses, without special charges, were \$1,686,000. Special charges, principally owed Kinsey & Co. for studying TVB's organization and goals, amount to \$59,000, Mr. Watson reported. This leaves the association \$21,000 in the red, he noted.

Mr. Rice announced that the 1975 TVB annual convention will take place in New York at the Americana hotel, and that the 1976 meeting will take place in Washington.

RAB devises more plans to light fires under prospects

The Radio Advertising Bureau is forming regional sales councils composed of broadcasters and RAB sales executives,

in 10 U.S. regions to lead a campaign to boost radio spending by retail chains and other major regional accounts, RAB President Miles David said last week.

RAB is also trying to boost co-op advertising allocations for radio by stimulating more manufacturers to offer radio co-op and by setting up a new RAB co-op idea exchange that will issue regular reports on ideas for selling with the help of co-op funds, Mr. David reported.

The regional councils and co-op effort are part of RAB's five-part "Radio Growth Plan '75" for boosting national, regional and local radio advertising ("Closed Circuit," Oct. 28), which the bureau said was formally approved by the RAB board of directors at its semi-annual meeting in Phoenix 10 days ago.

In another report to the board, Robert H. Alter, RAB executive vice president, said RAB had been involved in \$25 million in sales development for national radio this year, and predicted there would be a 15% increase in radio dollars from RAB's account targets in 1975.

Carleton F. Loucks, RAB senior vice president, reported on RAB local sales activity including plans for seminars to help stations generate more co-op advertising. He said Edward C. Crimmins, author of the Association of National Advertisers' *A Management Guide to Cooperative Advertising*, would help RAB in development of the seminars.

Mr. David also reported that plans are being developed to use radio messages to emphasize to advertisers at all levels—local, regional and national—that radio is "right for this economy."

4A's told how kingpins get knocked down

Five agency speakers bare strategies used for their clients in competing with entrenched leaders in field

The case histories of five "underdog" advertisers were presented at an advertising seminar last week to demonstrate that creative campaigns, heavily in TV, enabled them to make inroads on their competitive leaders.

Spotlighted at the Eastern Annual Conference of the American Association of

Thanks, but. The general sales manager of the Woolworth Co., in accepting the Television Bureau of Advertising's Advertiser of the Year award for the firm at last week's convention, took the occasion to complain about the rising costs of advertising. John L. Sullivan noted that Woolworth's 1974 ad budget increased 9.2% over 1973's, but only 6.9% of that increase went to newspapers, and 25.2% went to TV. But, he added: "Unfortunately, a good part of the increase is due to increased costs in every sector of the advertising industry, both media and production. . . . It would be nice to look forward to a time when increased advertising budgets would give the advertiser increased advertising coverage and frequency and not just reflect increased costs for the program."

And Jerome Bess, of Sawdon & Bess Inc., a New York advertising agency that was presented TVB's Golden Screen award and which numbers among its clients Woolworth and Kinney, stressed the critical need for retail flights of advertising to run as scheduled. A prime TVB goal this year is to increase retail advertising in television. "Retailers, unlike many other advertisers," Mr. Bess said, "must get the weight of their schedules during the specific weeks in which their specific promotions are running." In retailing, he emphasized, advertisers cannot be satisfied with make-goods.

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Cincinnati-Louisville	\$21.00
Cleveland-Phoenix	\$26.25
Los Angeles-New Orleans	\$31.50
Dallas-Los Angeles	\$26.25
San Francisco-Atlanta	\$31.50
Philadelphia-Houston	\$26.25
New York-Tampa	\$26.25

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BAR reports television-network sales as of Nov. 10

ABC \$567,077,400 (30.4%), CBS \$673,434,500 (36.0%), NBC \$627,802,800 (33.6%)

Day parts	Total minutes week ended Nov. 10	Total dollars week ended Nov. 10	1974 total minutes	1974 total dollars	1973 total dollars
Monday-Friday Sign-on-10 a.m.	118	\$ 642,100	3,157	\$ 21,649,500	\$ 21,501,700
Monday-Friday 10 a.m.-6 p.m.	1,020	10,932,500	44,659	394,042,700	338,385,400
Saturday-Sunday Sign-on-6 p.m.	304	7,128,200	12,722	191,933,300	185,682,600
Monday-Saturday 6 p.m.-7:30 p.m.	105	3,286,000	4,413	95,781,200	85,505,800
Sunday 6 p.m.-7:30 p.m.	12	356,100	605	14,474,800	14,918,100
Monday-Sunday 7:30 p.m.-11 p.m.	399	26,798,800	17,681	1,017,718,300	939,662,200
Monday-Sunday 11 p.m.-Sign-off	208	4,494,700	7,806	133,314,900	113,927,400
Total	2,166	\$53,638,400	91,043	\$1,868,317,700	\$1,699,583,200

Source: Broadcast Advertisers Reports

Advertising Agencies in New York last Tuesday (Nov. 19) were the presentations of Aim toothpaste, Schick Super II razor blades, Burger King, Dr. Pepper and the American Motors Co. Common threads running through the speeches of the five agency speakers were that a company in second, third or even fourth place must, in its advertising, build brand awareness; identify the weaknesses of competing leaders; single out the difference in or the uniqueness of their products and create a memorable phrase or catchword.

Charles Fredericks, executive vice president, Ogilvy & Mather, New York, agency for Lever Bros.' Aim toothpaste, described the strategy used to counter Procter & Gamble's Crest and Colgate toothpastes. In creating the TV commercials and other advertising, he said Ogilvy emphasized that Aim contains stannous fluoride; has a modern gel formula and has more brushing incentives, such as color, flavor, texture and appearance.

Mr. Fredericks said the TV commercial used a "soap opera" approach: A concerned mother convinces first a grandmother, and then a neighbor, a baby sitter and, most recently, a family plumber that Aim "helps fight cavity problems." He pointed also to a catch-phrase he considered highly effective: "Take aim against cavities."

Since the product's introduction in the fall of 1973, Mr. Fredericks said, Aim has shown consistent increase in sales.

Donald C. Pojednic senior vice president and executive creative director, Foote, Cone & Belding, New York, maintained that "the best way" to attack a market leader is to come out with a better product. He placed Schick Super II razor blade in that category (rating it over the Gillette Trac II). Another approach, he said, is "to attack the leader's soft underbelly."

According to Mr. Pojednic, Gillette was known as the "double edge man's company," and initial TV commercials for the Schick Super II zeroed in on this

prospective share of the market. He said these commercials "got Super II off to a good start" and Super II then went after the market leader, Trac II.

Super II was tested against Trac II in shave tests over a period of months, Mr. Pojednic said, and these tests determined that Super II delivered "better shaves, shaves that are closer, safer, smoother." Commercials in recent months, he added, have accentuated the safety feature and sales are growing. He said he would not give market shares but reported that Schick Super II is "a growing, successful product."

Richard Mercer, vice president and associate creative director, BBDO New York, outlined Burger King's strategy to compete more effectively with McDonald's. The approach decided upon after considerable market research, he said, was to picture Burger King as a fast-food operation that handles special orders from customers quickly.

The commercials for Burger King, Mr. Mercer said, underlined the fact that its shops will sell hamburgers with or without onion; sandwiches with or without lettuce and tomato; have a large menu and have trained fryers for french fries. The appeal to the individual needs of the customers is communicated in a singing commercial, titled "Have It Your Way."

"Fiscal year 1974 sales were 38% above the previous year, and the average store volume was up 15%," Mr. Mercer reported. And now, after a year of advertising, we've grown to the point where we can virtually double our total ad expenditures over the first year."

Louis DiJoseph, senior vice president and associate creative director, Young & Rubicam International, New York, traced the history of Dr. Pepper, a regional brand until 1969, which then sold 106.3 million cases annually. By the end of 1973, it had become a national brand selling about 223.5 million cases.

Extensive advertising, particularly on radio-TV, helped Dr. Pepper move up ahead of Royal Crown by 1973, but it

still trailed "the giants," Coca-Cola and Pepsi-Cola, according to Mr. DiJoseph. The upward climb until this year was abetted by an advertising effort that depicted Dr. Pepper as "America's most misunderstood soft drink," since it wasn't a cola or root beer. By the beginning of this year, Mr. DiJoseph noted, the campaign no longer seemed appropriate because Dr. Pepper "was no longer misunderstood."

"Compared to other drinks, Dr. Pepper stands alone as a true original," Mr. DiJoseph said. "Once we hit upon the word original, all we needed was a more original way to say it, like: 'The Most Original Soft Drink Ever.'"

Earlier this year, Dr. Pepper embarked on a radio campaign incorporating the "original" motif into saturation efforts and using such old-time personages as composer Eubie Blake and singers/performers Doc Watson and Anita O'Dea. This fall Dr. Pepper placed on the air five lavishly produced musical TV commercials that proclaim "It's the most original soft drink ever." Mr. DiJoseph noted that the TV campaign was unveiled last September before a meeting of Dr. Pepper bottlers in Los Angeles and he commented: "It turned out to be the best bottler meeting Dr. Pepper ever had."

Anthony Chevins, president of Cunningham & Walsh, New York, described the campaigns for the American Motors Corp.'s "Matador" automobile in competition with cars from the "big three," General Motors, Ford and Chrysler. He said that TV commercials and print advertising for the Matador had to point up "a difference" in order to persuade customers to buy. C & W advertised heavily the AMC Buyers Protection Plan, said to be the most liberal in the industry, under which car buyers get most repairs free during the first year or the first 12,000 miles.

Mr. Chevins felt that the theme for the automobile, promoted heavily on TV, "What's A Matador?", also contributed heavily to brand awareness.

In another development at the conference, Jock Elliott, board chairman of Ogilvy & Mather, New York, and of the AAAA, said that the reputation of advertising agencies seems to have declined. He offered several suggestions: the formation of the equivalent of a local Advertising Council to coordinate community campaigns; an emphasis on information in advertising; the use of more women in television commercials as "intelligent spokeswomen and not as an addled breed obsessed with the trivia of housekeeping" and a stand by agencies on the kind of political advertising that should be permitted on TV and radio.

Business Briefs

Timex splurge. Timex Corp., Greenwich, Conn., through Warwick, Welsh & Miller, New York, has bought full sponsorship of four entertainment specials on ABC-TV during 1974-75: *The John Denver Show* on Dec. 1 (8-9 p.m.), *Yes, Virginia, There is a Santa Claus* on Dec.

6 (8-8:30 p.m.) and *Opryland* and *Diana Ross Special* on dates still to be determined in 1975.

Diversifying. Speidel, Providence, R.I., active in watchbands, bracelets, neckchains and men's toiletries, is marketing its first timepiece, Speidel's Time Modulator solid-state digital quartz watch. Supporting introduction are TV and radio spot campaigns in Atlanta, Sacramento, Calif., Kansas City, Mo. and Albany-Schenectady-Troy, N.Y., areas. Agency is Creamer, Colarossi, Basford, New York.

Axed. U.S. Court of Appeals has dismissed petition by two environmental agencies for review of FCC's May 9, 1973, action that rejected complaint against commercials on forestry "clear-cutting" broadcast on WABC-TV New York and WMAL-TV Washington. Court indicated its dismissal was without prejudice to groups further pursuing matter before commission under fairness doctrine procedures adopted last summer (BROADCASTING, July 8). Wilderness Society Natural Resources Defense Council and Public Action to Protect Environmental Resources argued that commission had not taken issue with their contention that Weyerhaeuser Co.-sponsored commercials had presented only one side of controversial issue, clearing forest land. According to groups, complaint was rejected on procedural grounds. FCC broadcast bureau said environmental groups failed to substantiate their claim.

ARF deals in numbers

Annual conference hears they're not as important as the message, that blacks aren't counted right, that NBC spends more on research

The magnitude of an ad's reach, despite all the emphasis put upon it, is less important than the ad's "creative performance," Leo Bogart, executive vice president and general manager of the Newspaper Advertising Bureau, told the Advertising Research Foundation last week in a speech that also managed to get in digs at TV.

"What really matters is whether the right idea is expressed in the right way and in the right setting," he said. "I think Mobil understands this when they sponsor the *Masterpiece Theater* [on public television] without any overt sales message at all."

Mr. Bogart said there is "almost no way" to double a newspaper or print ad's recognition score by doubling its size. "If advertisers bought on a straightline cost-per-thousand noters basis, there would be no ads higher than an inch," he asserted. Then he moved on to television:

"When the transition from 60 seconds to the much more profitable 30-second television commercial was being engineered, we were treated to research pur-

"A VISIT WITH THE DOCTOR"

Featuring William A. O'Brien, M.D.



Now! An exclusive local 5-minute Daily Radio Series dealing with America's most talked about medical questions.

- Dr. O'Brien—Fellow of the American College of Physicians and Certified Specialist in Internal Medicine and Nuclear Medicine.

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- Ideal *low-cost* vehicle for local Drug Chains, Insurance Co.'s, Retailers.

- Top audience loyalty and sponsor renewal patterns. On the air in 30 states to date.

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Minneapolis, Minn. 55435

porting to demonstrate that a half-length unit had virtually the equivalent communications effect. This research ignored both the context and the consequences. Since the 30 became standard, the number of spot and network commercials broadcast each night has increased by two-thirds.

"Does anyone believe that a 30 today is nearly as good as a 60 was? But we're being told that the wave of the future is 10's—and no doubt there will be research to prove that a 10 is nearly as good as a 30. Why not fives? Why not ones? How about tachistoscopically presented subliminal ads? Or how about keeping the commercials in the can and not putting them on the air at all?"

"If there are two things we have

learned in advertising research, one is that a message that isn't seen or heard can't be very persuasive. The second is that a message that reaches a lot of people and wins a lot of attention isn't necessarily persuasive either."

Mr. Bogart also noted that over the years important newspapers and magazines have "died from lack of advertising support," that New York had "just lost its only 24-hour serious-music radio (WNCN-FM) New York, which switched to progressive rock) and that two-fifths of last year's prime time network programs did not return this season.

"The fact that new programs and new publications spring up as old ones die is not to my mind a satisfactory answer to

the question of whether the old ones had really ceased to serve their public purpose. It is not the answer to the question of whether media content that uses formulas of pap or violence to build audience size serves the public purpose or even the purpose of advertisers. Changes in the media, with all their tremendous consequences for the flow of information and the character of public taste, are not made by popular request. They reflect not the democracy of the marketplace, but decisions made either directly by advertising buyers or by media managements anticipating advertiser demands; they are decisions made by the numbers."

He also had unkind words for some of the numbers. Referring to use of computers "to compensate for our interviewing problems," he said: "When we talk about percentages now, with respect to most media research data, we are no longer talking about percentages of real people whom somebody actually questioned; we are talking about percentages of IBM cards."

Mr. Bogart spoke at the ARF's 20th annual conference, held Monday and Tuesday (Nov. 18-19) in New York with more than 1,300 researchers attending.

Among other speakers at the meeting were Thomas E. Coffin, NBC vice president, research planning, who described expanded research activities at NBC, and Eugene D. Jackson, president of the National Black Network, who called for creation of an ARF committee to set minimum standards for black representation in research samples and to keep watch on black research efforts.

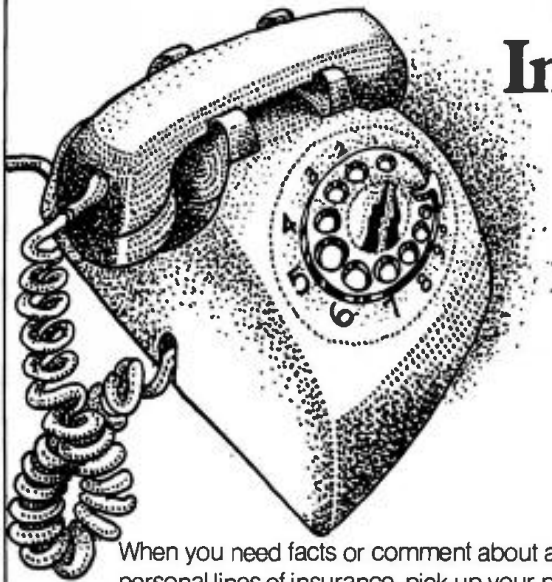
In addition to the formation of a special committee on black research, which he said should be an "interim" measure, Mr. Jackson recommended that five consecutive major one-year studies of black America be conducted, "with black as the total universe," to "statistically and empirically develop parameters unique to the black market." The information thus developed could be factored into studies of the general population.

Pointing up the size of the black market as well as the differences between black and white consumers, Mr. Jackson said black Americans earn nearly \$52 billion a year in wages and salaries, which "makes black America the eighth largest economy in the world, with [the equivalent of] a gross national product greater than some international markets with which the U.S. does business."

In a report on NBC's research activity, Dr. Coffin said the company's research budget has increased approximately two and a half times since 1970, and that although sales-oriented research is the department's "visible product," only one-fourth of its efforts is in that area, while three-fourths is "management-oriented."

In the latter category he put research that helps solve management problems or answer management questions, a growing volume of social research—"studies not directed primarily to profit but initiated by a management concerned, as well, with social responsibility and its effective discharge"—and program research.

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Will Justice try to relight a fire from the ashes?

That's question worrying networks following dismissal of government's antitrust suit; ABC, CBS and NBC appeal 'without prejudice' wording in an attempt to prevent new filing

The Justice Department last week was said to be considering "very carefully" its next move in the antitrust case it had brought against the three networks. U.S. District Court Judge Robert Kelleher in Los Angeles had dismissed the case "without prejudice" (BROADCASTING, Nov. 18), and the decision confronting the department was whether it should refile the case. If it did, the suit would probably be clear of the suspicion of political motivation it carried in recent months.

But in the meantime, ABC, CBS and NBC initiated an effort aimed at cutting off the department's right to bring the case anew. They filed notices of appeal with the Supreme Court from Judge Kelleher's decision; they want the case dismissed with prejudice.

The department's suit, which was filed in April 1972 and which was aimed at barring the networks from carrying network-produced entertainment programs, including feature films, charges the networks with monopolizing prime-time television entertainment programing.

However, the networks have been contending that the suits were brought for the purpose of harassing them in retaliation for news coverage the administration felt contained an anti-Nixon bias. The department, in response, said the suits were the result of studies begun in the 1950's. And the special Watergate prosecutor's office said an investigation it conducted failed to turn up any evidence supporting the networks' charge (BROADCASTING, Nov. 11).

The networks sought dismissal of the suit on the ground they were denied access to White House tapes and documents they said would support the charge of improper motive. Justice said it could not make the material available because the agreement President Ford's aides reached with former President Nixon, under which the tape and documents were considered the former President's personal property. However, the White House is seeking to unwind that agreement.

Judge Kelleher, in his brief order dismissing the suit, did not give any reason for the action. But during oral argument on the networks' motion for dismissal, he telegraphed his decision. He indicated he felt the case should be dismissed, but not in a manner that would prevent Justice from refileing the suit. "The court does not view the course followed by the government as being so culpable or . . . otherwise with regard to what they were ordered to do as to warrant any severe sanction . . ." he said.

A Justice Department spokesman last week said that the department was considering "very carefully" the question of whether to bring the suit again—and this time without any likelihood the department could be accused of political motivation. The networks, in view of their notices of appeal, apparently fear the chance of an affirmative decision is reasonably good.

Such an expectation would be based, in part, at least, on an affidavit Attorney General William B. Saxbe filed with the court last month, as part of the department's answer to the charge of improper motivation. He said then that, as a result of the networks' charges, he had undertaken a personal review of the allegations contained in the department's suit and concluded that they were "well founded." Furthermore, he said, "I believe it essential and in the public interest that the prosecution of these actions be continued and that the relief sought . . . be achieved as promptly as possible in order to restore competition in the television entertainment programing field. This is particularly important in view of the charge that the antitrust violations described in these complaints are continuing."

'Godfather' doesn't depose all-time champs

Three earlier ABC films still claim higher Nielsens, though NBC makes some gains not apparent in ratings

NBC-TV's two-part airing of "The Godfather" racked up the expected giant ratings, but the movie still ended up trailing "Airport," "Love Story" and "The Poseidon Adventure" in the all-time Nielsen sweepstakes.

On Saturday, Nov. 16 (9-11 p.m.), "The Godfather" harvested a national Nielsen rating of 37.0 with a 61 share, and two nights later (also 9-11 p.m.) it rolled up a 39.4 rating and 57 share. The 38.2 rating for the two nights combined put "The Godfather" in arrears of "Airport" (42.3 rating, 63 share), "Love Story" (42.3 rating, 62 share) and "The Poseidon Adventure" (39.0 rating, 62 share), all ABC telecasts. Considering



Burned up. Battle Creek, Mich., "The World's Breakfast Capital," has the local citizenry still talking over their morning coffee about this \$1,400 bonfire of 11 television sets. The match was struck at the Pennfield Church of the Nazarene by members protesting what they say is immoral programing. The demonstration was fueled by remarks of visiting Evangelist Paul Wilde during five days of revival services in which he and other church officials denounced television fare. The church claimed that 60% of the phone calls it received after the fire endorsed the action. Some who disagreed contended that direct protests to broadcasters and sponsors would have been more effective. The local *Enquirer* and *News* in its "Re-Action" column: "If the church people who burned their TV sets were so opposed to violence shown on them, why did the one fellow shoot out the picture tube with a shotgun? That was violence if I ever heard of any. . . ."

that the top three cost only a fraction of the price NBC ponied up for "The Godfather," there was said to be some disappointment on the network's part that the rating didn't go higher.

Paramount will end up collecting \$10 million from NBC for the two-part show-

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ing (no reruns), although the deal, as pieced together from a number of sources, starts with a basic \$5 million price, with \$750,000 added for the right to show the film in 1974 and another \$500,000 for NBC's getting the picture as a solo buy (and not as part of a Paramount package, which probably would have included many pictures of considerably less appeal).

Now the price tag is up to \$6,250,000, which will remain in the network's hands for the next five years to be used for high-yield investment. But 10% will be levied on that sum each year by Paramount. When accumulated, the interest charges will hike the total to about \$10 million, which will then be delivered to Paramount in 1979.

NBC obviously didn't make its money back on the 28 commercial minutes (at \$225,000 a minute) it shoehorned into the two-part showings. But network sources point out that the movie's huge ratings are being recorded during Nielsen's and ARB's sweep periods, when all the stations are caught up in the statistical net of the ratings services. High numbers chalked up during these periods may be used by each network's affiliated stations as guides to rate-card increases.

Nationally, for example, "The Godfather" on Saturday night alone helped NBC to finish first during the week of Nov. 11-18 with a 21.5 rating, compared to CBS's 19.9 and ABC's 16.9.

'Burr' irritates SAG

Union seeks international cooperation in move to stop runaway production; Weaver discusses '77 contract talks with some other likely jolts for TV

The Hollywood unions' campaign against runaway production flared anew last week as the Screen Actors Guild petitioned the International Federation of Actors to institute proceedings against ABC for its British and Irish production of Gore Vidal's "Burr." Exactly what action will be taken will not be known until IFA, which has mutual assistance pacts with other labor groups, holds meetings on the petition.

The SAG move came the day after the actors union voted unanimously to brand the ABC "Burr" program "a runaway production and an insult and an affront to the American public, the American labor movement and the American bicentennial program."

The resolution continued: "The Screen Actors Guild hereby condemns the hypocrisy of going abroad to produce programs commemorating the 200th anniversary of American independence. All such programs should be produced on American soil, with American talent and labor."

Chester L. Migden, SAG national executive secretary, is to leave for London today (Nov. 25) to confer with the British Equity Association and the Irish Equity Association. SAG also reported that it has been in touch via trans-Atlantic telephone with both unions and that all "are determined to find the most effective

A Frank discussion. Sandy Frank Film Syndication Inc., New York, has invited a group of program syndicators to a meeting in New York tomorrow (Nov. 26) to discuss the effects of multiple exposure of prime-time access programs on the distribution industry. Former FCC Commissioner Kenneth A. Cox and Ashbrook P. Bryant, one-time chief of network studies at the FCC, will be at the meeting tomorrow to provide background on the access rule and to reply to questions. Mr. Cox and Mr. Bryant both attorneys, represent the Frank distribution firm in its efforts to retain the access rule for the time periods in the rule's original version and to add a prohibition against stripping in access time.

means to deal with what appears to be the most extreme example of runaway production to date." ABC had no comment on the SAG moves early last week.

Also of possible alarm to TV were references to elements of a new contract in 1977. The current three-year contract went into effect last July. Dennis Weaver, SAG president, commented to the membership that top priority for the next negotiations should be "correcting the formula for payment of feature pictures to television. That formula must be altered radically and completely. It will be tough, but we know now that the solution lies not with the producers but with the networks. They are the ones that control the purse strings."

It was noted that the networks joined the producers in the negotiations that led to this year's contract. The movie-to-TV formula provides that a series of percentages be paid to SAG for distribution to actors related to a rising level of base grosses.

'Mickey Mouse Club' plans another encore

Revival will be on barter basis; SFM Media reports brisk sales

After 10 years away, *The Mickey Mouse Club* series will return to television in January with 390 of the half-hour, black-and-white episodes originally carried on ABC-TV from 1955-57 ("Closed Circuit," Nov. 4).

Walt Disney Productions and its distribution firm, Buena Vista Distribution Corp., Burbank, Calif., said last week they have retained SFM Media Service Corp. to place the series with TV stations on a barter basis. Stan Moger, executive vice president of SFM, reported commitments already have been received from more than 50 stations in major markets to carry *Mickey Mouse*. He added that under the barter arrangement, stations are to retain four of the six minutes in each episode (five a week) for local sale, while Disney/SFM is to keep two. Mr. Moger said one-half of the national commercial allotment already has been taken and the names of advertisers

will be announced shortly.

Mr. Moger said TV stations have indicated they will carry the series each weekday in time spots between 4 and 6 p.m. and have mentioned they regard *Mickey Mouse* as a program that conforms with the recent FCC policy of scheduling educational children's programs in the afternoon. Mr. Moger also said there has been no adverse reaction to the series being in black and white. *Mickey Mouse* was in syndication from 1962 to 1965.

CBS sends in another sub

CBS-TV has decided to tap a spiritual descendant of Charlie Chan as the second-season replacement for *Planet of the Apes* (Friday, 8-9 p.m., NYT).

The new series will be called *Khan!* and the title character, an Oriental detective operating out of San Francisco's Chinatown, will be played by Khigh Dhiagh (who occasionally turns up as the villain Wo Fat on CBS's *Hawaii Five-O*). The show, a CBS in-house production, premieres Feb. 7. *Planet of the Apes*, which 20th Century-Fox stopped production on after 14 episodes, will bow out on Dec. 27, the five succeeding weeks to be filled in by specials and, in one or two cases, by extra-long theatrical movies.

CBS sources said last week that the network is probably not finished with its second-season changes. *Apple's Way* (Sunday, 7:30-8:30 p.m.) and *Mannix* (Sunday, 9:30-10:30 p.m.) are performing below expectations and either one or both could be scissored from the schedule before the month is out.



Right on radio. California Governor Ronald Reagan, whose second term ends in January, goes on national radio in mid-January with a five-day-a-week, five-minute program of commentary, entitled *The American Viewpoint*. The program is being produced and syndicated by Harry O'Connor (standing), whose firm also produces and syndicates Efreim Zimbalist Jr.'s *Profiles in Greatness*. The Reagan program will feature three minutes of commentary, with commercial time for opening and closing, and is said to be Mr. Reagan's perspective on government, the economy, cultural and social institutions. It will be a radio reprise for the governor who in the 1930's was sportscaster Dutch Reagan of WHO(AM) Des Moines, Iowa.

Unions, Mead defuse potential problem

TV technicians had claimed military personnel were stepping on their jurisdictional toes during presidential broadcasts

The Ford White House's professed aim to be open and candid with the news media apparently extends to the technical types who make it possible for the President's broadcasts to get on the air. Union leaders reacting to members' complaints that military personnel were taking over duties union members should perform, asked for and were given a meeting in the White House. The problem, as it turned out, was more apparent than real, but both sides later indicated they felt the meeting was productive.

Ed Lynch, president of the National Association of Broadcast Employees and Technicians, wrote White House News Secretary Ron Nessen shortly after he assumed that job, in September, complaining about the alleged use of government equipment and of Signal Corps personnel manning it in connection with President Ford's broadcasts.

NABET's international convention in Atlanta last month adopted a resolution seconding the complaint.

Mr. Nessen directed the President's television adviser, Bob Mead, to meet with union representatives to discuss the matter. The meeting was held Nov. 15. And later, Mr. Lynch said, "We have no outstanding problems."

Mr. Lynch said the union's concern was prompted by charges by union members that armed forces personnel were handling lights and other equipment besides the White House-supplied microphones used in presidential addresses. "So the best way to resolve these matters was in a meeting, which we did."

The meeting, he said, was a "good" one; it indicated willingness on the part of the White House to be cooperative. Mr. Mead called the meeting "productive." He said the Ford administration now has better relations with the unions than previous administrations have had.

Participating with Mr. Lynch in the meeting were Larry Rimshaw of the International Brotherhood of Electrical Workers, representing CBS employees; Jeff Donley of NBC and Albert Recht of ABC.

3M buys Datavision

Major manufacturer now has video-character generator line

The 3M Company, St. Paul, has acquired, for an undisclosed sum, Datavision Inc., Gaithersburg, Md., manufacturer of character generators for television. Datavision's products, which include video titling systems and TV character generators, will be marketed by the video prod-

ucts project of 3M's Mincom division.

Jerry Shumway, founder and president of Datavision, and Frank D'Ascenzo, marketing vice president, will continue to head sales and manufacturing operations in Gaithersburg.

Specific products covered by the Datavision line are the D-3400 video titling system, which consists of a D-3000 television character generator and a D-4000 random-access disk memory.

The Mincom division also markets drop-out compensators, switchers, encoders, processing amplifiers, image enhancers and special effect generators.

Line 19 has new job

FCC OK's EIA proposal for transmission of signal to monitor TV color balance

The FCC has adopted rule changes that will permit television stations to broadcast a vertical interval reference (VIR) signal to monitor the color quality of their transmissions.

The VIR signal was developed by the engineering department of the Electronics Industries Association to aid in minimizing color variations among programs transmitted by different stations or different programs from the same station. The VIR signal is intended to be added to the program signal at the point where its color balance is determined and to accompany the program through all circuits to the transmitter output. In that manner, the VIR signal serves as a reference to determine the nature and magnitude of corrections required to restore the original color characteristics of the program.

The rule changes came in response to a petition filed with the FCC by the Consumer Electronics Group and the Broadcast Equipment Division of EIA. According to them, if the potential of the VIR signal was to be fully realized, its use with virtually all program material had to be facilitated. EIA had said that an important step toward that goal would be for the commission to amend its rules "to accord specific status to the VIR signal and to designate and reserve a specific place for its transmission in the vertical blanking interval of the video signal." (The vertical blanking interval is the time period during which the electron beam, having scanned the image to be transmitted in closely spaced horizontal lines, returns to the top of the picture to begin a new scanning cycle.)

EIA proposed that line 19 of the vertical blanking interval, which the FCC's existing rules permit to be used to transmit test, cue and control signals, be cleared for VIR signal transmission. To clear line 19 for VIR signals, EIA proposed that all of line 17 be made available for test signal transmission (the present rules permit only part of the line for such use) and that test signals specified for lines 18 and 19 by stations operated by remote control, be moved respectively to lines 17 and 18.

The rule changes otherwise become effective Dec. 27.

FM rockers are taming their free formats

Many are beginning to restrict number of new albums they add

Progressive FM radio, which developed partly out of reaction to the more rigidly formatted top-40 station, is now beginning, ironically, to adopt one of the techniques of AM pop music stations—the tighter playlist. Progressive stations are not switching to a strict formatting of albums or individual cuts, but they are reducing the number of albums they add.

Much of the intentional limitation of album additions comes from major-market stations: "We're getting increasingly selective," says Jerry Stevens of WMMR-FM Philadelphia. "We can put on only the best we can find." He cites an overall drop in the number of quality albums as the principal reason behind the trend, a drop accompanied by a similar falling off in the number of good cuts on a given LP.

Even artists with several popular records already to their credit can't count on "automatic" airplay in many markets. "Audiences now are very fickle—they're interested in what you can do today," says Mike Harrison of KPRI(FM) San Diego.

Hurt most by the restrictions, however, are new artists. Most stations find that the proliferation of new music often makes exposure for a given artist difficult to come by. Mr. Harrison detects an increase in the amount of "research and format" going into progressive programming—more study of audience tastes as measured by sales and requests, more attention paid to national sales and airplay trends. "We're seeing a nationalization of tastes," he says. An album that has no sales or airplay figures to boast, though it may sound good to a program director, may find itself left out, particularly during the seasonal bombardments of new records in the fall and spring.

Also responsible for the tightening of album additions is a change in music department policy at some stations. Stations which once added virtually every album they received are now holding staff meetings to vote on new releases. At WABX-FM Detroit, a weekly staff meeting at which three of eight votes are required to playlist a record determines what the audience hears, and, consequently, fewer records are going into the studio. "We'd lose our audience if we played everything," says music director John Petrie. Albums out of the rock mainstream are also feeling the crunch: Rollie Bristol, music director of wowi(FM) Norfolk, Va., is among those who feel increasingly obliged to limit play on material which is "strictly soul, jazz, or country and western."

Record companies, though agreeing with Steve Popovitch of Columbia Rec-

The Broadcasting Playlist™ Nov 25

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	You Ain't Seen Nothin' Yet (3:29) Bachman-Turner Overdrive—Mercury	1	1	1	1
2	2	Jazzman (3:43) Carole King—Ode	2	2	2	2
6	3	Everlasting Love (2:20) Carl Carlton—Back Beat	4	3	3	3
8	4	My Melody of Love (3:08) Bobby Vinton—ABC/Dunhill	3	5	5	7
3	5	Tin Man (3:25) America—Warner Brothers	5	4	6	6
4	6	Whatever Gets You Thru the Night (3:20) John Lennon—Apple	7	7	4	5
5	7	Longfellow Serenade (3:30) Neil Diamond—Columbia	6	6	7	8
12	8	When Will I See You Again (2:58) Three Degrees—Philadelphia Int'l.	8	9	9	4
13	9	Cats in the Cradle (3:29) Harry Chapin—Elektra	10	8	8	9
9	10	Back Home Again (4:42) John Denver—RCA	11	10	12	13
15	11	I Can Help (2:57) Billy Swan—Monument	9	13	11	12
17	12	Do It Till You're Satisfied (3:09) B. T. Express—Scepter	13	12	10	11
11	13	I Honestly Love You (3:35) Olivia Newton-John—MCA	12	11	14	14
18	14	Kung Fu Fighting (3:18) Carl Douglas—20th Century	16	15	13	10
10	15	The Bitch Is Back (3:50) Elton John—MCA	15	14	17	15
14	16	Life Is a Rock (But the Radio Rolled Me) (2:54) Reunion—RCA	18	17	15	18
22	17	Wishing You Were Here (2:54) Chicago—Columbia	17	18	18	16
29	18	You're the First, the Last, My Everything (3:25) Barry White—20th Century	14	16	20	20
7	19	Can't Get Enough (3:20) Bad Company—Atlantic	19	19	16	19
20	20	Angle Baby (3:29) Helen Reddy—Capitol	20	20	19	17
26	21	Sha-La-La (Make Me Happy) (2:56) Al Green—Hi	21	21	23	22
32	22	Junior's Farm (4:20) Paul McCartney & Wings—Apple	24	22	21	21
24	23	I've Got the Music in Me (3:40) Kiki Dee—MCA	23	24	22	23
21	24	Love Me for a Reason (3:45) Osmonds—MGM	22	23	24	24
37	25	Only You (3:16) Ringo Starr—Apple	26	25	25	25
27	26	After the Goldrush (2:04) Prelude—Island	25	27	26	29
35	27	Laughter in the Rain (2:50) Neil Sedaka—MCA	27	26	27	27
28	28	The Need to Be (3:53) Jim Weatherly—Buddah	29	29	30	33
25	29	Nothing From Nothing (2:40) Billy Preston—A&M	29	39	28	31
30	30	Do It Baby (2:55) Miracles—Tamla	31	28	32	28
49	31	Ain't Too Proud to Beg (3:29) Rolling Stones—Rolling Stones	42	35	29	26
—	32	Please Mr. Postman Carpenters—A&M	33	30	33	34
23	33	Carefree Highway (3:45) Gordon Lightfoot—Reprise	28	38	35	37
40	34	Bungle in the Jungle (3:20) Jethro Tull—Chrysalis	38	36	31	32
48	35	You Got the Love (2:54) Rufus—ABC/Dunhill	39	33	34	30
39	36	Fairy Tale (3:11) Pointer Sisters—Blue Thumb	32	40	38	38
62	37	One Man Woman, One Woman Man (2:57) Paul Anka—United Artists	40	31	41	41
57	38	I Feel a Song (in My Heart) (2:48) Gladys Knight & The Pips—Buddah	35	37	39	39
19	39	Beach Baby (3:02) First Class—U.K. Records	44	32	47	35
34	40	Then Came You (3:53) Dionne Warwick & the Spinners—Atlantic	34	42	37	53
46	41	Ride 'em Cowboy (3:52) Paul Davis—Bang	41	41	40	42

Over-all rank Last week	This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
45	42	Skin Tight (2:05) Ohio Players—Mercury	46	46	44	36
38	43	(You're) Having My Baby (2:32) Paul Anka—United Artists	51	34	51	49
59	44	Rockin' Soul (2:59) Hues Corp.—RCA	37	44	49	45
42	45	People Gotta Move (3:18) Gino Vanelli—A&M	45	47	43	43
31	46	Another Saturday Night (2:28) Cat Stevens—A&M	36	45	46	51
33	47	Can't Get Enough of Your Love Babe (3:15) Barry White—20th Century	48	52	45	44
50	48	So You Are a Star (3:45) Hudson Brothers—Casablanca	43	48	48	56
36	49	Sweet Home Alabama (3:20) Lynard Skynryd—MCA	47	43	66	47
43	50	Rock Me Gently (3:28) Andy Kim—Capitol	58	62	36	55
16	51	You Haven't Done Nothin' (3:20) Stevie Wonder—Tamla	55	64	42	40
60	52	Promised Land (2:50) Elvis Presley—RCA	50	51	49	54
—	53	Dark Horse George Harrison—Apple	59	57	52	48
41	54	Overnight Sensation (3:38) Raspberries—Capitol	63	58	53	46
68	55	Boogie on Reggae Woman (4:05) Stevie Wonder—Tamla	54	55	58	52
54	56	La La Peace Song (3:24) Al Wilson—Rocky Road	49	61	57	70
58	57	Must of Got Lost (2:53) J. Geils Band—Atlantic	65	67	54	50
55	58	Fire Baby I'm on Fire (3:25) Andy Kim—Capitol	57	53	62	58
53	59	Play Something Sweet (3:32) Three Dog Night—ABC/Dunhill	60	59	56	63
—	60	Mandy Barry Manilow—Bell	61	49	69	64
—	61	Never Can Say Goodbye Gloria Gavnor—MGM	56	54	60	71
51	62	You Can Have Her (3:00) Sam Neely—A&M	53	56	61	73
—	63	Heavy Fallin' Out (3:28) Stylistics—Avco	69	50	71	61
—	64	Deam On Righteous Brothers—Haven	74	60	59	67
—	65	Dancin' Fool Guess Who—RCA	62	63	63	69
63	66	Hang On in There Baby (3:23) Johnnie Bristol—MGM	73	74	64	60
73	67	Let's Straighten It Out (3:14) Latimore—Glades	71	70	70	62
—	67	Lucy in the Sky with Diamonds Elton John—MCA	—	69	65	57
69	69	Willie & the Hand Jive (3:10) Eric Clapton—RSO	67	72	67	65
72	70	Woman to Woman (3:54) Shirley Brown—Truth	—	76	68	59
66	71	Early Morning Love (2:44) Sammy Johns—GRC	72	65	74	74
65	72	Nobody (3:27) Doobie Brothers—Warner Brothers	75	66	72	72
74	73	Who Do You Think You Are (2:59) Bo Donaldson & The Heywoods—ABC/Dunhill	52	—	55	—
61	74	I Shot the Sheriff (3:19) Eric Clapton—RSO	70	73	—	75
75	75	If (3:06) Telly Savalas—MCA	68	68	—	—

Alphabetical list (with this week's over-all rank): After the Goldrush (26), Ain't Too Proud to Beg (31), Angie Baby (20), Another Saturday Night (46), Back Home Again (10), Beach Baby (39), The Bitch Is Back (15), Boogie on Reggae Woman (55), Bungle in the Jungle (34), Can't Get Enough (19), Can't Get Enough of Your Love Babe (47), Carefree Highway (33), Cats in the Cradle (9), Dancin' Fool (65), Dark Horse (53), Do It Baby (30), Do It Till You're Satisfied (12), Dream On (64), Early Morning Love (71), Everlasting Love (3), Fairy Tale (36), Fire Baby I'm on Fire (58), Hang on in There Baby (66), (You're) Having My Baby (43), Heavy Fallin' Out (63), I Can Help (11), I Feel a Song (in My Heart) (38), I Honestly Love You (13), I Shot the Sheriff (74), I (75), I've Got the Music in Me (23), Jazzman (2), Junior's Farm (22), Kung Fu Fighting (14), La La Peace Song (56), Laughter in the Rain (27), Let's Straighten It Out (67), Life Is a Rock (But the Radio Rolled Me) (16), Longfellow Serenade (7), Lové Me for a Reason (24), Lucy in the Sky with Diamonds (67), Mandy (60), Must of Got Lost (57), My Melody of Love (4), The Need to Be (28), Never Can Say Goodbye (61), Nobody (72), Nothing From Nothing (29), One Man Woman, One Woman Man (37), Only You (25), Overnight Sensation (54), People Gotta Move (45), Play Something Sweet (59), Please Mr. Postman (32), Promised Land (52), Ride 'em Cowboy (41), Rock Me Gently (50), Rockin' Soul (44), Sha-La-La (Make Me Happy) (21), Skin Tight (42), So You Are a Star (48), Sweet Home Alabama (49), Then Came You (40), Tin Man (5), Whatever Gets You Thru the Night (6), When Will I See You Again (8), Who Do You Think You Are (73), Willie & the Hand Jive (69), Wishing You Were Here (17), Woman to Woman (70), You Ain't Seen Nothin' Yet (1), You Can Have Her (62), You Got the Love (35), You Haven't Done Nothin' (51), You're the First, the Last, My Everything (18).

Tracking the 'Playlist.' The top 10 singles on this week's "Playlist" all seem near the peak of their airplay and sales potentials, and those that have dropped a few places from last week do so because of the large number of strong releases following them up the chart. One of the most successful hard-rock singles of the year, Bachman-Turner Overdrive's *You Ain't Seen Nothin'* Yet, remains in the first spot, followed by Carole King's *Jazzman*, number two for the second week in a row. Carl Carlton, with one of the fall's few R&B hits outside of the mellower Barry White mold, moves up strongly to the third position with *Everlasting Love*. Bobby Vinton's Polish ballad, *My Melody of Love*, continues to gain at four on the chart. Harry Chapin, whose *Cats in the Cradle* joins Mr. Vinton's song near the top of MOR charts, moves up to the ninth spot, while the Three Degrees' *When Will I See You Again* moves up to eight. Billy Swan, with high ranking on C&W and MOR lists, is making *I Can Help* into one of the most heard singles of the season, and is at 11 this week. Barry White's latest release continues to be one of the fastest-moving records on the chart, bolted again this week at 18, while two more rapid climbers from Paul McCartney and Ringo Starr, are also bolted at 22 and 25 respectively. Neil Sedaka, with yet another MOR hit making strong pop gains, is at 27. The Rolling Stones have already surpassed the success of their last single, as *Ain't Too Proud to Beg* climbs to 31, with their *It's Only Rock & Roll* album also near the top of national charts. The Carpenters have bettered Ringo Starr's impressive debut of a week ago, entering the "Playlist" at 32. Also bolted is Rufus's latest single, *You Got the Love*, at 35. Strong gains in the middle range of the chart are made by Paul Anka (37), Gladys Knight & the Pips (38) and the Hues Corp. (44). George Harrison's *Dark Horse* enters at 53, and Barry Manilow's *Mandy* makes its first appearance at 60. Other bolted debuts come from Gloria Gaynor (61), the Stylistics (63), the Righteous Brothers (64), and the Guess Who (65). Elton John's re-make of the Beatles' *Lucy in the Sky with Diamonds*, with John Lennon singing and playing guitar, breaks in at 67. A total of 16 singles are bolted this week, as holiday-timed releases move up the chart.

ords, who says that the basics of album promotion haven't changed, are adjusting in several ways to the tightening of FM. First and most obvious of these adjustments is a decrease in the number of new talent signings. Billy Bass of RCA Records notes that RCA is now reluctant to sign an artist who isn't willing to tour extensively and aid promotional efforts in many cities. In addition, Mr. Bass states, RCA is trying to release a single concurrent with an artist's album in the hopes that secondary top-40 play on the single will stimulate FM airplay on the album, in contrast to the traditional industry practice of releasing albums to stimulate play on singles.

Most spokesmen for progressive stations, however, consider the drop in album additions an encouraging sign. "Progressive radio is finally cleaning up its act," says George Meier, editor of the progressive FM newsletter, *Walrus*. "The original outlook that progressive radio had six years ago has changed," he asserts, to one of increasing responsiveness to audience tastes. The program directors contacted also like the trend to research into audience tastes and purchases, and feel that most of the album product that is left out now should have been omitted all along. Mr. Harrison points to the number of best-selling albums (and sin-

gles) by groups unknown a year ago as a sign that FM progressives are still presenting new faces to their listeners, and programmers play down any great negative effect on new talent. Mr. Bass of RCA concurs: "A good record will always be played. It doesn't necessarily hurt any particular album."

And Dennis Elsas of WNEW-FM New York (one station whose music policies remain basically unchanged) speaks for most of those contacted in discounting tightening of airplay as an open-ended process—though even as things stand at present, new albums continue to find airplay a more difficult acquisition.

Arista makes its bow

CPI shifts Davis to new record firm, along with much of Bell's talent

Columbia Pictures Industries Inc. has broadened the base of its recording operations with the formation last week of Arista Records with Clive Davis as president.

Most of the artist roster of Bell Records, Columbia Pictures' previous label, will be taken over by Arista. Mr. Davis also transfers from Bell, where he has served as a consultant for six months. Bell's future is unclear, but some sort of

phasing-out is indicated.

Major Arista executives will include Elliot Goldman, formerly administrative vice-president, Columbia Records, executive vice-president; Gordon Bossin, previously vice-president, sales and distribution, Bell Records, vice-president, marketing; David Carrico, who was vice-president, artists and repertoire, Bell Records, vice-president, promotion; and Aaron Levy, previously executive vice-president, Paramount Records, vice-president, finance.

Artists formerly with Bell who will form the nucleus of the new label include The Fifth Dimension, Al Wilson, Barry Manilow, Terry Jacks, and Tony Orlando and Dawn. New artists will include Melanie, Gil Scott-Heron, Lou Rawls and Eric Andersen.

Arista will be headquartered at 1776 Broadway, New York.

Breaking In

Please Mr. Postman—Carpenters (A&M)

■ A new generation is about to be exposed to this pop classic, as the song, originally an R&B hit, has gone through a rock interpretation (Beatles) and will soon receive a C&W treatment (Boone Family). It seems headed for its greatest top-40 success in this latest, smoothed-out version, tailored to the Carpenters' style. It arrives on the "Playlist" at 32 this week, with WFIL(AM) Philadelphia; WBBQ(AM) Augusta, Ga., and WNOE(AM) New Orleans among the many stations adding the single in its first week.

Can't Get It Out of My Head—Electric Light Orchestra (United Artists)

■ ELO, for some time a favorite with FM rockers, is making its strongest top-40 move to date with this release from the new *El Dorado* album. In style, the single is a stately, orchestrated piece such as top-40 audiences have been treated to in the past from Procol Harum and the Moody Blues. Among the stations adding the single last week were KUPD(AM) Tempe, Ariz., and KLSS(FM) Mason City, Iowa.

The Entertainer—Billy Joel (Columbia)

■ Another artist whose top-40 successes have been tied to heavy airplay on FM progressives, Mr. Joel is solidifying his hold on audiences who made *Piano Man* and *Travellin' Prayer* hits for him earlier this year. This single (no relation to the Scott Joplin tune) retains his satirical lyrics and music hall piano style. WBBQ(AM) Memphis was among the stations adding *The Entertainer* last week.

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

Company	Period/Ended	CURRENT AND CHANGE				Per Share	YEAR EARLIER		
		Revenues	Change	Net Income	Change		Revenues	Net Income	Per Share
CBS	9 mo. 9/29	1,250,074	+ 14.8%	76,103	+ 10.4%	2.66	1,088,587	68,932	2.42
Columbia Pictures	3 mo. 9/28	72,744,000	+ 18.1%	788,000	+201.9%	.09	61,556,000	261,000	.03
Comcast	9 mo. 9/30	5,530,553	+ 23.2%	286,787	+ 12.3%	.17	4,489,787	255,352	.15
McGraw-Hill	9 mo. 9/30	365,389,000	+ 9.5%	19,574,000**	+ 12.4%	.78	333,452,000	17,413,000	.70
Teleprompter	9 mo. 9/30	62,144	+ 15.1%	(5,093)	*	(.32)	53,952	(1,807)	(.11)
MovieLab Inc.	39 wks.	15,496,717	+ 5.3%	235,404	- 18.7%	.17	14,709,284	289,140	.21

* Change too great to be meaningful.

** Includes results of special magazine subscription campaign.

Broadcasting's index of 138 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. Nov. 20	Closing Wed. Nov. 13	Net change in week	% change in week	High 1974	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting											
ARC	ARC	N	14 1/2	16	- 1 1/2	- 9.37	28 3/8	14 1/2	5	16,582	240,439
CAPITAL CITIES	CCR	N	21 7/8	24 1/8	- 2 1/4	- 9.32	39 1/4	19 1/2	8	7,164	156,712
CBS	CBS	N	29 1/4	30 3/4	- 1 1/2	- 4.87	40	25	8	28,092	821,691
CONCERT NETWORK***	O		1/4	1/4		.00	7/8	1/4		2,200	550
COX	COX	N	9 3/8	10 1/8	- 3/4	- 7.40	19 3/8	9 3/8	5	5,831	54,665
GROSS TELECASTING	GGG	A	7 1/8	7 3/4	- 5/8	- 8.06	13 5/8	6 1/2	5	5,837	41,588
LIN	LINB	O	2 5/8	3 1/8	- 1/2	- 16.00	6 3/4	2	3	2,297	6,029
MOONEY*	MOON	O	1 1/2	1 7/8	- 3/8	- 20.00	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	D	1 3/4	2 1/4	- 1/2	- 22.22	5	1 3/4	4	1,297	2,269
SCRIPPS-HOWARD	SCRIP	O	14	14 1/2	- 1/2	- 3.44	17 1/2	13 1/2	6	2,589	36,246
STARR	SBG	M	3 5/8	3 7/8	- 1/4	- 6.45	9	3 1/4	3	1,069	3,875
STORER	SBK	N	12 1/2	12 1/8	+ 3/8	+ 3.09	17 3/8	11 1/4	5	4,751	59,387
TAFT	TFB	N	12	13 1/4	- 1 1/4	- 9.43	23 3/8	12	4	4,011	48,132
WOODS COMM.*	O		3/4	1/2	+ 1/4	+ 50.00	1	1/4	6	292	219
TOTAL									84,147	1,480,691	
Broadcasting with other major interests											
ADAMS-RUSSELL	AAR	A	7/8	1	- 1/8	- 12.50	2 1/2	3/4	4	1,259	1,101
AVCO	AV	N	2 3/4	2 7/8	- 1/8	- 4.34	8 7/8	2 3/4	8	11,481	31,572
BARTELL MEDIA	BMC	A	7/8	1	- 1/8	- 12.50	2 3/8	5/8	1	2,257	1,974
JOHN RLAIR	BJ	N	3 3/4	3 1/2	+ 1/4	+ 7.14	7 1/2	3 1/2	3	2,403	9,011
CAMPDOWN INDUSTRIES*	O		1/8	1/8		.00	7/8	1/8	2	1,138	142
CHRIS-CRAFT	CCN	N	1 3/4	1 3/4		.00	4 1/4	1 5/8	7	4,162	7,283
COMBINED COMM.	CCA	A	5 1/8	5 1/2	- 3/8	- 6.81	13	5 1/8	3	3,280	16,810
COWLES	CWL	N	4 3/8	4 3/4	- 3/8	- 7.89	7 1/8	4	8	3,969	17,364
DUN & BRADSTREET	DNB	N	18	18 3/8	- 3/8	- 2.04	36	17 5/8	12	26,555	477,990
FAIRCHILD IND.	FEN	N	4 3/8	4 1/4	+ 1/8	+ 2.94	6 3/4	4 1/8	6	4,550	19,906
FUQUA	FQA	N	4 1/4	4 1/2	- 1/4	- 5.55	10 3/4	4 1/4	2	7,273	30,910
GANNETT CO.	GCI	N	20 5/8	23 1/2	- 2 7/8	- 12.23	38 1/4	20 5/8	14	21,080	434,775
GENERAL TIRE	GY	N	11 7/8	12 3/8	- 1/2	- 4.04	18 1/4	11 7/8	3	21,515	255,490
GLOBETROTTER	GLBTA	D	1 5/8	1 3/4	- 1/8	- 7.14	4 3/4	1 5/8	2	2,731	4,437
GRAY COMMUN.**	D		5 7/8	6	- 1/8	- 2.08	8 1/2	5	4	475	2,790
HARTE-HANKS	HNN	N	7 3/4	8	- 1/4	- 3.12	14 1/4	7 1/8	6	4,340	33,635
JEFFERSON-PILOT	JP	N	27 3/8	29	- 1 5/8	- 5.60	38 1/4	20 1/2	12	24,195	662,338
KAISER INDUSTRIES*	KI	A	5 1/8	5 1/2	- 3/8	- 6.81	8 1/2	4 3/4	3	27,487	140,870
KANSAS STATE NET,*	KSN	O	3 1/8	3 1/8		.00	3 7/8	3 1/8	5	1,741	5,440
KINGSTIP	KTP	A	1 1/2	2	- 1/2	- 25.00	5 3/4	1 1/2	3	1,154	1,731
LAMB COMMUN.***	P		1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A	12	13	- 1	- 7.69	16 1/4	10 3/4	8	3,352	40,224
LIBERTY	LC	N	8 3/8	9 1/4	- 7/8	- 9.45	15 5/8	8 1/4	3	6,632	55,543
MCGRAW-HILL	MHP	N	5 3/4	6	- 1/4	- 4.16	9	5 3/4	5	23,426	134,699
MEDIA GENERAL	MEG	A	16 1/4	17 1/8	- 7/8	- 5.10	26 1/2	16 1/4	7	3,552	57,720
MEREDITH	MPI	N	9 1/2	9 3/8	+ 1/8	+ 1.33	11 3/8	8 1/4	4	2,966	28,177
METROMEDIA	MET	N	5 1/8	5 1/2	- 3/8	- 6.81	10 5/8	4 1/2	5	6,447	33,040
MULTIMEDIA	MMED	O	9 1/2	9 1/4	+ 1/4	+ 2.70	14 1/4	8 3/4	7	4,388	41,686
NEW YORK TIMES CO.	NYKA	A	8 1/4	9	- 3/4	- 8.33	13 3/4	8	5	10,231	84,405
OUTLET CO.	OTU	N	7 1/2	7 7/8	- 3/8	- 4.76	9 3/4	7	3	1,379	10,342
POST CORP.	PDST	O	5 3/4	5 3/4		.00	16 1/2	4 3/4	4	882	5,071
PSA	PSA	N	4 1/2	4 7/8	- 3/8	- 7.69	10	4 1/2	5	3,181	14,314
REEVES TELECOM	RBT	A	1 1/8	1 1/8		.00	1 3/4	1	13	2,376	2,673
RIDDER PUBLICATIONS	RPI	N	10 3/8	12	- 1 5/8	- 13.54	16 5/8	9 1/4	7	8,305	86,164
ROLLINS	ROL	N	11 1/2	12 3/4	- 1 1/4	- 9.80	19 3/4	6 1/2	9	13,341	153,421
RUST CRAFT	RUS	A	5 3/4	5 3/4		.00	10 1/4	5 5/8	4	2,366	13,604
SAN JUAN RACING	SJR	N	8 5/8	9 1/8	- 1/2	- 5.47	13 3/8	8	6	2,191	18,897
SCHERING-PLOUGH	SGP	N	53 5/8	57 1/2	- 3 7/8	- 6.73	74 3/8	44 3/4	25	53,823	2,886,258
SONDERLING	SOB	A	4 3/4	4 7/8	- 1/8	- 2.56	10	4 1/8	3	788	3,743
TECHNICAL OPERATIONS	TO	A	3	3 1/2	- 1/2	- 14.28	6 3/4	3	3	1,344	4,032
TIMES MIRROR CO.	TMC	N	10 1/2	12 1/8	- 1 5/8	- 13.40	17 5/8	9 1/4	6	31,385	329,542
TURNER COMM.***	O		3 3/8	3 3/8		.00	4	3	6	1,373	4,633
WASHINGTON POST CO.	WPO	A	18 1/4	19 1/4	- 1	- 5.19	24 3/8	14 3/4	6	4,749	86,669
WOMETCO	WOM	N	6 5/8	7	- 3/8	- 5.35	10 1/4	6 1/4	5	6,034	39,975
TOTAL									368,031	6,290,994	
Cablecasting											
AMECO**	ACO	O	1/2	5/8	- 1/8	- 20.00	1 7/8	1/8		1,200	600
AMER. ELECT. LABS	AELBA	O	1	1		.00	2 1/8	3/4	3	1,672	1,672
AMERICAN TV & COMM.	AMTV	O	7	8 1/4	- 1 1/4	- 15.15	19 1/4	5 3/4	15	3,192	22,344
ATHENA COMM.**	O		1/4	1/4		.00	3/4	1/4		2,374	593
BURNUP & SIMS	BSIM	O	2 3/4	3 1/8	- 3/8	- 12.00	24 1/8	2 3/4	3	7,933	21,815
CABLECOM-GENERAL	CCG	A	1 5/8	2	- 3/8	- 18.75	4 1/2	1 5/8	9	2,560	4,160
CABLE FUNDING*	CFUN	O	4 3/4	5 1/4	- 1/2	- 9.52	7 3/8	3 7/8	22	1,121	5,324
CABLE INFO.***	O		1/4	1/4		.00	3/4	1/4	1	663	165
CITIZENS FIN.**	CPN	A	1 1/8	1 1/2	- 3/8	- 25.00	4 1/4	1 1/8	2	2,697	3,034
COMCAST*	O		1 1/2	1 1/2		.00	2 1/2	1 1/2	6	1,705	2,557
COMMUNICATIONS PROP.	COMU	O	1 1/2	1 1/2		.00	3 3/8	1	30	4,761	7,141
COX CABLE	CXC	A	4 5/8	4 3/8	+ 1/4	+ 5.71	15 1/4	3 3/4	8	3,560	16,465
ENTRON*	ENT	O	1/2	3/8	+ 1/8	+ 33.33	7/8	3/8	4	1,358	679
GENERAL INSTRUMENT	GRI	N	5 7/8	6 7/8	- 1	- 14.54	17 1/8	5 7/8	3	7,060	41,477
GENERAL TV*	O		3/4	3/4		.00	1 1/2	1/2	38	1,000	750
SCIENTIFIC-ATLANTA	SFA	A	5	5 1/2	- 1/2	- 9.09	9 1/2	4 5/8	5	917	4,585

Top-50 Agencies in Radio-TV . . . a Special Report in *Broadcasting's* December 9 issue.

The top-50 agencies in radio and television control just about all the spot business there is. Last year they placed more than \$3,000,000,000 in broadcasting. Will this figure be exceeded in 1974? Which are the top-50 agencies? What did their clients spend? Is J. Walter Thompson still number one? Answers to these and similar questions will be featured in *Broadcasting's* December 9 issue.

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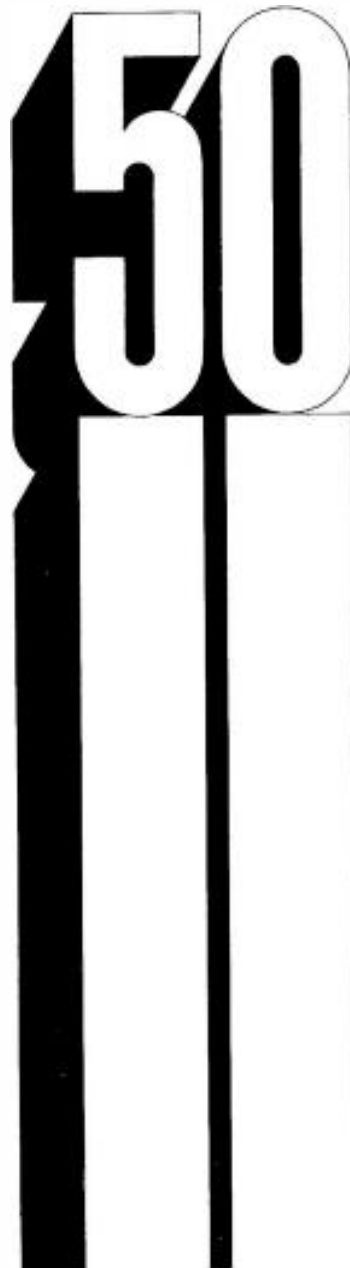
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You belong in Broadcasting **Dec 9**



Stock symbol	Exch.	Closing Wed. Nov. 20	Closing Wed. Nov. 13	Net change in week	% change in week	1974 High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
TELE-COMMUNICATION	TCOM	O	1 1/4	1 3/8	- 1/8	- 9.09	5 3/4	1	1	5,181	6,476
TELEPROMPTER	TP	N	1 7/8	2	- 1/8	- 6.25	8 1/4	1 7/8	1	16,013	30,024
TIME INC.	TL	N	28	31	- 3	- 9.67	40 1/4	28	5	9,986	279,608
TOCOM*	TOCM	O	2 3/4	2 3/4		.00	4 7/8	2 1/2	7	634	1,743
UA-COLUMBIA CABLE	UACC	O	4 7/8	4 3/4	+ 1/8	+ 2.63	6	3 3/4	9	1,795	8,750
UNITED CABLE TV CORP	UCTV	O	1 3/4	1 3/4		.00	4 5/8	1 1/4	9	1,879	3,288
VIACOM	VIA	N	2 5/8	3	- 3/8	- 12.50	7 1/2	2 5/8	4	3,850	10,106
VIKOA**	VIK	A	1 1/4	1 1/8	+ 1/8	+ 11.11	4	7/8	1	2,534	3,167
TOTAL									85,645	476,523	
Programming											
COLUMBIA PICTURES	CPS	N	1 7/8	2 1/4	- 3/8	- 16.66	4 3/4	1 5/8	6	6,748	12,652
DISNEY	OIS	N	22	24 7/8	- 2 7/8	- 11.55	54 1/2	21 5/8	14	29,155	641,410
FILMWAYS	FWY	A	2 3/8	2 1/4	+ 1/8	+ 5.55	6	2 1/8	3	1,791	4,253
FOUR STAR			1/4	1/4		.00	1 3/8	1/8		666	166
GULF + WESTERN	GW	N	21 3/4	23 1/2	- 1 3/4	- 7.44	29 1/8	18 3/8	4	14,088	306,414
MCA	MCA	N	25 5/8	26 1/4	- 5/8	- 2.38	26 1/2	19 1/4	6	8,401	215,275
MGM	MGM	N	16 7/8	16 1/4	+ 5/8	+ 3.84	16 7/8	9 1/4	5	5,918	99,866
TELE-TAPE**	D		1/4	1/8	+ 1/8	+ 100.00	3/4	1/8		2,190	547
TELETRONICS INTL.*	O		1 3/8	1 3/8		.00	4 1/8	1 3/8	3	943	1,296
TRANSAMERICA	TA	N	6 1/8	6 1/2	- 3/8	- 5.76	10 3/8	5 1/2	6	65,115	398,829
20TH CENTURY-FOX	TF	N	4 3/4	5 1/4	- 1/2	- 9.52	9 1/8	4 3/4	7	8,240	39,140
WALTER READE**	WALT	O	1/4	1/4		.00	1/2	1/8		4,467	1,116
WARNER	WCI	N	7 5/8	8 7/8	- 1 1/4	- 14.08	18 1/2	6 7/8	3	16,317	124,417
WRATHER	WCO	A	1 1/2	1 7/8	- 3/8	- 20.00	8 1/8	1 1/2	150	2,229	3,343
TOTAL									166,268	1,848,724	
Service											
BBDO INC.		O	11 5/8	11 1/2	+ 1/8	+ 1.08	14 1/4	10	5	2,513	29,213
COMSAT	CO	N	27 1/4	28 1/2	- 1 1/4	- 4.38	40 3/8	23 3/4	6	10,000	272,500
CREATIVE MANAGEMENT	CMA	A	5 1/2	5 3/8	+ 1/8	+ 2.32	7 1/4	3	7	1,016	5,588
DOYLE DANE BERNBACH	DDYL	O	6 1/4	6 1/2	- 1/4	- 3.84	11 1/2	5 3/4	4	1,796	11,225
ELKINS INSTITUTE**	ELKN	D	1/8	3/8	- 1/4	- 66.66	5/8	1/8		1,897	237
FOOTE CONE & BELDING	FCB	N	6 5/8	6 7/8	- 1/4	- 3.63	11 1/4	6	4	2,065	13,680
GREY ADVERTISING	GREY	O	5 3/4	6	- 1/4	- 4.16	8 3/8	5 3/4	3	1,255	7,216
INTERPUBLIC GROUP	IPG	N	9 1/4	9	+ 1/4	+ 2.77	13	8 1/2	4	2,319	21,450
MARVIN JOSEPHSON*	MRVN	O	4 1/2	4 1/4	+ 1/4	+ 5.88	8 1/2	3 1/4	3	802	3,609
MCI COMMUNICATIONS	MCIC	O	2 1/2	2 1/8	+ 3/8	+ 17.64	6 1/2	1		12,912	32,280
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	NDHMA	O	4	4		.00	7 1/2	4	2	918	3,672
A. C. NIELSEN	NIELB	O	8 7/8	9 7/8	- 1	- 10.12	28	8 5/8	8	10,598	94,057
OGILVY & MATHER	OGIL	O	10 1/4	11 1/2	- 1 1/4	- 10.86	17 1/4	10 1/4	4	1,807	18,521
PKL CO.***	PKL	O	1	1		.00	1 3/4	1/4	6	818	818
J. WALTER THOMPSON	JWT	N	6 1/2	6 7/8	- 3/8	- 5.45	12	6	15	2,624	17,056
UNIVERSAL COMM.***		O	5/8	5/8		.00	3/4	1/2	1	715	446
WELLS, RICH. GREENE	WRG	N	8 3/8	9	- 5/8	- 6.94	9 5/8	5 1/2	4	1,632	13,668
TOTAL									57,633	546,680	
Electronics											
AMPEX	APX	N	3 1/8	3 1/4	- 1/8	- 3.84	4 7/8	2 7/8	3	10,883	34,009
CCA ELECTRONICS*	CCAE	O	1/8	3/4	- 5/8	- 83.33	1 1/8	1/8		881	110
CETEC	CEC	A	1 3/8	1 1/4	+ 1/8	+ 10.00	2 1/8	1 1/8	7	2,333	3,207
COHU, INC.	COH	A	1 7/8	1 3/4	+ 1/8	+ 7.14	3 7/8	1 3/4	5	1,542	2,891
CONRAC	CAX	N	11 3/4	13 7/8	- 2 1/8	- 15.31	21	10	5	1,261	14,816
GENERAL ELECTRIC	GE	N	33 3/4	37	- 3 1/4	- 8.78	65	30	10	182,048	6,144,120
HARRIS CORP.	HRS	N	14	15 1/2	- 1 1/2	- 9.67	33 1/2	13 1/8	5	6,224	87,136
INTERNATIONAL VIDEO	IVCP	D	1 3/4	1 7/8	- 1/8	- 6.66	7 1/2	1 3/4	6	2,728	4,774
MAGNAVOX	MAG	N	5 5/8	6 7/8	- 1 1/4	- 18.18	9 7/8	4	31	17,799	100,119
3M	MMM	N	50 1/2	57	- 6 1/2	- 11.40	80 1/2	48 5/8	18	113,729	5,743,314
MOTOROLA	MOT	N	42 1/2	45 3/8	- 2 7/8	- 6.33	61 7/8	35 1/2	14	27,968	1,188,640
OAK INDUSTRIES	OEN	N	6 1/8	6 3/4	- 5/8	- 9.25	12 7/8	6 1/8	2	1,639	10,038
RCA	RCA	N	10 1/2	11 1/2	- 1	- 8.69	21 1/2	10 1/2	5	74,661	783,940
ROCKWELL INTL.	ROK	N	18 3/8	18 5/8	- 1/4	- 1.34	28 3/8	18 3/8	4	30,356	557,791
RSC INDUSTRIES	RSC	A	1/2	1	- 1/2	- 50.00	2 1/8	1/2	2	3,458	1,729
SONY CORP.	SNE	N	4 7/8	5 1/4	- 3/8	- 7.14	29 7/8	4 3/4	9	165,625	807,421
TEKTRONIX	TEK	N	19 5/8	22 7/8	- 3 1/4	- 14.20	47 3/4	19 5/8	8	8,651	169,775
TELEMIATION	TIMT	O	1 1/4	1 1/4		.00	2 3/4	1 1/4	7	1,050	1,312
TELEPRO IND.***		O	5	5		.00	8	2 1/2	31	475	2,375
VARIAN ASSOCIATES	VAR	N	6 7/8	7 3/8	- 1/2	- 6.77	13 1/4	6 3/8	6	6,617	45,491
WESTINGHOUSE	WX	N	8 7/8	9 7/8	- 1	- 10.12	26	8 7/8	6	87,876	779,899
ZENITH	ZE	N	11 1/8	12 5/8	- 1 1/2	- 11.88	31 5/8	11 1/8	5	18,797	209,116
TOTAL									766,601	16,692,023	
GRAND TOTAL									1,528,325	27,335,635	

Standard & Poor's Industrial Average 75.7 82.0 -6.3

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

Allan J. Eisenberg, with KUDL-AM-FM Kansas City, Kan., named VP and general manager, WQIV(FM) New York, all Starr Broadcasting Group stations.

Howard Trickey, general manager, WTOG-TV St. Petersburg, Fla., named to same post, KSTP-FM St. Paul. Both are Hubbard Broadcasting stations.

Victor F. Donnelly, VP and controller, CBS Laboratories, New York, named controller of CBS Television Stations Division, New York.

Carl J. Occhipinti, manager, KTVS-TV Sterling, Colo., named general manager, Wyneco Communications, subsidiary of Lamb Communications, comprising KYCU-TV Cheyenne, Wyo., KSTF-TV Scottsbluff, Neb., and KTVS-TV Sterling.

Richard F. Carr, VP-radio operations, Meredith Corp., Broadcasting Division, named to additional post of general manager of WGST(AM) Atlanta.

Ken Thompson, general manager, KEZS(FM) Sacramento, Calif., named general manager, KFRC-FM Los Angeles.

Ron Chilton, operations director, WCSN-FM Louisville, Ky., named station manager.

Jerry Jackson, program director, KOGO(AM) San Diego, named station manager.

Frederick S. Pierce, president of ABC Television, elected to board of directors, ABC Inc., New York.

Robert R. Bingham, sales manager, KSIW-FM Seattle, named station manager.

Newly elected officers of Texas Association of Broadcasters: **Nathan Safir**, KCOR(AM)-KQXT(FM) San Antonio, president; **Rush Evans**, KTBC-TV Austin, VP-president elect; **Bill Watkins**, WTAW-AM-FM Bryan, secretary-treasurer. New directors: **Jack Bell**, KDET(AM) Center; **Bill Buchanan**, KCLT(AM) Lockhart; **Jack Robards**, KUNO(AM) Corpus Christi; **Bob White**, KIII(TV) Corpus Christi; **Bob Woodman**, KVIC(AM) Victoria; **Bill Fox**, KRBC(AM) Abilene and **Irene Runnels**, KOAX(FM) Dallas.

Jerome H. Stanley, with NBC in programming and production from 1956 to 1972 and more recently executive producer, Universal Television, rejoins NBC Dec. 2 in newly created post of VP, broadcast standards, West Coast. **Jack Petry**, West Coast director, broadcast standards, will concentrate primarily on supervising standards on NBC's *World Premiere* movies ("Closed Circuit," Nov. 18).

W. A. (Bill) Roberts, sales manager, KDFW-TV Dallas, named Pioneer Broadcaster for 1974 by Texas Association of Broadcasters at fall convention. Mr. Roberts is 10th to receive annual award.

Jane Morton Norton, chairman of board, Orion Broadcasting Inc., Louisville, Ky., given "Man of the Year" award by Advertising Club of Louisville. Orion stations: WAVE-AM-TV Louisville; WFIE-TV Evansville, Ind.; WFRV-TV Green Bay, Wis.; WJMN-TV Escanaba, Mich., and WMT-AM-FM-TV Cedar Rapids, Iowa.

Broadcast Advertising

James McMullin, manager of Chicago office of Selcom Inc., station representative, named general sales manager of Metromedia's WDFH(FM) Chicago. He is succeeded by **Jack Ambrozic**, formerly with WNCR(FM) Cleveland and GCC Communications, Chicago.

Richard L. French, on sales staff, WHBQ(AM) Memphis, named general sales manager.

Michael J. DeLier, national sales manager, KWTW(TV) Oklahoma City, named general sales manager, succeeded by **David Whaley**, local advertising account executive, KWTW.

Thomas McElligott, copy chief, Knox Reeves Advertising, Minneapolis, elected VP. **Ronald Sackett**, copywriter, Carmichael-Lynch Advertising, Minneapolis, joins Knox Reeves in same capacity.

Louis J. Rocke, general sales manager and general manager, WSTV-TV Wheeling, W. Va.-Steubenville, Ohio, named general sales manager, WLVA-TV Lynchburg, Va.

Karen Ann Rose, sales assistant, KRAK(AM) Sacramento, Calif., named assistant national sales manager.

Jim R. Rogers, corporate director of radio and television production, Cargill, Wilson & Acree Advertising, Charlotte, N.C., elected senior VP.

Russ Finley, associate media director, Ketchum, McLeod & Grove, Pittsburgh, named associate media director, Sawdon & Bess, New York.

New faces. The Television Bureau of Advertising membership elected four directors at the annual convention in Los Angeles last week. Chosen for three-year terms: C. P. Persons Jr., WKRG-TV Mobile, Ala.; Norman Walt, McGraw-Hill Broadcasting, and Marvin L. Shapiro, Westinghouse Broadcasting. Chosen for one-year term: Thomas Percer, WHNT-TV Huntsville, Ala. Mr. Persons was re-elected; others replace the following retiring members of the TVB board: James Rupp, Cox Broadcasting; Henry Green, RKO General, and Richard Block, Kaiser Broadcasting. Chosen by associate members was Robert L. Dudley, Meeker Co., succeeding Jack W. Fritz, Blair.

John St. Leger, account executive at Young & Rubicam International, New York, named director of PPR International, product publicity and public relations division of Y&R Enterprises Inc., New York.

Peter Stassi, senior broadcast buyer, Needham, Harper & Steers, New York, joins Kenyon & Eckhardt, New York, as spot broadcast supervisor.

George Hankoff, in television sales with Grey Advertising, New York, named VP, program sales, SFM Media Service Corp., New York.

Michael P. Vukodinovich, copywriter, Vladimir-Evans, Miami, named senior copywriter, Tracy-Locke Advertising, Columbus, Ohio.

Warner A. Klapprodt, production supervisor, Ted Bates & Co., New York, named director of broadcast production, Tracy-Locke Advertising, Dallas.

Bill Bosworth, art group head, J. Walter Thompson, Chicago, named associate creative director.

Majorie Banks, media coordinator, Boylhart, Lovett & Dean, Los Angeles, joins D'Arcy-MacManus & Masius, same city, as media planner/buyer.

Lon G. Hurwitz, advertising and promotion director, ABC-owned AM radio stations, joins ABC's WXYZ(AM) Detroit as director of retail sales and new business.

John T. Coleman, manager, Montreal sales office, CTV Television Network Ltd., named manager, marketing services.

Ralph Fernandez, art director, Marschalk Co., New York, joins Gardner Advertising, St. Louis, as art group head.

John Altomare, senior copywriter-all media, Ross Roy Inc., Detroit, named copywriter, W. B. Doner and Co., Detroit.

Claudette Kucera, copywriter, Tracy-Locke Advertising, Dallas, joins Louis Benito Advertising Agency, Tampa, Fla., in same capacity.

David Schwartz, press relations and merchandising head, KCOP(TV) Los Angeles, joins KGL(AM) San Fernando, Calif., as merchandising manager.

Programing

Roger Adam, Midwest division manager of syndication, Columbia Pictures Television, named regional sales manager West-Midwest. **David Friedman**, Eastern division manager, named regional sales manager East.

Charles Horich, program manager, WTOG-TV Washington, named to newly created position of production executive for Post-Newsweek Stations' special program proj-

To SAG board. Twenty members of Screen Actors Guild have been elected to Hollywood section of SAG's 66-member national board. Elected to three-year terms: Frank Aletter, Whit Bissel, Ernest Borgnine, Harry Carey Jr., Bernie Casey, Ellen Corby, Robert DoQui, Lorne Greene, Arthur Hill, Jack Kruschen, Carroll O'Connor, William Schallert, Robert Vaughn and Jessica Walter. Elected to two-year terms: Mariette Hartley and William Reynolds. Elected to one-year term: Joseph Campanella, Ed Nelson, Meggy McCay and Ron Soble.

ects. **John E. Goldhammer**, program manager, KDKA-TV Pittsburgh, joins WTOP-TV succeeding Mr. Horich. **David P. Beddow**, executive producer, KYW-TV Philadelphia, named to succeed Mr. Goldhammer at KDKA-TV.

Roger Skolnik, program director, KDKA(AM) Pittsburgh, named program director, WRIF(FM) Detroit.

Scott Shannon, program director, WMAK(AM) Nashville, joins WQXI-AM-FM Atlanta as program director.

James M. Rising, announcer, WCFR-AM-FM Springfield, Vt., named program manager.

Frank Stiefel, head of own representative firm, Frank Stiefel Inc., named sales representative for Alton Films, division of Columbia Pictures Industries, New York.

Raymond V. Stephano, accountant for Independent Television Corp., New York, elected assistant treasurer.

Noah Jacobs, previously with Avco Program Sales, New York, named Eastern division manager, American International Television Inc., Beverly Hills, Calif.

Jane Caper, producer of daily *Panorama*, news-interview show on WTTG(TV) Washington, named Washington production coordinator for ABC-TV's morning show, *AM America*, due to start Jan. 6.

Marty Brennaman, play-by-play announcer for Cincinnati baseball Reds, and **Rick Lampert**, sports editor at KWGN-TV Denver, named announcing team for Denver Nuggets basketball games on KWGN-TV.

Robert Fiedler, producer-director, WPVI-TV Philadelphia, named staff director, KGO-TV San Francisco.

Mike Ransdell, nighttime air personality, KTTR(AM) Rolla, Mo., named to additional duties as music director, KTTR and KZNN(FM) Rolla.

Stan Major, with WGSO(AM) New Orleans, named talk show host and producer, WERE(AM) Cleveland.

Broadcast Journalism

James Browning, news writer in Paris bureau of Group W's foreign news service, named chief of Bonn bureau, replacing **Charles Bierbauer**, appointed foreign news editor, with headquarters in London.

Leon Daniel, chief correspondent for East Asia, based in Manila, for United Press International, named general news editor for Asia in Hong Kong headquarters bureau. He succeeds **Alvin B. Webb**, who is returning to U.S. for new assignment.

Michael P. Jackson, Midwest correspondent, Television News Inc., Chicago, named NBC News correspondent, Chicago.

Don Patrick, program and news director, WETE(AM) Knoxville, Tenn., named news director, WXYZ(AM) Detroit.

David Deal, with WKKX(AM) Deland, Fla., joins WKST(AM) New Castle, Pa., as news director.

Frank Agraz, anchorman, ABC Radio, New York, joins KTRK-TV Houston as news reporter.

Larry Warren, news director-anchorman, WAEO-TV Rhinelander, Wis., joins WMTV-TV Madison, Wis., as weekend anchorman and news reporter.

Kathy Kiefer, general assignment, KXTV-TV Sacramento, Calif., joins KOMO-TV Seattle in same capacity.

Stan Bohman, special projects reporter and weekend anchorman, KABC-TV Los Angeles, named co-anchorman, KPIX-TV San Francisco.

Tom Rippe, news assignment editor, WITI-TV Milwaukee, named head of station's new Madison, Wis., bureau. He is succeeded by **Rick Brown**, reporter and producer, WITI-TV.

Bill Buckmaster, news director, KONG-AM-FM Visalia, Calif., joins news staff of KORK-AM-FM Las Vegas.

Jim Ribble, afternoon drive editor, KNOW(AM) Austin, Tex., named to additional post of assistant news director.

Lois Matheson, production assistant, KOMO-TV Seattle, named producer of station's *News Final*. She is graduated by **Connie Thompson**, 1974 graduate, University of Portland (Wyo.).

Cable

Bryan McMurry, manager, Winston-Salem, N.C., CATV system, named general manager, Cable Television Division of Summit Communications Inc., formerly Triangle Broadcasting Corp. of Winston-Salem.

Equipment & Engineering

Harold E. Hawkins, electronic division field sales representative, Belden Corp., Richmond, Ind., named marketing specialist, electronic division.

Andrejs A. Vanags, national distributor manager, International Video Corp., Sunnyvale, Calif., named manager, IVC Canada Ltd., Rexdale, Ont.

Robert A. Castrignano, general manager of TV technology department, CBS Laboratories, Stamford, Conn., named to a fellowship in The Society of Motion Picture and Television Engineers.

Kenneth M. Mason, assistant VP, Eastman Kodak Co. and general manager,

Kodak's Motion Picture and Audiovisual Markets Division, Rochester, N.Y., elected president, Society of Motion Picture and Television Engineers.

Harold Lincoln Hadden, supervisor of television projection, WOR-TV New York, retired Nov. 15 after 47 years with WOR(AM) and WOR-TV, to live in La Jolla, Calif.

Allied Fields

Joseph Austin Koff, account executive, C. E. Hooper Inc., Mamaroneck, N.Y., named director of sales for broadcast rating service.

Gordon Shaw, operations manager and news director, KCBY-TV Coos Bay, Ore., resigns to serve as director of community services, Coos Bay Public School System.

Deaths

Francis (Jack) Flynn, 71, chairman of New York *Daily News* and chief executive of its WPIX-FM-TV New York, died Nov. 15 in New York hospital after brief illness. He had retired in January 1973 as publisher of *Daily News* but retained broadcast post and newspaper chairmanship as well as membership on executive committee of Tribune Co., Chicago, which has interlocking ownership with *Daily News* and also owns WGN Continental Broadcasting group. Survivors include daughter, Mrs. Margaret Moody, and sister, Mrs. Ruth Reese.

John A. Engelbrecht, 61, president of South Central Broadcasting Corp., (WKY-AM-FM Evansville, Ind., WEZK[FM] and WTVK[TV] Knoxville, Tenn.) died Nov. 15 of heart attack. He is survived by his wife, Betty Ann, and one son.

John J. Carusone Sr., 73, president of Central Vermont Broadcasting Corp., died Nov. 9 at the Albany, N.Y., Medical Center. He was principal owner of WHWB-AM-FM Rutland, Vt. He is survived by his wife, four daughters and one son.

Charles Edwards, 54, newsman at WINS(AM) New York since 1965, died Nov. 20 at New York University Medical Center, New York, following operation for lung cancer. He is survived by his wife, Sarah, and mother.

Robert D. Schoenbrod, 60, president of Robert D. Schoenbrod Inc., Chicago-based advertising and marketing agency, died Nov. 11 on business trip in Kansas City. Survivors include his wife, Charlotte, one son and two daughters.

I. T. Cohen, 62, president and owner of KISO(AM)-KLOZ(FM) El Paso, Tex., died Oct. 14 of heart attack in El Paso. He was formerly radio advertising director for Kal, Erlich & Merrick, president of I. T. Cohen Advertising, and partner in Cohen & Miller Advertising, all in Washington. Survivors include his wife, Anne, and two sons.

Allen Douglas, 50, died Nov. 20 in Detroit in apparent suicide after doing his first show on WXYZ(AM) Detroit which he had just joined as talk-show host.

For the Record®

As compiled by BROADCASTING, Nov. 11 through Nov. 15 and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

TV application

■ *Martin, S.D.—State Board of Director for Educational Television seeks ch. 8 (180-186 mhz); ERP 316 w vis., 320 w aur., HAAT 1170 ft.; ant. height above ground 872 ft. P.O. address: University of South Dakota, Vermillion, S.D. 57069. Estimated construction cost \$620,000; first-year operating cost \$475,000. Legal counsel Cohn & Marks, Washington; consulting engineer James Prusha. Principal: Martin P. Busch, University of South Dakota. Ann. Nov. 11.

AM applications

■ San Jose, Calif.—Public Communicators seeks 1170 khz, 50 kw. P.O. address: 787 E. San Antonio St., San Jose 95112. Estimated construction cost \$58,600; first-year operating cost \$37,000. Principal: David McNeil, president of non-profit Public Communicators. Ann. Nov. 12.

■ Reidsville, Ga.—Reidsville Broadcasting Corp. seeks 1390 khz, 500 w-D. P.O. address: Box 500, Reidsville 30453. Estimated construction cost \$62,804; first-year operating cost \$46,858; revenue \$75,000. Format: C&W. Principals: E. Lloyd Kilday Jr. (50%), salesman-announcer at WMAC(AM)-WHCG-(FM) Metter, Ga.; Ernest R. Collins. E. Bert Register Jr. and Robert E. Ritchie (16.7% each), all Georgia businessmen. Ann. Nov. 12.

AM start

■ KAZM Sedona, Ariz.—Authorized program operation on 1470 khz, 5 kw-D. Action Oct. 31.

FM applications

■ Union Springs, Ala.—Union Springs Broadcasting seeks 100.9 mhz, 3 kw., HAAT 275 ft. P.O. address 2137 Campbell Rd., Montgomery, Ala. 36111. Estimated construction cost \$16,782; first-year operating cost \$42,000; revenue \$48,000. Format: contemp. Principals: Joseph F. Hagler (98%), stockholder in WPXC(AM) Prattville, Ala. Ann. Nov. 11.

■ Pacific Grove, Calif.—Media Four seeks 104.9 mhz, 750 w., HAAT 550 ft. P.O. address: Box 148, Pacific Grove 93950. Estimated construction cost \$59,292; first-year operating cost \$72,000; revenue not given. Format: MOR. Principals: Thorne Donnelly Jr., Arthur McKenny (both 30%), Donald Sterling (20%), et al. Mr. Donnelly is student. Mr. McKenny, also student, has interest in radio and TV public affairs production company. Mr. Sterling, CPA, has interest in financial management firm. Ann. Nov. 5.

■ San Jose, Calif.—Public Communicators seeks 100.3 mhz, 14.5 kw., HAAT 2408 ft. P.O. address: 787 E. San Antonio St., San Jose 95112. Estimated construction cost \$7,950; first-year operating cost \$23,100; revenue \$50,000. Format: pop & contemp. Principal: David McNeil, president of nonprofit Public Communicators. Ann. Nov. 7.

■ Sandersville, Ga.—Radio Station WSNT Inc. seeks 94.3 mhz, 3 kw., HAAT 185 ft. P.O. address: Box 150, Sandersville 31080. Estimated construction cost \$29,909; first-year operating cost \$3,000; revenue \$34,000. Format: pop. Principal: Webb Pierce (100%), owns WSNT Sandersville and WJAT-AM-FM Swansboro, Ga. Ann. Nov. 7.

■ Cedar Rapids, Iowa—Oakhill-Jackson Economic Development Corp. seeks 89.5 mhz, 10 w. P.O. address: 2520 Falbrook Dr., N.E., Cedar Rapids 52403. Estimated construction cost \$4,840; first-year operating cost \$3,000. Principal: Robert M. Love, president. Ann. Nov. 12.

■ Fairmount, Minn.—Woodward Broadcasting seeks 106.5 mhz, 50 kw., HAAT 435 ft. P.O. address: 306 N. Park St., Fairmount 56031. Estimated construction cost \$105,075; first-year operating cost

\$10,155; revenue \$30,000. Format: beautfl music. Principals: Charles V. Woodward estate (55.6%), Elizabeth R. Woodward (44.2%), et al. Mrs. Woodward has principal interest in KSUM(AM) Fairmount. Ann. Nov. 11.

■ Soddy-Daisy, Tenn.—Teeter-Taylor Enterprises seeks 102.3 mhz, 3 kw., HAAT 195 ft. P.O. address: 509 Cherry St., Chattanooga 37402. Estimated construction cost \$63,647; first-year operating cost \$26,000; revenue \$30,000. Format: standard pops/jazz. Principals: Richard B. Teeter, Rheubin Taylor, Ward Crutchfield (1/3 each), Chattanooga attorneys. Ann. Nov. 11.

■ Lubbock, Tex.—William Henry Britt seeks 101.1 mhz, 3.3 kw., HAAT 500 ft. P.O. address: 2315 Birch, Lubbock 79403. Estimated construction cost \$38,630; first-year operating cost \$38,828; revenue \$295,000. Format: Black. Principal: Mr. Britt is Lubbock policeman. Ann. Nov. 12.

FM actions

■ *Fresno, Calif.—Fresno Free College Foundation. Broadcast Bureau granted 88.1 mhz, 18 w., HAAT 1915 ft. P.O. address: Box 4364, Fresno 93744. Estimated construction cost \$6,065; first-year operating cost \$500. Principal: Alex Vavoulis, president (BPED-1833). Action Oct. 30.

■ *Arlington Heights, Ill.—Forest View High School. Broadcast Bureau granted 88.3 mhz, 10 w. HAAT 100 ft. P.O. address: 2121 South Goebbert Rd., Arlington Heights 60005. Estimated construction cost \$1,505; first-year operating cost \$5,000. Principal: LeRoy S. Thomson, advisor (BPED-1847). Action Nov. 7.

■ *Kalamazoo, Mich.—Western Michigan University. Broadcast Bureau granted 89.1 mhz, 39 w. HAAT 158 ft. P.O. address: W. Michigan Ave., Kalamazoo 49001. Estimated construction cost \$27,401; first-year operating cost \$25,000. Principal: P. Glenn Bishop, technical director (BPED-1854). Action Nov. 8.

■ *Winona, Minn.—Winona State College. Broadcast Bureau granted 89.5 mhz, 10 w. HAAT 90 ft. P.O. address: Johnson & Sanborn Streets, Winona 55987. Estimated construction cost \$7,000; first-year operating cost \$1,610. Principal: Jacques Reidelberger, faculty advisor (BPED-1841). Action Nov. 4.

■ Okmulgee, Okla.—Brewer Communications. Broadcast Bureau granted 104.9 mhz, 3 kw. HAAT 101 ft. P.O. address: 410 West 6th Southeast, Okmulgee 74447. Estimated construction cost \$28,518; first-year operating cost \$36,000; revenue \$48,000. Principals: James R. and Jack G. Brewer own several Oklahoma stations, including KOKL(AM) Okmulgee (BPH-9046). Action Nov. 5.

FM starts

■ WQUH Defuniak Springs, Fla.—Authorized program operation on 103.1 mhz, ERP 3 kw. HAAT 180 ft. Action Nov. 5.

■ WFJA-FM Louisville, Ky.—Authorized program operation on 103.9 mhz, ERP 950 w, HAAT 490 ft. Action Nov. 1.

■ *KSLU Hammond, La.—Authorized program operation on 90.9 mhz, TPO 10 w. Action Nov. 1.

■ WQLX Galion, Ohio.—Authorized program operation on 102.3 mhz, ERP 3 kw. HAAT 300 ft. Action Oct. 31.

■ WREI Quebradillas, Puerto Rico.—Authorized program operation on 98.3 mhz, ERP 3 kw, HAAT minus 40 ft. Action Nov. 4.

■ KPJH Ft. Stockton, Tex.—Authorized program operation on 94.3 mhz, ERP 2.95 kw, HAAT 235 ft. Action Nov. 1.

■ KVWJ Logan, Utah.—Authorized program operation on 94.5 mhz, ERP 25 kw, HAAT minus 970 ft. Action Nov. 4.

FM licenses

Broadcast Bureau granted following licenses covering new stations:

■ WMGH Vevav, Ind., Pioneer Broadcasting Corp. (BLH-6405). Action Nov. 8.

■ KCOG-FM Centerville, Iowa, Chariton Valley Broadcasting Co. (BLH-6437). Action Nov. 12.

■ WKDJ Winchester, Ky., Clark Communications Co. (BLH-6422). Action Nov. 7.

■ WKYO-FM Caro, Mich., Tuscola Broadcasting Co. (BLH-6433). Action Nov. 7.

■ KGLP Gallup, N.M., KYVA Inc. (BLH-6420). Action Nov. 7.

■ *WCCE Buies Creek, N.C., Campbell College (BLE-1308). Action Nov. 7.

■ WJLY Moyock, N.C., Stoneland Corp. (BLH-6428). Action Nov. 7.

■ KSIW-FM Woodward, Okla., Woodward Broadcasting Co. (BLH-6414). Action Nov. 7.

■ WALR-FM Union City, Tenn., Perkins Broadcasting Co. (BLH-6413). Action Nov. 7.

■ KORQ Abilene, Tex., Frontier Broadcasting (BLH-6403). Action Nov. 7.

■ WCLG-FM Morgantown, W. Va., Freed Broadcasting Corp. (BLH-6415). Action Nov. 7.

Ownership changes

Applications

■ KHIL(AM) Willcox, Ariz. (1250 khz, 5 kw-D)—Seeks assignment of license from Cochise Broadcasting Co. to Coppertone Communications for \$135,000. Sellers: Harold E. and Violet C. Bruzee. Buyers: Burkett H. Wamsley (25%), his wife Elizabeth I. (25%), son Cody (12.5%), et al. Mr. Wamsley, Tulsa county official, owns farm and ranch in Bixby, Okla. Ann. Nov. 13.

■ WDXR-TV (ch. 29) Paducah, Ky.—Seeks voluntary transfer of control of WDXR-TV Inc. from George T. Bailey (50% before; none after) to Lady Sarah McKinney-Smith (50% before as executrix of estate of Mr. McKinney-Smith; 100% after). Consideration: \$8,918. Ann. Nov. 11.

■ WFGH(AM) Bristol, Va. (980 khz, 5 kw-D, 1 kw-N, DA-N); WKAZ-AM-FM Charleston, W. Va. (AM: 950 khz, 5 kw-D, 1 kw-N, DA-N; FM: 97.5 mhz, 9 kw); WKYX(AM)-WKYQ(FM) Paducah, Ky. (AM: 570 khz, 1 kw-D, 500 w-N, DA-2; FM: 93.3 mhz, 31 kw)—Seek transfer of control of Bristol Broadcasting Co. from C. Edward Wright, W. K. Vance and First National Bank of Sullivan county, executor of estate of H. I. Goode (jointly 50% before; none after) to W. L. Nininger (50% before, 100% after, individually and as executor of estate of W. C. Nininger). Consideration: \$288,400. Ann. Nov. 15.

■ WDSM(AM) Superior, Wis. (710 khz, 5 kw, DA-N)—Seeks assignment of license from Northwest Broadcasting to WDSM Inc. for \$350,000. Seller: Willard P. Britton, treasurer. Buyers: Robert B. Ridder Sr. (49%) and son Robert Jr. (51%). Mr. Ridder is vice president of Northwest Publications, licensee of WDSM and KSSS(AM) Colorado Springs, Colo.; and chairman of board of Midwest Radio-Television Inc., licensee of WCCO-AM-FM Minneapolis. Mr. Ridder Jr. is assistant to general manager of WDSM-AM-TV. Ann. Nov. 13.

Actions

■ KRED(AM) Eureka, Calif. (1480 khz, 5 kw, DA-N)—Broadcast Bureau granted assignment of license from California Oregon Radio Co. to Pauldon Inc. for \$170,000. 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 (BAL-8259). Action Nov. 7.

■ KDTA(AM) Delta, Colo.—Broadcast Bureau granted acquisition of negative control of Monarch Broadcasting Co. by Rose Mary Towne (1.5% before; 50% after), through transfer of stock from D. E. Towne (48.5% before; none after) (BTC-7579). Action Nov. 12.

■ KFSC Denver—Broadcast Bureau granted assignment of license from Joseph P. Constantine, executor of estate of Paco Sanchez, to First National Bank of Denver, successor personal representative of estate of Mr. Sanchez (BAL-8285). Action Nov. 12.

■ WKND(AM) Windsor, Conn.—Broadcast Bureau granted transfer of control of KND Corp. from KND Broadcasting Corp. to Jerome D. Dawson, 100% owner of KND Broadcasting and KND Corp. (BTC-7575). Action Nov. 12.

■ WAPG(AM) Arcadia, Fla.—Broadcast Bureau granted transfer of control of Arcadia-Punta Gorda Broadcasting Co. from Letah G. Benton (70%), executrix of estate of Woodson G. Benton, to Letah G. Benton (BTC-7530). Action Nov. 7.

■ KAGY(AM) Port Sulphur, La. (1510 khz)—Broadcast Bureau granted assignment of license from Plaquemines Broadcasting Co. to River Bend Broadcasting Co. for \$85,000. Sellers: W. D. Womack Jr., president, et al. Buyers: Chalin O. Perez Jr., Lucile Perez Gram and Linda M. Perez (33 1/3% each), brother and sisters, are Louisiana students (BAL-8242). Action Nov. 12.

■ WTHU(AM) Thurmont, Md.—Broadcast Bureau granted transfer of control of Catoctin Broadcasting Cntrp. from Lauren A. Colby (75.7% before, 31.3% after) to Petrina B. Colby (44.4% in joint tenancy with Lauren Colby) (BTC-7576). Ann. Nov. 12.

■ KPOB-TV Poplar Bluff, Mo. and WSIL-TV Harrisburg, Ill.—Broadcast Bureau granted assignment

Call letters

of CP and licenses from Turner-Farrar Association, partnership of O. L. Turner, O. L. Turner, trustee of Turner trust, Ethel M. Turner and Bernice Horning, executrix of estate of Harry R. Horning, to Turner-Farrar Association, Partnership of O. L. Turner, O. L. Turner, trustee of Turner trust, and Ethel M. Turner (BAPLCT-114). Action Nov. 7.

■ **WLOR-FM** Minneapolis — Broadcast Bureau granted assignment of license from WLOR-FM Corp. to BFR Broadcasting Corp. 100% owner of WLOR-FM Corp. (BALH-2064). Action Nov. 7.

■ **KTCH(AM)** Wayne, Neb. (1590 khz, 500 w-D) —Broadcasting Bureau granted assignment of license from Wyoran N. and Willa M. Schepp 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 (BAL-8260). Action Nov. 12.

■ **WTSL(AM)** Hanover, N.H. (1400 khz, 1 kw-D, 250 w-N) —Broadcast Bureau granted assignment of license from Tri-City Broadcasting Corp. to Sound Citizen Communications Corp. for \$292,500. Seller: Joseph S. Steinberg, president. Buyers: David F. Shurtleff (64%), Talbot R. Hood (26%), et al. Messrs. Shurtleff and Hood own WKBK(AM) Keene, N.H. (BAL-8232). Action Nov. 12.

■ **WIST(AM)** Charlotte, N.C. (1240 khz, 1 kw-D, 250 w-N) —Broadcast Bureau granted assignment of license from Statesville Broadcasting Co. to Metrolina Broadcasting Corp. for \$475,000. Sellers: L. A. Parks, president, et al. own WSIC(AM)-WFMX-FM Statesville, N.C. Buyers: Albert R. Munn (56.7%), sales director at WSOC-TV Charlotte and salesman at WIST; R. T. Belcher (7.2%), owner of motion picture buying and booking service; et al. (BAL-8239). Action Nov. 7.

■ **WTNC-AM-FM** Thomasville, N.C. —Broadcast Bureau granted relinquishment of positive control of Thomas Broadcasting Co. from Evelyn L. Van Landingham (64% before; 42% after) to daughter Carol V. Anthony and son T. R. Van Landingham (both none before; 11% after). No consideration (BTC-7574). Action Nov. 12.

■ **KWVR(AM)** Enterprise, Ore. (1340 khz, 250 w SH) —Broadcast Bureau granted assignment of license from Gene W. Wilson to David D. Dirks for \$50,000. Mr. Dirks is assistant manager at KTEL (AM) Walla Walla, Wash. (BAL-8183). Action Nov. 12.

Facilities changes

TV actions

■ **WBRZ** Baton Rouge —Broadcast Bureau granted CP to install precise frequency control equipment for main and aux. trans. (BPCT-4786). Action Nov. 7.

■ **KOLR** Springfield, Mo. —Broadcast Bureau granted request for authority to operate trans. by remote control from 2650 E. Division St., Springfield (BRCTV-218). Action Nov. 7.

■ **WRGB** Schenectady, N.Y. —Broadcast Bureau granted CP to make changes in transmission line (BPCT-4778). Action Nov. 12.

■ ***WJPM-TV** Florence, S.C. —Broadcast Bureau granted request for authority to operate trans. by remote control from Hardscrabble Rd., Columbia, S.C. (BRCTV-67). Action Nov. 12.

■ ***KUED** Salt Lake City —Broadcast Bureau granted CP for changes: ERP 155 kw (vis.), 29.5 kw (aur.); ant. height 3030 ft.; change type trans. and ant.; make change in ant. system (BPET-476). Action Nov. 7.

■ **WRLU-TV** Roanoke, Va. —Broadcast Bureau granted request for authority to operate trans. by remote control from 739 Townside Rd., S.W., Roanoke (BRCTV-213). Action Nov. 7.

■ **KREM-TV** Spokane, Wash. —Broadcast Bureau granted request for authority to operate trans. by remote control from 4103 S. Regal St., Spokane (BRCTV-193). Action Nov. 7.

AM applications

■ **WPGC** Morningside, Md. —Seeks CP to make changes in ant. system and increase tower height. Ann. Nov. 15.

■ **KMAM** Butler, Mo. —Seeks mod. of CP to make changes in ant. system. Ann. Nov. 15.

■ **WAMB** Donelson, Tenn. —Seeks CP to increase power from 250 w to 360 w and make changes in ant. system. Ann. Nov. 15.

■ **WHLO** Akron, Ohio —Seeks CP to change hours of operations to unlimited and operate on 500 w from sunrise Akron to sunset Los Angeles. Ann. Nov. 12.

■ **WNRE** Circleville, Ohio —Seeks mod. of CP to add MEOV's. Ann. Nov. 12.

■ **WIVE** Ashland, Va. —Seeks CP to increase radiation efficiency. Ann. Nov. 12.

AM actions

■ **KKIO** Santa Barbara, Calif. —Broadcast Bureau

Applications

Call Sought by

*WDNA	New FM's Bascomb Memorial Broadcasting Foundation, Miami
KCRV-FM	Pemiscot Broadcasters F-M, Caruthersville, Mo.
KMRJ	Douglas Broadcasting Corp., Pittsburg, Kan.
KLCM-FM	Montana Broadcasting Communications, Lewiston, Mont.
WRKM-FM	Carthage Broadcasting Co., Carthage, Tenn.
KRAD-FM	KRAD, Inc., East Grand Forks, Minn.
*WNWR	Northwest Local Bd. of Education and Northwest High School, Canal Fulton, Ohio
<i>Existing TV</i>	
KAAL	KAUS-TV Austin, Minn.
<i>Existing FM's</i>	
KSAY	KROS-FM Clinton, Iowa
KTCL	KIIX-FM Ft. Collins, Colo.
KAUS-FM	KAAL Austin, Minn.
KMRE	KDDF-FM Dumas, Texas
WLUV	WVFM Erie, Pa.
WAKQ	WRUS-FM Russellville, Ky.
WRGI-FM	WALJ Naples, Fla.
KFMS	KRGN Las Vegas

Grants

Call Assigned to

<i>New AM's</i>	
WAKK	HWH Corporation, McComb, Miss.
WTLG	West Georgia Broadcasting Co., Tallapoosa, Ga.
<i>New FM's</i>	
KMIT	BMA Broadcasting, Mitchell, S.D.
KNCY-FM	KNCY Radio Corp., Nebraska City, Neb.
*WGVO	Greenville Board of Education, Greenville, Ohio
*WBXL	Baldwinville Central School District, Baldwinville, 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.
*WCE	Educational Information Corp., Raleigh, N.C.
*WXBA	Brentwood Unified Free School District, Brentwood, N.Y.
*WNRC	Nichols College, Dudley, Mass.
KMEZ	Grand Island Broadcasting Co., Grand Island, Neb.
WIBS	Arroyo & Figueroa Associates, Charlotte Amalie, St. Thomas, V.I.
*WHSS	Hamilton School District, Hamilton, Ohio
*WRTE	Cahokia Unit School District No. 187, Cahokia, Ill.
WDIF	Scantland Broadcasting Co., Marion, Ohio
<i>Existing TV</i>	
WDSM-TV	KBJR-TV Superior, Wis.
<i>Existing AM's</i>	
KADO	KATQ Texarkana, Tex.-Ark.
KNYN	KCYN Williams, Ariz.
<i>Existing FM's</i>	
WFMF	WJBO-FM Baton Rouge
WAFM	WQHY Amory, Miss.
WZEE	WFMF Madison, Wis.
WQIV	WNFN New York
WHFI	WBBC Jackson, Mich.
WQBE	WKAZ-FM Charleston, W. Va.

Nova Rd. near intersection with Reed Canal Rd., 1 mile west of South Daytona and make changes in ground system (BP-19816). Action Nov. 8.

■ **KSCJ** Sioux City, Iowa —Broadcast Bureau granted CP to install new aux. trans. (BP-19825). Action Nov. 7.

■ **WARA** Attleboro, Mass. —Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 8 N. Main St., Attleboro (BRC-3731). Action Nov. 7.

■ **WSRW** Hillsboro, Ohio —Broadcast Bureau granted CP to change Ant., trans. and studio location to 1.5 miles south of Hillsboro on State Route 247, Hillsboro and increase tower height to accommodate FM ant. (BP-19823). Action Nov. 8.

■ **WSPA** Spartanburg, S.C. —Broadcast Bureau granted CP to install new aux. trans. and operate trans. by remote control from main studio location (BP-19824). Action Nov. 7.

■ **KBAM** Longview, Wash. —Broadcast Bureau granted CP to change Ant., trans. location to 910 Lone Oak Rd., Longview; construct new tower; operate by remote control from main studio location; condition (BP-19822). Action Nov. 12.

■ **KALE** Richland, Wash. —Broadcast Bureau granted mod. of license covering operation of trans. by remote control from main studio location at 218 W. Kennewick Ave., Kennewick, Wash. (BRC-3734). Action Nov. 12.

Presunrise service authority. Broadcast Bureau granted following stations on indicated date PSA for operation between 6:00 a.m. and sunrise times with power shown: KFDR Grande Coulee, Wash. (Aug. 28); WADC Parkersburg, W. Va. (Sept. 9); WVSA Vernon, Ala. (Sept. 11); WGTR Natick, Mass. (Sept. 18); WRUS Russellville, Ky. (Sept. 20); WYWY Barbourville, Ky. (Sept. 27); WSAC Fort Knox, Ky. (Oct. 16); WLRV Lebanon, Va. (Oct. 16); KOYX Joplin, Mo. (Oct. 17); WKYO Caro, Mich. (Oct. 22); WQBK Blacksburg, Va. (Sept. 18); WGNB Indian Rocks Beach, Fla. (Sept. 20); KKYN Plainview, Tex. (Sept. 27); WKDC Elmhurst, Ill. (Oct. 7); KIEV Glendale, Calif. (Oct. 18); WSNE Cumming, Ga. (Oct. 23); KLFJ Springfield, Mo. (Nov. 1).

AM start

■ Following station was authorized program operating authority for changed facilities on date shown: KFOR Lincoln, Neb. (BP-19,625), Oct. 31.

FM actions

■ ***KXLU** Los Angeles —Broadcast Bureau granted mod. of license covering change in name of licensee from Loyola University of Los Angeles to Loyola Marymount University (BMLED-87). Ann. Nov. 13.

■ ***KSJS** San Jose, Calif. —Broadcast Bureau granted CP to install new trans. and ant.; ERP 1 kw; ant. height —170 ft.; remote control permitted (BPED-1842). Action Nov. 5.

■ **WJNO-FM**, Palm Beach, Fla. —Broadcast Bureau granted CP to install new ant.; condition (BPH-9201). Action Nov. 6.

■ **WCOH-FM** Newnan, Ga. —Broadcast Bureau granted CP to install new trans. and ant.; make change in ant. system; ERP 1.70 kw; ant. height 380 ft. (BPH-9060). Action Nov. 4.

■ **WTUF** Thomasville, Ga. —Broadcast Bureau granted mod. of license covering operation of trans. by remote control from main studio-trans. location at U.S. 319 South Thomasville (BRCH-1229). Action Nov. 6.

■ ***WLKL** Matton, Ill. —Broadcast Bureau granted mod. of CP to operate trans. by remote control from trans.-studio location at Lake Land College, South Route 45, 4.5 miles south of center of Matton (BMPED-1173). Action Nov. 6.

■ **WVHI** Evansville, Ind. —Broadcast Bureau granted mod. of license covering operation of trans. by remote control from main studio location at 6621 Kratzville Rd., Evansville (BRCH-1228). Action Nov. 6.

■ **KICR** Cedar Rapids, Iowa —Broadcast Bureau granted mod. of CP to change trans. location to west side of State Highway 150, 0.2 mile outside Robins city limits, near Robins, Iowa; change trans. and ant.; make changes in ant. system; ERP 100 kw; ant. height 390 ft.; remote control permitted (BMPH-14305). Action Nov. 11.

■ **KSKG** Salina, Kan. —Broadcast Bureau granted CP to change trans. location to Land Section 34, 5.5 miles southeast of Salina; operate by remote control from studio site 105 S. 7th St., Salina; install new trans. and ant.; make changes in ant. system; ERP 100 kw; ant. height 570 ft. (BPH-9131). Action Nov. 7.

■ **WIBW-FM** Topeka, Kan. —Broadcast Bureau granted mod. of license covering operation of trans. by remote control from main studio at 5600 West 6th St., Topeka (BRCH-1227). Action Nov. 6.

■ **WECL** Elkhorn City, Ky. —Broadcast Bureau granted CP to install new ant.; make changes in ant. system; ERP 3 kw; ant. height 300 ft.; remote control permitted (BPH-9200). Action Nov. 11.

■ **WPLB-FM** Greenville, Mich. —Broadcast Bureau granted mod. of CP to change trans. location to southwest corner of Satterlee and 14 Mile Rd., 1.3 miles west of Greenville; change trans.; make changes in ant. system; ERP 50 kw; ant. height

granted mod. of license covering operation of trans. by remote control from 5530 Camino Cerralvo, Santa Barbara (BRC-3744). Action Nov. 12.

■ **WELE** South Daytona, Fla. —Broadcast Bureau granted CP to change ant. and trans. location to

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Summary of broadcasting

FCC tabulations as of Oct. 31, 1974

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

* Special temporary authorization

** Includes off-air licenses

360 ft.; remote control permitted (BMPH-14265), Action Nov. 6.

■ **WWJO St. Cloud, Minn.**—Broadcast Bureau accepted data to show proposed operation on frequency of 98.1 mhz; change trans. location to 1.25 miles north of Hwy. 42 on City 15, Rice, Minn.; change trans. and ant.; make changes in ant. system; ERP 100 kw; ant. height 420 ft.; remote control permitted. Action Nov. 11.

■ **KEEY-FM St. Paul**—Broadcast Bureau granted CP to change trans. location to IDS Bldg., Minneapolis, between 7th and 8th Sts., and Nicollet and Marquette Aves., Minneapolis; operate by remote control from studio site at 611 Frontenac Place, St. Paul; install new trans. and ant.; make change in ant. system; ERP 100 kw; ant. height 810 ft. (BPH-9094). Action Nov. 5.

■ **WZQJ Jackson, Miss.**—Broadcast Bureau granted CP to install new aux. ant. for use with main and aux. trans.; ERP 12.5 kw; ant. height 710 ft.; remote control permitted (BPH-9206). Action Nov. 6.

■ **KMOE Butler, Mo.**—Broadcast Bureau granted mod. of CP to change trans. and ant.; make changes in ant. system; ERP 3 kw; ant. height 150 ft. (BMPH-14295). Ann. Nov. 13.

■ ***KCUR-FM Kansas City, Mo.**—Broadcast Bureau granted mod. of CP to change trans.; make change in ant. system; ant. height 820 ft. (BMPED-1179). Action Nov. 6.

■ **KOB-FM Albuquerque, N.M.**—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from main studio at 93 Broadcast Plaza, SW, Albuquerque (BRCH-1232). Action Nov. 6.

■ **WRXO-FM Roxboro, N.C.**—Broadcast Bureau granted mod. of CP to change ant.; make changes in ant. system; ERP 3 kw; ant. height 300 ft.; condition (BMPH-14306). Action Nov. 11.

■ **WAKW Cincinnati**—Broadcast Bureau granted CP to install new trans.; change transmission line; ERP 50 kw; ant. height 360 ft. (BPH-9030). Action Nov. 5.

■ **KRSB Roseburg, Ore.**—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from main studio at 727 S.E. Cass St., Roseburg (BRCH-1226). Action Nov. 6.

■ **WVCD Hazelton, Pa.**—Broadcast Bureau granted CP to install new trans. and ant.; ERP 24 kw; ant. height 670 ft.; remote control permitted (BPH-9207). Action Nov. 7.

■ **WZOL Luquillo, Puerto Rico**—Broadcast Bureau granted mod. of CP to change trans. and studio location to Route 992, 1.6 miles southwest of Luquillo; change trans. and ant.; ERP 3 kw; ant. height 110 ft. (BMPH-14289). Ann. Nov. 12.

■ **WSPA-FM Spartanburg, S.C.**—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from main studio at 224 E. Main St., Spartanburg (BRCH-1231). Action Nov. 6.

■ ***KUSD-FM Vermillion, S.D.**—Broadcast Bureau granted mod. of CP to operate trans. by remote control from Old Union Bldg., University of South Dakota Campus, Vermillion; change trans. and ant.; ERP 50 kw (horiz.), 21.5 kw (vert.); ant. height 520 ft.; (BMPED-1186). Action Nov. 6.

■ **WDOF-FM Chattanooga, Tenn.**—Broadcast Bureau granted CP to install new trans. and ant.; make change in ant. system; ERP 100 kw (horiz.), 77 kw (vert.); ant. height 1040 ft.; remote control permitted; conditions (BPH-9143). Action Nov. 5.

■ ***KBCS Bellevue, Wash.**—Broadcast Bureau granted CP to install new trans.; ERP 100 w.; ant. height 210 ft. (BPEP-1849). Action Nov. 5.

■ **KISW Seattle**—Broadcast Bureau granted mod. of CP to change ant.; ant. height 1150 ft.; ERP 66 kw (BMPH-14304). Action Nov. 8.

■ **WWVA-FM Wheeling, W. Va.**—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from main studio at 1015 Main St., Wheeling (BRCH-1230). Action Nov. 6.

■ ***WGBP-FM Green Bay, Wis.**—Broadcast Bureau granted mod. of CP to operate trans. by remote

control from trans-studio site at 610 Maryhill Dr., Green Bay; make changes in ant. system; make changes in transmission line (BMPED-1185). Action Nov. 6.

■ ***WHHI Madison, Wis.**—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from main studio at Vilas Hall, 821 University Ave., University of Wisconsin Campus, Madison (BRCE-138). Action Nov. 6.

■ ***WUWM Milwaukee**—Broadcast Bureau granted CP to change trans. location to Capitol Dr. and Estabrook Pkwy., Shorewood, Wis.; change studio and remote control location to 3223 N. Downer Ave., Milwaukee; install new trans. and ant.; make changes in ant. system; ERP 1.5 kw; ant. height 870 ft. (BPEP-1843). Ann. Nov. 11.

■ **Minocqua, Wis.** Lakeland Communications—Broadcast Bureau granted mod. of CP for FM to change studio location to 7380 Highway 51, 4 miles south of Minocqua; operate by remote control from proposed studio site and change trans.; condition (BMPH-14303). Action Nov. 6.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **KDBM Natchitoches, La.** (BPH-9073), Oct. 31; **KIKK-FM Houston** (BPH-8828), Nov. 1; **KING-FM Seattle** (BPH-9132), Nov. 1; **KMYR Albuquerque, N.M.** (BPH-9048), Oct. 30; **KTMO Kennett, Mo.** (BPH-9003), Nov. 4; **WEZR Manassas, Va.** (BPH-9074), Nov. 4; **WHNE Birmingham, Mich.** (BPH-9010), Nov. 4; ***KSOZ Point Lookout, Mo.** (BPEP-1674), Oct. 30; ***WHJE Carmel, Ind.** (BPEP-1808), Nov. 5; ***WTSR Trenton, N.J.** (BPEP-1075), Oct. 31.

In contest

Designated for hearing

■ **Philadelphia, Miss.** **FM proceeding:** Philadelphia Broadcasting Co. and H & G C Inc., competing for 102.3 mhz (Docs. 20219-20)—Broadcast Bureau designated for hearing mutually exclusive applications of Philadelphia Broadcasting Co. and H & G C Inc. Philadelphia Broadcasting proposes independent programming, while H & G C proposes to duplicate programming of its **WHOC(AM)** 90% of broadcast time. Action Nov. 12.

■ **St. Charles and Florissant, Mo.** **FM proceeding:** Contemporary Media, St. Charles Broadcasting Co., Changing Waves, all for St. Charles; and Florissant Broadcasting Co., Florissant, competing for 97.1 mhz (Docs. 20226-9)—Commission set for hearing mutually exclusive applications and also granted request of SCB to add issues against CMI, SCB alleged that CMI attempted to obstruct application filed by Apollo Radio Corp. to assign license of **KACOFM** St. Louis to Entertainment Communications. Action Nov. 6.

Case assignment

Chief Administrative Law Judge Arthur A. Gladstone made following assignment on date shown:

■ **Beeville, Tex.** **FM proceeding:** Big County Radio Co. and Bee Broadcasting, competing for 104.9 mhz (Docs. 20216-7)—Designated ALJ Jay A. Kyle to serve as presiding judge, and scheduled hearing for Jan. 27, 1975. Action Nov. 8.

Procedural rulings

■ **Sacramento, Calif.** **FM proceeding:** Royce International Broadcasting, seeking new FM (Doc. 19611)—ALJ Lenore G. Ehring postponed hearing until Dec. 20. Action Nov. 11.

■ **Santa Paula and Fillmore, both California** **FM proceeding:** William F. and Anne K. Wallace, at Santa Paula, and Class A Broadcasters and Clark Ortone Inc., at Fillmore, competing for 96.7 mhz (Docs. 19865-8)—ALJ John Conlin postponed hearing until Jan. 28, 1975. Action Nov. 8.

■ **Orlando, Fla.** **TV proceeding:** Mid-Florida Television Corp., Central Nine Corp., Florida Heartland Television, Comint Corp. and TV 9 Inc. (Docs. 11803, 17339, 17341-2, 17344)—FCC invited parties in proceeding for their comments on procedures to be followed in case which was remanded to commission by U.S. Court of Appeals for District of Columbia Circuit. Review board granted application of Mid-Florida Television Corp. Court reversed board's decision and remanded case to commission for further proceedings. Comments are due to FCC by Nov. 29, and replies by Dec. 16. Action Nov. 13.

■ **Monroe, Ga.** **AM proceeding:** Community Broadcasting Co. (WKUN[AM] Monroe, 1580 khz); Monroe Broadcasting; Charles Haas, James N. Williamson and Raymond Dehler, competing for 1490 khz (Docs. 20060-2)—Review board denied petition by Messrs. Williamson and Dehler requesting deletion of site availability issue directed against it. Action Nov. 11.

■ **Decatur, Ill.** **FM proceeding:** Prairieland Broadcasters, WBIZ Inc., Superior Media, Decatur Broadcasting and Soy Communications Co., competing for 95.1 mhz at Decatur (Docs. 20055-9)—Review board denied as unsubstantiated by specific facts, request by Prairieland to add misrepresentation issue against WBIZ Inc. Prairieland said it discovered substantial conflicts between filings on behalf of commonly owned **KOLM-AM-FM** Rochester, Minn., and financial statements submitted with WBIZ's application. Action Nov. 11.

■ **Fulton, Miss.** **FM proceeding:** Itawamba County Broadcasting Co. and Tombigbee Broadcasting Co., competing for 101.7 mhz (Docs. 19838-9)—ALJ James F. Tierney denied joint request for approval of agreement and dismissal of application filed Sept. 5, and provided 15 days for parties to cure defects in their joint request. Action Oct. 29.

■ **Philadelphia, TV proceeding:** CBS Inc. (WCAU-TV) Philadelphia and First Delaware Valley Citizens Television, competing for ch. 10 (Docs. 20010-11)—Review board denied petition by First Delaware to add issues of overlap and multiple ownership against renewal application of WCAU-TV. Review board pointed out that CBS stations which existed when rules were adopted were exempt from overlap prohibition of multiple ownership rules. Action Nov. 12.

■ **WRIK-TV Ponce, Puerto Rico** **TV proceeding:** Ponce Television Corp., seeking changes (Doc. 19974)—Commission denied request by Ponce Television for oral argument on its proposal to change **WRIK-TV** Ponce to Ponce-San Juan assignment and to move **WRIK-TV** trans. closer to San Juan. Action Nov. 12.

■ **Neenah-Menasha, Wis.** **FM proceeding:** Total Radio and Evangel Ministries, competing for new FM (Docs. 20103-4)—ALJ Byron E. Harrison postponed hearing until Jan. 21, 1975. Action Nov. 12.

Fines

■ **WZOB(AM) Fort Payne, Ala.**—Broadcast Bureau notified Central Broadcasting Co. that it incurred apparent liability for forfeiture of \$500 for violation of broadcasting lottery information. Action Nov. 11.

■ **KPIN(AM) Casa Grande, Ariz.**—Broadcast Bureau ordered Santa Cruz Valley Communications System to forfeit \$600 for failure to assure that operation of transmitting system is performed by operator holding third-class radiotelephone permit; failure to require that calibration of remote ant. current meter be checked against regular ant. current meter and recorded in maintenance log, and failure to retain maintenance logs. Action Nov. 11.

■ **WEAR-TV Pensacola, Fla.**—Broadcast Bureau notified Rollins Telecasting that it incurred apparent liability for forfeiture of \$500 for failure to make entries in program logs to show total duration of commercial matter in each hourly time segment. Action Nov. 11.

■ **WSRO(AM) Marlboro, Mass.**—Broadcast Bureau ordered WSRO Inc. to forfeit \$500 for failure to make required field strength measurements at monitoring points and failure to enter results of measurements in maintenance logs. Action Nov. 11.

■ **KSTP(AM) St. Paul**—Broadcast Bureau notified Hubbard Broadcasting that it incurred apparent liability for forfeiture of \$2,000 for failure to give notice to party called by station of station's intention to broadcast conversation before it was broadcast. Action Nov. 11.

■ **WMYN(AM) Mayodan, N.C.**—Broadcast Bureau notified Mayo Broadcasting Corp., licensee, that it incurred apparent liability for forfeiture of \$300 for failing to make required equipment performance measurements. Action Nov. 7.

■ **WCOK(AM) Sparta, N.C.**—Broadcast Bureau notified Sparta-Independence Radio Corp. that it incurred apparent liability for forfeiture of \$300 for failure to provide data concerning equipment performance measurements. Action Nov. 11.

■ **KSTA(AM) Coleman, Tex.**—Broadcast Bureau notified Coleman County Broadcasters that it incurred apparent liability for forfeiture of \$2,000 for operating earlier than authorized in its PSA and operating with daytime power earlier than authorized. Action Nov. 11.

■ KFLP(AM) Floydada, Tex.—Broadcast Bureau ordered Radio Nine to forfeit \$1,800 for failure to provide data concerning equipment performance measurements, operating daytime power in excess of 105% of authorized power, operation of station by person not holding proper class radio operator license and allowing station logs to be signed by improperly licensed operator. Action Nov. 11.

Other actions

■ KHMA(TV) Houma, La.—License canceled and call letters deleted at request of licensee. Ann. Nov. 12.

■ Alpena, Mich.—Commission denied request of Northern Entertainment, licensee of WGTU(TV) Traverse City, Mich., for reconsideration of July 16 decision granting application of Thunder Bay Broadcasting Corp. for CP for new TV station on ch. 11. Action Nov. 12.

■ WLBT(TV) Jackson, Miss.—Commission directed Lamar Life Broadcasting Co., former licensee of WLBT, to provide accounting of certain expenses incurred in operating station from April 17 to June 14, 1971. Communications Improvement, interim operator of WLBT, disputed certain legal, travel and entertainment expenses deducted by Lamar from station profits, and asked for commission ruling on Lamar's method of computing such profits. Action Nov. 6.

■ WECM(FM) Claremont, N.H.—Broadcast Bureau granted request for waiver of rules to identify as Claremont-Lebanon, N.H. Action Oct. 23.

■ WBZB(AM) Selma, N.C.—Broadcast Bureau granted request for waiver of rules to identify as Selma-Smithfield, N.C. Action Oct. 30.

■ Grand Forks, N.D.—Chief, Broadcast Bureau granted petition by University of North Dakota, applicant for new educational FM on 92.9 mhz, Grand Forks, N.D., and Red River Valley Broadcast Co., applicant for new commercial FM on same frequency, for approval of agreement whereby University would amend its application to specify available channel in educational FM band. Red River would pay University \$200 as partial reimbursement for expenses incurred in preparing its application. Chief also granted petition by Richard Morris Johnson, applicant for new FM on same frequency, Grand Forks, N.D., and Red River, for approval of agreement providing for dismissal of Johnson's application in return for payment of expenses incurred by applicant in preparing his application. Actions Nov. 13.

■ FCC released study measuring economic impact on three major TV networks of reduction in commercials broadcast during children's weekend television programming. Report, "Economics of Children's Television: Assessment of Impact of Reduction in Amount of Advertising," was prepared for consideration in FCC inquiry into children's television (Doc. 19142). Action Nov. 12.

Allocations

Actions

FCC took following actions on FM allocations:

■ Canton and Raymond, Miss.—Commission denied petition to delete unoccupied ch. 269A assignment at Canton and reassign it to Raymond. Petition was filed by J. Boyd Ingram. Ingram's petition was opposed by Noe Enterprises, licensee of KNOE-FM Monroe, La. Action Nov. 6.

■ Weatherford, Okla.—FCC assigned Class C ch. 247 to Weatherford. Petition requesting assignment was filed by KWEY Inc. (Doc. 19930). Action Nov. 6.

■ Jackson and Milan, Tenn.—Commission assigned ch. 276A to Jackson, and reassigned ch. 222 from Jackson to Milan, on basis of petition by J. A. Baxter Jr. and Gordon Bostic. (Doc. 19958). Action Nov. 12.

Rulemaking

Action

■ Commission issued staff instructions adopting new provisions for prime time access rule. Under new provisions, effective Sept. 1, 1975, television stations in top 50 markets in which there are three or more operating commercial TV stations would not be permitted to broadcast network programs offered by any TV network, or programs previously offered by any television network, for more than three hours per day during prime time (Doc. 19622). Action Nov. 14.

Translators

Applications

■ Midnight Sun Broadcasters, Delta Pipeline Camp,

Alaska—Seeks ch. 55, rebroadcasting KTVF and KFRAR-TV Fairbanks, Alaska (BPTT-2729). Ann. Nov. 15.

■ Translator TV Inc., Windcliff estates, Cliffs, and west of Estes Park, Colo.—Seeks ch. 51, rebroadcasting KWGN-TV; ch. 53, rebroadcasting KOA-TV; ch. 55, rebroadcasting KMGH-TV; ch. 69, rebroadcasting KBTW, all Denver stations (BPTT-2724-7). Ann. Nov. 14.

■ Hawaii Public Broadcasting Authority, Kaunakani, Kauai, Hawaii—Seeks ch. 63, rebroadcasting KHET-TV Honolulu (BPTT-2728). Ann. Nov. 15.

Action

■ K76BV, rural Wayne county, Utah—Broadcast Bureau granted CP to change frequency of translator from ch. 76 to ch. 65; change call sign to K65AL (BPTT-2660). Action Nov. 11.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Nov. 13 (stations listed are TV signals proposed for carriage):

■ Garberville Cable TV, 1071 Parkside Dr., Richmond, Calif. 94803, for McKinleyville. Calif. (CAC-4455): Add KRON-TV San Francisco.

■ Gill Cable, 999 Blossom Hill Rd., San Jose, Calif. 95123, for San Jose (CAC-4452), Campbell (CAC-4453) and Santa Clara county (CAC-4454), all California: Add KTLA Los Angeles.

■ Warner Cable of Elberton, 75 Rockefeller Plaza, New York 10019, for Elberton, Ga. (CAC-4471): Add WHAE-TV Atlanta.

■ Hoosier Telecable, 268 N. Wabash, Wabash, Ind. 46992, for Peru (CAC-4462), Grissom AFB (CAC-4463) and Miami county (CAC-4464), all Indiana: Add WHMB-TV Indianapolis.

■ Atlantic Cablevision Systems, Box 424, Atlantic, Iowa 50022, for Audubon, Iowa (CAC-4466); KETV, KMTV, WOW-TV Omaha; KDIN-TV, KCIL-TV, WHO-TV Des Moines, Iowa; WOI-TV Ames, Iowa; KCAU-TV, KMEG-TV, KTVI Sioux City, Iowa.

■ East Bank Cable TV, Box 1152, Kenner, La. 70062, for Harahan, La. (CAC-4467): WWL-TV, WDSU-TV, WVUE, WYES, WGNO-TV New Orleans; KVRL, KHTV Houston.

■ Paw Paw Lake Area Cable TV Co., 108 E. Washington St., Indianapolis 46204, for Coloma, Mich. (CAC-4461): Add WKZO-TV Kalamazoo, Mich.; WUHQ-TV Battle Creek, Mich.; WOTV Grand Rapids, Mich.

■ Omega of Michigan Cable Co., 108 E. Washington St., Indianapolis 46204, for Schoolcraft (CAC-4457), Schoolcraft township (CAC-4458) and Vicksburg (CAC-4459), all Michigan; WKZO-TV Kalamazoo, Mich.; WUHQ-TV Battle Creek, Mich.; WKAR-TV East Lansing, Mich.; WOTV, WGVC, WZZM-TV Grand Rapids, Mich.; WGN-TV Chicago; WKBD-TV Detroit; WNDU-TV, WSBT-TV, WNIT-TV, WMSH-TV South Bend, Ind., WSJV Elkhart, Ind.

■ Slater Cable, Box 2061, Shawnee Mission, Kan. 66202, for Slater, Mo. (CAC-4465): KQTV St. Joseph, Mo.; KTVO Kirksville, Mo.; WDAF-TV, KCMO-TV, KMBC-TV, KCPT, KBMA-TV Kansas City, Mo.; KMOS-TV Sedalia, Mo.; KOMU, KCBJ Columbia, Mo.; KRCC Jefferson City, Mo.

■ Teleprompter of Great Falls, 3015 Tenth Ave., Great Falls, Mont. 59403, for Great Falls (CAC-4468), Black Eagle (CAC-4469) and Malmstrom AFB (CAC-4470), all Montana: Add KWGN-TV Denver and delete KCPX-TV Salt Lake City.

■ Chillicothe Telecom, 38 E. Water St., Chillicothe, Ohio 45601, for Chillicothe (CAC-4473): Requests certification of existing CATV operations.

■ Southern Ohio Cable-Vision Co., 626 Forest Ave., Maysville, Ky. 41056, for Manchester, Ohio (CAC-4460): Add WLEX-TV, WKYT-TV, WTVO-TV Lexington, Ky.; WKMR Moorehead, Ky.

■ Suburban TV Cable Co., Box 1112, Muhlenberg St., Reading, Pa. 18603, for Reading (CAC-4024), Cumru township (CAC-4025), Shillington borough (CAC-4026), Mohnton borough (CAC-4027), Kenhorst borough (CAC-4028), Sinking Spring borough (CAC-4029), Spring township (CAC-4030), West Lawn borough (CAC-4031), Wyomissing Hills borough (CAC-4032) and West Reading borough (CAC-4033), all Pennsylvania: Delete WPIX-TV New York and add WBFF Baltimore.

■ Warner Cable of Roaring Spring, 75 Rockefeller Plaza, New York 10019, for Roaring Spring (CAC-3409), Claysburg (CAC-3410), Martinsburg (CAC-3411), Blair township (CAC-3412) and Freedom township (CAC-3413), all Pennsylvania; Delete WDCATV Washington and add WPGH-TV Pittsburgh.

■ El Paso Cablevision, El Paso, Tex., for El Paso (CAC-4472): Add KTLA, KTTV, KCOP, KHI-TV Los Angeles.

■ Cox Cable of Portsmouth, 53 Perimeter Center East, Atlanta 30346, for Portsmouth, Va. (CAC-4456): WTAR-TV Norfolk, Va.; WAVY-TV,

WYAH-TV Portsmouth, Va.; WVEC-TV, WHRO-TV Hampton, Va.; WTTG, WDCATV Washington.

Certification actions

■ Chanute AFB, Ill.—Commission granted application by All-Channel Cable TV of Illinois for certificate of compliance to commence cable service at Chanute Air Force Base, Champaign county. System was authorized to carry WICS Springfield; WCIA, WICD Champaign; WILT-TV Urbana; WAND Decatur; WGN-TV Chicago, and WTTV Bloomington, Ind. (CAC-3564, 4401). Action Nov. 12.

■ Duluth, Minn. and Superior, Wis.—Commission granted application by Northeast Minnesota Cable TV for certificates of compliance to add WVTV Milwaukee to its cable systems at Duluth and Superior. Action Nov. 12.

■ Kingsville, Ohio—Commission granted application by Tele-Media Company of Lake Erie for certificate of compliance for new cable system at township of Kingsville, located in the Erie, Pa. smaller TV market. Tele-Media proposed to carry WICU-TV, WJET-TV, WSEE, WQLN Erie; WKYC-TV, WEWS, WJW-TV, WKBF-TV Cleveland; WUAB Lorain; WFMJ-TV, WKBN-TV Youngstown, Ohio; CFPL-TV London, Ontario; CHCH-TV Hamilton, Ontario and CKCO-TV Kitchener, Ontario. Action Nov. 13.

■ Ohio—Commission granted Fairfield Cablevision Associates certificates of compliance for cable systems serving townships of Berne, Hocking, Pleasant and Greenfield. Communities are in Columbus, Ohio major TV market, and Berne, Pleasant and Greenfield townships' systems also are in Zanesville, Ohio, smaller TV market. Fairfield proposes to carry WLWC, WTVN-TV, WBNS-TV and WOSU-TV Columbus; WHIZ-TV Zanesville; WOUB Athens; WUAB Lorain; WKBF-TV Cleveland; and WGSF Newark, all Ohio; and WXIX-TV Newport, Ky. (CAC-4098-4102). Action Nov. 13.

■ Merkel, Tex.—Commission granted Merkel TV Cable Co. certificate of compliance to begin cable service at Merkel, community in Abilene-Sweetwater, Tex., smaller TV market. Merkel proposes to carry KRBC-TV Abilene; KTXS-TV Sweetwater; KDFW-TV and KERA-TV Dallas; and KTVT Ft. Worth (CAC-2515). Action Nov. 13.

■ Fort Atkinson, Wis.—Commission granted Fort Cable Co. certificate of compliance to begin cable service at Fort Atkinson, community located in Madison, Wis., major TV market. Fort Cable proposes to carry Wisconsin stations WTMJ-TV, WITI-TV, WISN-TV, WMVS, WMVT and WVTV Milwaukee; WISC-TV, WMTV, WKOW-TV and WHA-TV Madison; and WGN-TV Chicago. Action Nov. 13.

Other actions

■ KXTV(TV) Sacramento, Calif.—Commission denied request of Great Western Broadcasting Corp., licensee of KXTV, for reconsideration of 1969 ruling that allowed Triangle Cable Co. to carry KNTV San Jose, on its Oakdale, Calif., cable system. Commission said Great Western failed to justify its request for reconsideration and partial reversal of decision. Action Nov. 6.

■ Fairbury, Ill.—Commission denied Cable Television Co. of Illinois reconsideration of June 9, 1971, denial of waiver of network program exclusivity rules for Cable Television's system at Fairbury. Commission said it has consistently rejected similar requests based on unsupported statements of economic hardship and disruption of viewer habits. Action Nov. 6.

■ Clayton, N.Y.—Commission found that 1000 Islands TV Cable, operator of cable system at village of Clayton, generally has fewer than 500 subscribers and is therefore not subject to network program exclusivity rules. Action Nov. 12.

■ Seneca Falls, N.Y.—Commission authorized Vidi-Comm of Saugerties, to add two of three requested New York signals and WCBS-TV also New York, on late night, limited basis, to existing cable systems at town and village of Seneca Falls. Commission said it would issue certificates of compliance for additional signals when Vidi-Comm notifies it of which two—WNEW-TV, WOR-TV or WPIX—will be carried (CAC-603-4). Action Nov. 6.

■ Williston and Blackville, S.C.—Commission denied request by Rust Craft Broadcasting Co., licensee of WRDW-TV Augusta, Ga., for show cause order against Home CATV Co., operator of cable systems at Williston and Blackville. Action Nov. 6.

■ Welch, W. Va.—Commission denied request of Welch Antenna Co., operator of cable system at Welch, for waiver of rules requiring it to provide network program exclusivity protection to WHIS-TV, NBC affiliate in Bluefield, W. Va. Action Nov. 12.

In contest

■ Mountain City TV Co., Jepco Community System, Kar-Mel CATV System, Ashland Video Co., Municipal TV Corp., Pioneer Cable TV and BKP TV Systems, all Pennsylvania—Chief ALJ Arthur A. Gladstone designated ALJ Forest L. McClenning to serve as presiding judge, and scheduled hearing for Jan. 27, 1975 (Doc. 20218). Action Nov. 12.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

Help Wanted Management

General Manager for major market eastern city. Must be very sales oriented and creative, head sales force of six. From \$24,000 to \$27,000 plus 3% on overall collections. Send picture and resume to Box M-127, BROADCASTING.

Sales-oriented Manager for Pacific Northwest country western daytime. Excellent opportunity. Salary and commission. Send resume to Box M-174, BROADCASTING.

Immediate opening for motivator sales manager. Need a hard-working pro. Enjoy the benefits of the Big Sky Country and be pleasantly surprised at the salary. KOYN, Box 956, Billings, MT.

Sales Manager—Southeast. CCA, media-merchandising firm, 21st year, successful operation, has new opening for mature, Southern broadcaster. Clients: radio, television, newspapers, CATV. Residence required. Territory: Alabama, Georgia, Louisiana or Mississippi. Management experience, asset, not requirement. Sales experience, mandatory. Well-groomed, ability to address, motivate groups of clubwomen. On-the-street sales experience required. Full-time travel necessitates late-model car. Self-starter, ambition and need for \$25,000 minimum income. Salary during training, substantial draw thereafter. No ceiling, earning potential. Reply, pix, full detail, background. Applicants subject to careful scrutiny. Apply John Gilmore, president, Community Club Awards, Box 151, Westport, CT 06880. 203-226-3377.

Expanding radio and television group needs two exceptional account executives. If you have earned a degree in the past three years, have superior intelligence and the desire to get ahead, you may be one of the two. Contact Rick Davenport, Ron Curtis and Company, 5725 East River Road, Chicago, IL 60631.

No. 1 rated station in fine Southeastern market needs sales manager. Station is black-formatted and requires a person with heavy sales background with some experience in selling black radio. We'll pay what it takes to get the right person. Contact Rick Davenport, 312-693-6171.

Executive Director. The Ohio Association of Broadcasters is seeking applications for the position of association executive director. Direct inquiries and applications to S. T. Joos, WJZE, Box 1104, Springfield, OH 45501. All correspondence confidential.

Help Wanted Sales

Somewhere in the broadcast industry there is a salesperson or sales manager that would like to come to the midwest and become the local sales manager for a soul station in the market of 500,000. We suggest this person should be under 40 years old. Must be able to sell, must be able to motivate at least two other salesmen. Must be the kind of sales manager that is motivated by money. This position will bring up to \$25,000 per year to the right person, plus fringe benefits including strong retirement plan. Send complete resume including recent photo to Box M-117, BROADCASTING.

Northeast Group needs aggressive, take-charge Sales Manager for AM-FM combination. Local sales development and management potential a must. Live and work where air is still air and money isn't bad either. 15-20K. More if job gets done. Equal Opportunity-Affirmative Action Employer. Box M-121, BROADCASTING.

Sales Manager for major eastern city suburban station. To lead staff of three and make agency calls. From \$13,000 to \$15,000 to start against 15% comm. Send picture and resume to Box M-126, BROADCASTING.

Top contemporary in medium market is seeking knowledgeable, aggressive salesperson. Opening in 3 to 6 months, created by promotion within company. Take over existing list. Resume, sales record and references in first letter. Box M-130, BROADCASTING.

Exclusive Morris County, New Jersey territory, 20% commission and liberal draw offered to a sales professional that can produce. Bright contemporary format suburban AM. WKMB, Stirling, 201-647-4400.

Salesperson wanted. Salary plus commission. Send resume to Manager, WNCT Radio, P.O. Box 898, Greenville, NC 27834.

Help Wanted Announcers

Announcer, Maryland country station. Will train talented beginner. Also, opening for salesperson or combo position: Announcer-Salesperson. Box M-153, BROADCASTING.

Ready for PD? You may be our person. Mid-West news and talk station. Box M-175, BROADCASTING.

Immediate opening for experienced announcer with 1st phone. Up-tempo/MOR North Carolina station. Above average pay. Equal opportunity employer. Resume to Box M-215, BROADCASTING.

Night cooker who can follow instructions. Experience and voice necessary. Northeast. Send resume to Box M-222, BROADCASTING.

Announcer-Program Director, must be experienced Top 40 format. Northeast. Box M-223, BROADCASTING.

5,000-watt Contemporary Top-40 wants first-phone jock. Tape, resume, photo, and salary requirements to KFSB, Box 1395, Joplin, MO 64801. Equal opportunity employer.

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.

WCRE Cheraw, S.C. needs a good announcer. Good pay and working conditions. Must have a good voice. Will consider a beginner. Call Mike Orr at 803-537-7887 or write P.O. Box 631, Cheraw, SC 29520. No collect calls accepted.

Small market MOR Contemporary station has immediate opening for announcer with News and DJ experience. Five day, 40 hour week. Include tape, references and salary requirements. WESB Radio, 43 Main St., Bradford, PA 16701, c/o Wm. Winn, Prog. Dir.

WFIR Roanoke, VA needs bright young communicator to handle adult contemporary evening air shift. Good production experience a must. Send tapes and resume to P.O. Box 150, Roanoke, VA 24002. E.O.E.

Opportunity of a lifetime. Number one station for 28 years. Contemporary music. Experienced announcer with creative production ability. Send tape and resume to: Robert McKay, III., WKRM, P.O. Box 113, Columbia, TN 38401.

First phone, combo, MOR, stable operation, equal opportunity employer. Send tape, resume, salary requirement. Jack Sullivan, WOKW, Box 1410, Brockton, MA 02403.

Metromedia Detroit. WOMC, dominant in 25-49, wants morning music host who knows how to be informative while brief. MOR music, heavy on services. Send tape and resume to Joe Taylor, P.D., WOMC, 2201 Woodward Heights, Detroit 48220. An equal opportunity employer.

Five Figure Salary, for creative, entertaining morning personality. 24 hour mod-country offers great position for right person. Strong production necessary. No beginners please. Free hospital, dental, life insurance and yearly bonus at Christmas. Non-returnable tape and resume to Mike Malone, WUNI Radio, P.O. Box 4614 Mobile, AL 36604. An Equal Opportunity Employer.

"Bread," fringes, good facilities, good people and a #1 station are what you want—right? I'll give you that in exchange for "dynamite" production and good airwork. Tapes and resumes to John Harmon, WVOJ 1435 Ellis Road, S. Jacksonville, FL 32205, 904-388-0766 E.O.E.

New radio station needs air talent. FM stereo-contemporary format. 2 station mkt. serving 150,000. Send air check & resume to Scantland Broadcasting, Box 358, Marion, OH.

Help Wanted Technical

Chief Engineer, experienced in proof, FCC, maintenance, managing men and construction, for Indiana, Ohio, Kentucky area station. AM-FM-automation etc. Box M-170, BROADCASTING.

Immediate opening in Missouri for experienced broadcast engineer as chief of AM/FM stereo. Need knowledge of automation, solid state electronics and belief in running a good shop. E.O.E. Reply to Box M-193, BROADCASTING.

Help Wanted Technical Continued

Radio engineer/technician with first phone needed by KYAK, Anchorage, Alaska, for 50,000-watt DA II, two tower AM adding 25,000 watt ERP FM in 1975. You will work and orient under experienced, long time chief. Air ability could be helpful. \$1,100 per month, medical/vacation benefits and assistance in relocating minimum offer for experienced man. 2800 E. Dowling Road, Anchorage, 99507. 907-344-2522. Mr. Fleming.

Immediate opening for 1st class engineer for eastern AM station. Send resume to WSER, Inc., P.O. Box 38, Elkton, MD 21921.

WSTU, Stuart, Florida looking for chief engineer. Work with professionals on Florida's Gold Coast. Between Fort Pierce and West Palm Beach. Five figure salary. Many extra benefits. Send resume to Harvey Glascock, President, P.O. Drawer 417, Stuart, FL 33494.

Midwest 5k/1k seeks qualified chief engineer. If you know the Rules, can handle full responsibility and have some directional experience, call the Manager, 812-425-2221. E.O.E.

Wanted chief engineer. Must be tops in character and ability. Big gospel AM station in southwest. Send resume to Box 5283, Longview, TX 75601.

Help Wanted News

50-thousand watt, number one station near Washington, D.C., has openings for young newspeople on the way up, who can research, write and deliver news, on air and as outside reporter. Must be willing to take on other functions, such as record shows. Excellent training and fringe benefits. E.O.E. Box M-196, BROADCASTING.

Morning shift plus news. Serious attitude news and work. Some college radio preferred. Small market. Northeast. Box M-219, BROADCASTING.

News person with good writing and delivery to anchor afternoon drive. Smooth, mature delivery a must. Send tape and resume to Tom Twinem, News Director, KR0D, 2201 Wyoming, El Paso, TX 79903.

New radio station needs News Dir. FM stereo-contemporary format. 2 station mkt. serving 150,000. Send air check & resume to Scantland Broadcasting, Box 358, Marion, OH.

Help Wanted Programming, Production, Others

Top-rated contemporary station in major market looking for an exceptional, promotion-minded program director. Must be thoroughly knowledgeable of the music scene today. A superb administrator and air personality with a proven success story. Compensation in excess of \$40,000. Include detailed resume with first letter. Everything held in strictest confidence. Equal Opportunity Employer. Box M-169, BROADCASTING.

Printer. Experienced printer/supervisor. Should have 5 yrs. exper. with 2-4 color offset printing. Sal. comm. w/exper. Organize, supervise and operate active 2 press "in-house" print shop. Send resume w/sal. requirements to Box M-221, BROADCASTING. E.O.E.

Florida's Gold Coast WFTL is looking for creative, talented, adult production person. Send samples and resume to: Mike O'Shea, P.D., WFTL, Ft. Lauderdale, FL.

Producer/Announcer at public AM-FM. Ability to produce and voice classical music and magazine format materials. Good voice, degree, 3rd phone, experience required. \$7,800-\$11,200, excellent benefits. Quality, aggressive operation. Affirmative action/E.O.E. Person calls, mornings, qualified people only: Mike Mottler, WILL-AM-FM, Urbana, IL. 217-333-0850.

Immediate opening in our production staff. Married person preferred. Mature voice an asset. News quality helpful. WLLL-WGOL, Lynchburg, VA.

Service-information station needs qualified program director. News, sports, farm, talk, PA, opportunity. Adult MOR. Life quality—good. WIL0 AM/FM, Frankfort, IN 46041.

No. 1 rated adult contemporary needs program director/morning drive announcer who is talented in all areas. Background must withstand rigorous check; air sound must be of major market quality. Contact Rick Davenport, 312-693-6171.

Help Wanted Programing, Production, Others Continued

Director, Media Services, group charged with communication activities involved with research and public service. Will coordinate and direct efforts of 40-person professional staff at Cornell University's NY State Colleges of Human Ecology and Agriculture and Life Sciences. Responsible for wide-ranging publications program (distribution: two million copies annually), radio and film center, color broadcast TV production unit, graphic, exhibit and photo services, instructional media and large-scale distribution centers. Applicant must have master's degree in communication or related discipline or substantial experience in communication management and production. Position requires strong working relations with faculty and administrators in social, psychological, biological and physical sciences as well as the ability to meld the efforts of a large creative communications staff. Applications accepted through December 15 or until the position is filled. Excellent fringe benefits. Send resume, references and portfolio to Dr. David L. Call, Chairman, Search Committee, 103P Roberts Hall, Cornell University, Ithaca, NY 14853. An Equal Opportunity Employer, M/F.

Situations Wanted Management

Presently employed and secure. Excellent references. 15 years experience as general manager. Expert FCC knowledge. Top sales record. \$30,000 plus incentives. Box M-180, BROADCASTING.

Station Manager/Sales Manager. Age 39 with proven track record in management from small to large markets. Top references. Box M-209, BROADCASTING.

Sales manager ready to move to GM spot with station looking for an experienced pro with highly proven track record in management, sales and promotion. Sober, family man, mature, reliable and ready. Resume on request. Write Box M-212, BROADCASTING.

10 years building enviable reputation as top biller in top market. Able administrator, exceptional executive. Career opportunity foremost concern, seeking group head, GM or SM. Box M-213, BROADCASTING.

Situations Wanted Sales

Radio Sales Pro 4 years nat'l. sales exp. Previous agency buying exp. Seeking station that needs aggressive young sales manager, salesman in N.E. Box M-113, BROADCASTING.

Situations Wanted Announcers

DJ, 3rd phone, tight board, good news and commercials, ready now, anywhere. Box H-5, BROADCASTING.

DJ-1st phone, A.A. Journalism, B.A. Broadcasting, innovative productions, excellent news, humor and rap. Tried TV but not impressed, need radio gig. 415-726-6217 or Box M-129, BROADCASTING.

Rock gut, 4 1/2 years experience, almost 2 commercial. College broadcasting degree. Third. Single. Box M-185, BROADCASTING.

Fast talking DJ, solid news, good commercials, tight board, endorsed third. Immediately, anywhere. Box M-190, BROADCASTING.

Central time zone only. Country disc jockey desires air work. Experience, first phone. Box M-194, BROADCASTING.

Bright MOR air personality. First phone, experienced. Also production, news. All considerations appreciated. Box M-199, BROADCASTING.

Experienced Progressive seeks east coast, others welcomed. Open format, great musical knowledge. First phone, all phases, 24, stable. Tape will set you straight. Box M-203, BROADCASTING.

Broadcasting veteran seeks change! Desire 3 hour MOR or Country air shift, plus sales or program director position. Also do good adult production work. Experienced as idea and promotion man, program director, salesman, production and announcing. Box M-205, BROADCASTING.

Dry humor on Cont./MOR. Will accept responsibility, forge community ties, set up promotions. Married. First ticket. \$175 minimum. Box M-206, BROADCASTING.

First-phone announcer. Nine years experience includes production, music-directing, automation, FM, studio engineering, and more. Mature approach to broadcasting. Rock, MOR, Solid Gold. Will relocate. Box M-211, BROADCASTING.

Professionally broadcast trained. Graduated No. 1 in class, plus two years college radio. Excellent performer, DJ, announcer, tight board. Interested in time sales also. Call Mike Kazala, 201-375-1607.

Situations Wanted Announcers Continued

You need mel Multi-talented music DJ. Rock, Jazz, others. College grad., 3rd endorsed. Dedicated, will work sales, etc. Relocate anywhere, available now. Excellent resume materials upon request. Contact: Peter Shandell, 911 Oakland Ct., N. Bellmore, NY 11710. 516-781-9021.

Announcer/MD. Sports in Midwest or Midsouth. 7 years experience MOR-Pop, BA degree, stable, tight board, good talk, also PBP. Chuck Smith, 506 Blane, Hopkinsville, KY 42240. Call 502-886-8309.

Young deejay, news, excellent voice, third. Paul Smith, 307C Coronado, Imperial Beach, CA 92032. 714-423-2194.

Young professional announcer with 5 years experience. Would like to work with MOR format, either AM or FM. Experienced music director. College graduate with degree. 1-216-932-2278.

Young aggressive announcer. Seeking his first job. Third phone, endorsed, will relocate. Edward Hallisey, 514 West Road, Ridley Park, PA 19078. 1-215-833-1948.

Experienced, well trained with third endorsed, Eagle Scout, excellent references. Will relocate. Preferable southern Michigan or Florida. Gary Eaken, 313-398-8785.

Announcer, looking for first break. Good news, commercials, production, tight board, will relocate. Tom Giambone, 2570 Poplar St., Bronx, NY 10461. 212-892-7363.

Situations Wanted Technical

Chief engineer, experienced AM-DA, FM, SCA, TV. Strong on troubleshooting, installation, both transmitter and studio. Eastern market preferred. Box M-118, BROADCASTING.

Engineer/announcer, seeking position with small/medium market station that wishes an improved sound. Honest, ambitious and dependable. 8 yrs. experience. Box M-151, BROADCASTING.

Chief, AM, FM, stereo, directional, top power, automation, proofs. Box M-210, BROADCASTING.

Experienced Chief, employed, directional, automation, reliable, relocate, ham for 12 years, \$700/month minimum. 815-672-0379 or 310 South Sterling Street, Streator, IL.

Situations Wanted News

12 years in journalism, broadcasting. Former news director and network radio correspondent prefers news director slot. Strong on local news, self starter. Can do it all. Box M-34, BROADCASTING.

Skilled newsmen, producer, writer. 3 yrs. experience plus Masters Degree. Seeking serious medium market news operation. I'm your hardworking, dedicated professional. Box M-97, BROADCASTING.

Sports director, bpb all sports. Looking for the station that respects sports. Experience on the high school and college level. Experienced jock and news too. Box M-141, BROADCASTING.

Sports. Sports-News Combo. Four yrs. commercial experience. Proven football, basketball, hockey, baseball bpb. Entertaining commentaries. Actualities advocate. Box M-164, BROADCASTING.

No nonsense mature pro, 13 years experience. 7 in present position near NYC. Can do it all, including public affairs. Looking for position in established news dept. Box M-167, BROADCASTING.

Take charge, news professional. Seeking N.D. position in major-medium market. My experience can make your newsroom a winner. 1st phone. In Southwest, will relocate. Box M-176, BROADCASTING.

Current news director, 2 years music director, seeking position in music-news in California. BA degree. Box M-182, BROADCASTING.

Soorts the weak portion of your block? I can fix that. 8 years experience. Ask mv GM what I've done here. Box M-197, BROADCASTING.

Top-ten market radio news director desires to relocate in any size market in Southeastern United States. Strong resume. Excellent references. Box M-220, BROADCASTING.

Sportscaster. Personable, loyal and dedicated with entertaining ability. 3 years PBP experience: football, basketball, baseball. I enjoy people and talk shows. College grad., 3rd endorsed, will relocate, available now. Peter Coonev, 36 Tanager Rd., Attleboro, MA 02703, or call 617-222-4796.

Female news photographer, working part time in Miami, seeks full-time position. Willing to relocate. 305-865-0545.

Situations Wanted News Continued

College student with endorsed third phone seeks news/announcing position in Southern Michigan, preferably Detroit or Kalamazoo. Experienced in scholastic journalism, seeks to complete broadcasting education at Wayne State University. For resume contact Paul Nufer, 484 Leenhouts, Kalamazoo, MI 49001. Phone 616-344-1072. (No collect calls, please.)

Young news director, Capital City, sports show, all PBP, seeks job. Controversial, good voice, ability to dig and find. Will put your news/sports department on map. Go anywhere. Michael Ward, 78 Brinton St., Buffalo, NY 05641. 716-833-1806.

Not star-minded. Will provide solid professionalism, on street, at typewriter, behind mike, at editor's desk. Experienced. 602-326-2895.

Situations Wanted Programing, Production, Others

Fourteen years experience radio-TV. Ten years with one company. All phases on and off air including station management. Strong programing, operations background. Excellent interviewer, commercial delivery. Box M-179, BROADCASTING.

Black R&B Jock has first phone. Worked in New York City. Would like M.D. or Program Dir. Box M-186, BROADCASTING.

Top-40 programmer can build your air sound and rating into a saleable product. Excellent references and credit. Willing to relocate. Box 1334, Bakersfield, CA 93302.

First phone professional looking for program director position at Contemporary station. Nearly five years experience in all areas including Music Director and sales. Contract Henry Kastell, 1204 Hawk Avenue, Virginia Beach, VA 23456. 804-427-6475.

TELEVISION

Help Wanted Management

Promotion manager, ready to move up to top 15 market. Strong on-air required. Box M-133, BROADCASTING.

Business manager/controller. Expanding broadcasting and communications public company seeks professional, experienced television business manager/controller. Home office, New York area. Excellent opportunity for right individual. Knowledge: budgeting, cost control, financial and operating controls, government reports, taxes, labor negotiations, credit and collection. Excellent salary, stock options, benefits and growth opportunity. Report directly to president of company. Broadcast experience essential. All replies held in strictest confidence. An equal opportunity employer. Send replies to Box M-200, BROADCASTING.

Station manager/overseas: Commercial TV/Radio operation, Middle East. New facility: Color-VHF, 50-KW-AM. Goal: develop strong program formats, international and local revenues. Compensation: base to mid-30s, plus housing, super fringe and tax benefits. Call collect: Bob Rawson, Barton-Sans 212-682-8332.

Help Wanted Sales

Experienced retail TV executive salesperson to fill immediate opening in large Northeast Market. An equal opportunity employer. Box M-77, BROADCASTING.

Help Wanted Announcers

Strong, authoritative newscaster announcer wanted for top station in well known midwest top 50 market. Confidential replies to Box M-157, BROADCASTING.

Help Wanted Technical

Videotape expert needed in top 15 market in Northeast by major group broadcaster. Must be experienced in videotape maintenance and editing. Prefer experience on RCA equipment. Good salary for right individual. Excellent fringe benefits. Equal Opportunity Employer. Send resume to Box M-48, BROADCASTING.

Chief engineer, ready to move up to top 15 market. Strong labor relations skills required. Box M-134, BROADCASTING.

Independent UHF seeks maintenance supervisor with active maintenance experience on studio cameras, film chains and 2" VTR's. M.O.R. salary offered. Equal opportunity employer. Box M-217, BROADCASTING.

Experienced engineer for TV studio maintenance, microwave, cameras, tape recorders. Call Chief Engineer, KRDO-TV, 303-632-1515.

Help Wanted Technical Continued

Accepting applications for control room operator-technicians with first class license. Experienced or will consider recent broadcast or technical school graduates as trainees. Contact chief engineer, WCOV-TV, P.O. Box 2505, Montgomery, AL 36105. Phone 205-288-7020. Equal opp. employer.

Transmitter Supervisor. Minimum 5 years experience. Must be willing to live at or in immediate vicinity of transmitter site near White Lake, NC. Excellent company benefits. Send resume and salary requirements to: W. F. Fenn, CE, WECT-TV, 322 Shipyard Blvd., Wilmington, NC 28401.

Video engineer for SUNY 2 year college in Upstate New York. Should have experience in maintenance and production operations of VTR, studio, RF distribution systems and willingness to work with technical students. First phone required. Salary \$9,000 plus, negotiable depending on experience, plus benefits. Contact Daniel Labelle, Auburn Community College, Auburn, NY 13021. 315-253-6508.

Chief Engineer/overseas. Commercial facility in Middle East. Full color VHF-TV; 50-KW-AM Radio. Must be familiar with new installation and ongoing maintenance. Top U.S. equipment. Compensation: base salary in mid-20s plus housing, super fringe and tax benefits. Call collect Bob Rawson, Barton-Sans 212-692-8332.

Help Wanted News

Upper midwest medium size station wants news-person who can anchor, organize and coordinate news dept. Must be a worker. Salary based on experience. Send photo, resume & references to Box M-146, BROADCASTING.

Strong, authoritative newscaster wanted for top station in well known midwest top 50 market. Replies, strictly confidential, to Box M-156, BROADCASTING.

Versatile TV personality. Strong in weathercasting, but capable in sports, newfilm, anchor work. Excellent opportunity for experienced personality in small or medium market to move up. Send resume to Box M-216, BROADCASTING.

Need hard-driving news director-anchorperson for progressive Pacific Northwest TV station. Must administer and ramrod news operation. Salary open. Opportunity unlimited. Reply Box M-218, BROADCASTING.

Needed now! Medium size station in upper midwest needs versatile anchor to do Sports/Weather and some news. Send VTR (or photo & audio tape) to: General Manager, KXON-TV, P.O. Box 1049, Mitchell, SD 57301.

Help Wanted Programing, Production, Others

Production manager, ready to move up to top 15 market. Detailed commercial production experience required. Box M-135, BROADCASTING.

An over 100 station in the southeast has an opening for a creative services director. This is a demanding job that requires a person with above average leadership abilities and experience in television writing, 16 mm. and 35 mm. filming, and videotape production. Must be a good organizer to obtain the maximum output from the people and equipment in the department. Salary open. An equal employment opportunity employer. Box M-152, BROADCASTING.

Group-owned, top-50 market, network affiliate is seeking experienced, qualified person to manage promotion department. Must know sales and audience promotion, have ideas, understand ratings and research and be able to administer department, plan and execute campaigns, budget and produce results. If you're an assistant and want to be top banana, send resume, samples, photo, details to Box M-158, BROADCASTING.

Traffic mgr. for VHF network affiliated, top-15 market, group-owner. Must be experienced all phases of operations. Work for sales and programing. Computer experience helpful. Equal opportunity employer. Box M-189, BROADCASTING.

Production Manager/Director, progressive, innovative, Midwest affiliated V. Must be creative leader in all production areas, Code, FCC. Salary dependent upon qualifications. Box M-192, BROADCASTING.

Producer/Writer for major film documentary project on ocean and the environment. Applicants must have extensive major market experience. Immediate 16-18 week contract for southeast PTV station. Send resume to Box M-198, BROADCASTING.

Traffic Manager for major midwestern NBC affiliate in top-25 market. Must be experienced and able to take charge. All replies confidential. Box M-204, BROADCASTING.

Help Wanted Programing, Production, Others Continued

Producer/Director. Kentucky Educational Television is seeking a person with two or more years experience in both directing and producing. In addition to varied directing skills, candidates must have had experience with and responsibility for budgets, scripts, and casting. Ability to work with outside consultants and funding agencies also essential. \$12,500-14. Persons who have applied within the last year need not re-apply. Immediate opening. Write or call Tom Wing, KET, 600 Cooper Drive, Lexington, KY. 606-233-0666.

Las Vegas Independent wants dynamic promotion manager to develop and implement a promotion program. This includes preparing sales department visual aids, newspaper ad copy and layout, radio promos, internal on-air promos, and a station brochure. Creative applicants should send complete resume, salary requirements, and non-returnable Xerox samples of representative work done for present and past employers. Write only: President, KVVU, Henderson, NV 89015.

Experienced cultural affairs producer-director for public television station that emphasizes local programing. Write: Production Manager, WMVS-TV, 1015 N. 6th Street, Milwaukee, WI 53203.

TV Art Director: Midwest PBS VHF. Experience in illustration, set design, publication and promotion layout, supervise art department. Creative environment, pleasant working conditions, excellent benefits. Send resume immediately to Don Swift, Personnel Services, 52 Gregory, Urbana, IL 61801. We are an affirmative action/equal opportunity employer.

Situations Wanted Management

General Manager with strong production; program background. Sales exp. includes station and Rep. Have put 3 V's on air in last 5 years. One Indie and two ABC net operations. If you need help in any department, contact me. My references can stand the test. Box M-173, BROADCASTING.

General Sales Manager—National, regional, local, for medium to large market. Thoroughly experienced: 12 years—radio; 18 years—television. 45. Aggressive, quality competitor accustomed to overcoming the most formidable challenges. Can train salesmen to double and triple sales! Can produce substantial increases in station's income! Also, professional, network-caliber newscaster-announcer-moderator; can anchor news and supplement news-announcing staff. Box M-184, BROADCASTING.

Situations Wanted Sales

Strong in all phases. Great at sales development. Have computer background. In radio-TV 20 years. Box M-162, BROADCASTING.

Regional and local television sales are the areas to concentrate on for bigger sales growth at your station now. I am an experienced sales and regional manager that can help you to increase sales and develop your salesmen. For a hard-working, experienced sales manager, write to Box M-177, BROADCASTING.

Situations Wanted Technical

First phone, radar endorsement, color operations and maintenance experience. Resumes. All offers considered. Box M-143, BROADCASTING.

Chief engineer, BSEE, 15 years experience. Prefer west coast. Box M-160, BROADCASTING.

Studio Technician—First phone, seven years operations—camera. VTR, switching. Presently unemployed. Box M-202, BROADCASTING.

Situations Wanted News

Move over Howard! News, sports, writing, film, editing experience, immediate delivery! 1-314-838-3640 or Box M-148, BROADCASTING.

Washington group correspondent seeks major or medium market TV anchor-reporter slot. Box M-183, BROADCASTING.

Anchoring-Reporting Top-40. If you want a solid, creative, employed newsmen, try Box M-195, BROADCASTING.

8 years radio news director desires stable Michigan-Midwest AM-TV news. VTR experience, awards, creative, ambitious, dedicated! Career-minded. 517-686-3141.

Situations Wanted Programing, Production, Others

Production Manager/Producer-Director with 16 years experience in television production seeks new opportunity. Box M-57, BROADCASTING.

Fourteen years experience radio-TV. Ten years with one company. Strong experience talk show host, station and agency commercials, programing, plus news anchor. Box M-179, BROADCASTING.

Situations Wanted Programing, Production, Others Continued

Experienced Producer-Director looking. Married. University broadcasting degree. 4 years present station in competitive medium market. VTR available. Box M-208, BROADCASTING.

Producer/Director/Writer—M.A. radio-TV-film. Director experience including news, tape, live, at top-40 VHF. Write Dale Laackman, 10229 Riley, Zeeland, MI 49464.

Experienced production manager/director. Recently relocated Midwest. Seeks opportunity. 414-354-0789 after 4:00 p.m.

TV Prod. Trainee. Remember the person who gave you your first break? I need that foot-in-the-door break. B.A. Communications. 201-944-6361.

CABLE

Help Wanted Management

Immediate system management opening with leading Midwest cable operator. Our client wants candidates who have graduated from college within the last three years, including June, 1974, graduates. Salary negotiable. Call Fred Harms, Management Consultant, at 312-693-6171.

Help Wanted Technical

Full charge chief engineer for small growing cable system, warm resort area. Maintain head end, supervise small work force, change poles, handle weather-related problems and power failures. Prefer single, sober, shirt-sleeve worker. Equal Opportunity Employer. Send salary requirements, references and background to Box M-89, BROADCASTING.

WANTED TO BUY EQUIPMENT

Wanted: Old Collins 21-A 5 kw. A.M. Transmitter. Box 52, Greenville, S.C.

Field Strength meter for AM and FM wanted. Must be in good condition. WFTW, Box 10, Ft. Walton Beach, FL 32548.

Community college needs console, mikes, turntables, etc., to set up campus studio. Take gift write-off. T. W. Talbot, WJLL Radio, Niagara Falls, NY.

FOR SALE EQUIPMENT

1-154 foot guyed Windcharger tower with lighting, available for immediate delivery. Make us an offer. No reasonable one will be refused. All prices F.O.B. Butte. Call or write Shag Miller, KBOW, Butte, MT 59701.

For Sale RCA TT25BL Channel 6 Transmitter complete with accessories, with assorted spare tubes and components. Write KRIS-TV, P.O. Box 840, Corpus Christi, TX 78403 or call 512-883-6511, T. Frank Smith.

For Sale: Approximately 2,000' 51.5 ohm 3/8" flanged Steatite used transmission line. Line in excellent condition—removed due to complete transmitter plant replacement. Contact Jack Jopling, Chief Engineer, WJBF-TV, Augusta, GA. Telephone 404-722-6664.

Large quantity used recording tape. 2500' mylar on 10 1/2" NAB reel. \$1.25/reel. WMDR, Box 461, Moline, IL 61265.

New background music receivers, latest design. \$90.00 each. WMDR, Box 461, Moline, IL 61265.

Marti. Immediate delivery from our inventory, reconditioned remote pickups and studio transmitter links. Terms available. BESCO, 8585 Stemmons Freeway, Suite 924, Dallas, TX 75247. 214-630-3600.

New Fidelipac Cartridges, wound to any length. 1.50 to 2 1/2 min., 1.75 up to 10 1/2 min. Audiopak A-2 cartridges at big savings too. Largest Stock in Rockies, Lowest Prices Anywhere, Fast Service. Idaho Mag-netics, 104 Anderson, Caldwell, ID 83405. Call us collect for orders and information, 208-459-8591.

FM exciter and stereo generator: New solid state FM exciter, complete with stereo generator—\$1,975.00, terms. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

We have a few competitively priced used Revox A77 decks available. These have been completely reconditioned by Revox, are virtually indistinguishable from new and have the standard Revox 90-day warranty for rebuilt machines. Satisfaction guaranteed. One example is an A77 Dolby for \$675 plus shipping. Please write stating your requirements to ESS1, Box R54, Hicksville, NY 11802. 212-895-9257.

Video Tape Recorder—Amplex model VR-1000B, cat. # 57020-02. Call J. Gibson, 609-693-1289.

200-ft. Tower. Heavy gauge steel, four legs, self-supporting. Dismantled, ready for shipment. Best offer. Phone: 616-463-6783 or write: Tower, P.O. Box 501, Watervliet, MI 49098.

For Sale Equipment Continued

Special sale on one-inch IVC color video equipment: One 700 cpd player, \$1,520.00; two 760 c recorders, \$2,910.00 each; one 879 c with insert edit, \$5,240.00. All in excellent condition. Viking Media, 5008 Gordon Ave., Monona, WI 53716. 608-222-7317.

Two Ampex 601 recorders. Excellent condition. One full track, one half track. Portable cases and rack-mount adapter. \$350 each, \$650 both. Box H, Croton-on-Hudson, NY 10520. 914-737-6831.

Color video processing amplifier—for use with video switching systems and some helical VTR's. Call 215-543-7600.

3k Transmitter—G.E., Type B+—3A. Older but good condition. \$3,500.00. 804-623-6262.

EC-175 Frequency Counter. Accurate direct frequency measurements of your AM broadcast, FM broadcast, and remote broadcast units through 175 Mhz. Works on AC and 12V DC. Complete with accessories. \$499.95. F.O.B. Terms. Communication Systems, Inc. Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

Educational FM Transmitter. Low cost reliable solid state educational FM transmitter. Stereo and SCA available. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

FM Antennas. New circularly polarized Class A FM antenna, tuned to your frequency, with mounting hardware. \$400.00 per bay. Terms. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

FM Translator. Low cost reliable solid state FM translator can mean extra revenue for FM broadcasters. Send for Translator Facts. Terms. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

Library, 504 Short Old-Time Comedy "One-Liners" by over 50 famous comedians. Pennies per day. Demo-information, Hayden Huddleston Productions, Inc., 305 Shenandoah Building, Roanoke, VA 24011. 703-342-2170.

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.

Biographies on hundreds of rock groups. Free samples. Write Rock Bio's Unltd., Box 978, Beloit, WI 53511.

INSTRUCTION

Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

Job opportunities and announcer-d.i.—1st class F.C.C. license training at Announcer Training Studios, 25W 43rd St., N.Y.C., Licensed and V.A. benefits.

First Class FCC License in 6 weeks. Veterans approved. Day and Evening Classes. Ervin Institute (formerly Elkins Institute) 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

No: tuition, rent! Memorize, study—Command's "Tests-Answers" for FCC first class license—plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967).

First Class FCC—6 weeks—\$370. Money back guarantee. Vet approved. National Institute of Communications, 11516 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

Chicago or Milwaukee. FCC license. Results guaranteed. Veterans approved. Lowest prices available. Institute of Broadcast Arts, 75 East Wacker Drive. 312-236-8105 or 414-445-3090.

FCC license the right way, through understanding. Home study. Free catalog. Genn Tech., 5540 Hollywood Bv., Hollywood, CA. 90028.

Instruction Continued

REI teaches electronics. Over 98% of our graduates pass FCC exams in 5 weeks. Classes: Jan. 6, Feb. 10, Mar. 24. REI, 61 N. Pineapple, Sarasota, FL 33577. Phone 813-955-6922. REI, 2402 Tidewater Trail, Fredericksburg, VA 22401. Phone 703-373-1441.

RADIO

Help Wanted Announcers

New station in small to medium mid-west market will need announcers (MOR or C/W) and on-air news personnel. Resumes and tapes to George Roberts, P.O. Box 62, Bloomington, Ind. 47401.

Help Wanted Technical

Directional Antenna School

Learn Practice and Theory from NAB DA Seminar Consultant. Correspondence Course details: Battison Radio Institute, P.O. Box 8, Cleveland, OH 44141.

Help Wanted News

MORNING NEWSCASTER

Midwest independent with five man news staff (no jocks) seeks top quality Morning Newscaster. Send details to Box M-188, BROADCASTING.

Help Wanted

Programing, Production, Others

MUSIC DIRECTOR

Well respected Midwest major market beautiful music station has an immediate opening for a music director who has the ability to build our on air sound. Production voice capability also helpful. Excellent working conditions. Reply in confidence to: Box M-201, BROADCASTING.

Situations Wanted Management

COMPLETE BROADCASTER

Available immediately. 21 years radio-TV, age 38. Built two highly successful stations. Experience: VP-GM, radio, sports director TV-R, sales mgr., pgm. mgr., news dir. Interested in G.M., Radio, or Sports, Radio and/or TV, (in combination with sales or programing if necessary). Metros please. Don Roberts (207) 623-3976.

Situations Wanted Announcers

CHARISMA!

Few "jocs" have it—The ratings prove I do! I will bring you personal and professional maturity that only 7 years of hard work in medium markets can give. I have played in Peoria—VERY WELL. For profile and one Hell of a show call Scotty Henderson (309) 673-4178.

Situations Wanted Programing, Production, Others

CREATIVE PRODUCTION DIRECTOR

Major mkt exper. inventive, fast, capable. Versed in commercials, promos, sp. features, agencies etc. Knowledge of equipment. Organized. Available soon—unstable management. All considered.

Box M-145, BROADCASTING.

For Fast Action Use BROADCASTING'S Classified Advertising

TELEVISION

Help Wanted Management

CREATIVE JOURNALIST

Intelligent, energetic, ambitious person with Master's Degree can fit into management position with growing company, if you can combine your education with the practical aspects of television news. Send resume and photograph to Box M-147, BROADCASTING.

Help Wanted Sales

ACCOUNT EXECUTIVE

WLWT is looking for an Account Executive who has had 3-5 years' successful TV sales experience. Opportunity offers excellent earnings potential, outstanding promotion possibilities, and an attractive fringe benefit program. Send complete resume, including earnings history, in confidence to:

Barry Hersh
General Sales Manager
WLWT
140 W. Ninth Street
Cincinnati, Ohio 45202
An Equal Opportunity Employer

ACCOUNT EXECUTIVE

Our radio, television and cable TV clients have a continuing need for entry level account executives. Sales experience not necessary, but helpful. We want candidates who have graduated from college within the last three years, including June '74 grads. Send complete resume to Mike Walker, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago IL 60631.

Help Wanted Announcers

PLAY-BY-PLAY ANNOUNCER—TV

Major league TV station has an opening for a major league baseball play-by-play announcer who has had two to three years' major league experience, preferably as a television announcer. Company offers excellent salary commensurate with experience and past earnings. Send resume, including salary history in confidence to:

BOX M-207, BROADCASTING
An Equal Opportunity Employer

Help Wanted News

Four TV News Weathercasters Needed

- 1) Major Market—top ten
- 2) Medium market

Send Resume and VTR to:

Box 586

Marion, Iowa 52302

Situations Wanted News

ANCHORMAN

Major market anchorman looking for competitive news department. Aggressive reporter. Outstanding producer. Excellent on-camera appearance. Experienced in all areas of television journalism. Major markets.

Box M-181, BROADCASTING

Situations Wanted News Continued

TOPFLIGHT SPORTS DIRECTOR

now available, due to current economic climate, for sports-oriented TV or radio-TV combo. I personally recruited and hired this talented experienced man 2 years ago. He is the best at PBP I've ever heard. Active in public and community relations, he made many friends for Ch. 67. This outstanding pro must be considered executive material, too. Write or call:

JACK LAFLIN
723 Towne House Village
Hauppauge, LI, NY 11787
AC 516 582-4078

I am pleased to recommend him highly. He will be an asset to your organization.

DAVID H. POLINGER
Pres.-G.M.
WSNL-TV Ch. 87, Long Island

Miscellaneous

One of the Nation's best known, top 10, Program Directors will critique your tape. The superstars have worked for him. He will counsel you, in detail, on your strengths and improve your flaws. Advise you on job placement/or advancement.

For details write:
Box M-191, BROADCASTING

"WHAT'S IN THE CAN?"

\$\$\$ For Your Station \$\$\$
Proven sales producer! Inexpensive, unique, moneymaking promotion. For info. & sample, call or write today!

813-821-0986
KEY MARKETING CORP., P.O. BOX 650
ST. PETERSBURG, FL 33731

TV SLIDES: \$6 ea

- * HAPPY THANKSGIVING
- * SEASON'S GREETINGS
- * CHRISTMAS GREETINGS
- * MERRY CHRISTMAS
- * HAPPY NEW YEAR

SEND FOR COMPLETE LIST
BOB LEBAR FILMS 240 E. 55 ST. NYC 10022



gold or silver finish



FOR CHRISTMAS
HIS AND HERS
MICROPHONE TIE CLIP
MICROPHONE PIN
\$4.95 each

Send check or
money order to:
All American Enterprises
PO Box 1141
Pomona, Calif. 91769

10% discount on orders
of six or more.

Employment Service

LOOKING FOR A CAREER IN BROADCASTING?

Then Subscribe to:



Box 61, Lincolndale, N.Y. 10540

Number "One" in Weekly, Nationwide
Employment Listings for Radio, TV,
PD's, News, Sales and Engineers

\$5.00 per month (4 issues); \$12.00 3 months (12
issues); \$30.00 12 months (50 issues)
Remit Cash With Order, Please!

You belong in

Broadcasting
The newsworthy of broadcasting and allied arts

Wanted To Buy Equipment

USED TV EQUIPMENT WANTED

Building new television stations. Looking for used studio equipment, color only and in good condition. Cameras, film chains, multi-plexers, switchers, etc.

Contact: R. Porter, Vice President
721 North Bronson, Hollywood,
California (213) 466-8131

For Sale Equipment

AMPEX AVR-1

SAVE \$25,000

Less than 300 operating hours,
2-Mark 20 heads, color monitor,
and selling for \$125,000.

Applied Video Electronics, Inc.
Post Office Box 25
Brunswick, Ohio 44212

AMPEX VR-7800-C-16

1" Video Tape Recorder with Electronic Editor, Processing Amplifier, Full Color Modules, latest updated unit with only 200 operating hours.

Applied Video Electronics, Inc.
Post Office Box 25
Brunswick, Ohio 44212

Wanted to Buy Stations

Seeking successful small market radio station with owner who wants to retire for partial interest and management control with buy out over several years. Broadcast executive with 20 years experience. I will run while you relax.

Box M-172, BROADCASTING.

For Sale Stations

MIDWEST MAJOR MARKET

AM-Daytimer with FM
(Valuable Real Estate)

Fiscal year gross—\$375,000
Cash or terms offers considered

AT YOUR SERVICE WITH
20 YEARS EXPERIENCE.

RICHARD A.
SHAHEEN, INC.

Media Brokers
435 N. Michigan Ave Chicago, Ill 60611
312/467-0040



Florida	Small	Daytime	\$110M	29%
MW	Small	FM	200M	29%
South	Medium	AM/TV	1.1MM	Terms
SW	Metro	AM/FM	1.2MM	29%

CHAPMAN ASSOCIATES*
nationwide service

Atlanta—Boston—Chicago—Detroit
Dallas—San Francisco

Please Write: 5 Ounwoody Park
Atlanta, Georgia 30341

LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers
Los Angeles Washington

Contact: William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202-223-1553

For Sale Stations Continued

West Coast full time AM and full power FM with good profits and good record in attractive market. Asking \$3,000,000 with some terms available to qualified buyer. Perfect acquisition for radio group operator looking towards expansion. FM offers good growth potential.

Box M-131, BROADCASTING.

Small market CBS television affiliate available for less than \$2,000,000. Responsible buyer can arrange good terms with long payout. Excellent growth still available to new owner. Please include financial qualifications in inquiry.

Box M-132, BROADCASTING.

Class "C" FM

Las Vegas, Nevada

Box M-187, BROADCASTING

Gulf Coast Daytimer. Fast growing area, in metro area. Needs sales oriented management. Underdeveloped. \$300,000 cash.

Box M-214, BROADCASTING

AM Full Time, good earnings New England

\$700,000. Exclusive with:
E. F. Hutton & Company Inc.
One Boston Place
Boston, Massachusetts 02108

617-742-9200, Ext. 36

SOVRAN
ASSOCIATES, INC.
BROKERS & CONSULTANTS
SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 369-8545

Brokers & Consultants to the Communications Industry

THE KEITH W. HORTON COMPANY, INC.
200 William Street • Elmira, New York 14902
(P.O. Box 948) • (607) 733-7138
New England office • St. Albans, Vermont 05478
(P.O. Box 270) • (802) 524-5963

BROADCASTING'S CLASSIFIED RATES

Rate, classified listings ad:
—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.

Rate, classified display ad:
—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.

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.

Profile

Two news presidencies down, one on horizon for CBS's feisty Bill Small

Bill Small worked hard for—and this month won—the presidency of the Society of Professional Journalists, Sigma Delta Chi. Such a reward for dogged, dedicated labor was in keeping with the career pattern of the 48-year-old CBS News senior vice president. Except for one thing: Organization presidencies rarely go to those with Mr. Small's controversial M.O., catalogued by all sources as one of relentless stubbornness.

"He's not universally adored," is the putting-it-mildly verdict of Eric Sevareid, CBS News commentator and a close friend of the subject. "But anybody worth anything in this world is controversial."

Mr. Small is, indeed, worth something to broadcast journalism. Start with his Sigma Delta Chi achievements: long the vice chairman of its Freedom of Information Committee, he authors the broadcast section of SDX's annual report. In the past five years, he has been its regional director, national secretary, national treasurer and vice president, and has twice won the society's distinguished service award for research in journalism for his two books ("To Kill a Messenger: Television and the Real World," 1970, and "Political Power and the Press," 1972). An SDX official described him as "epitomizing the true professional in our field . . . absolutely bulldog tough in the observance of standards."

"Bulldog tough"—which everyone concedes Bill Small to be—has two sides. There is the image of the journalist-as-mongoose, never letting go of the truth behind a story-as-cobra. Mr. Small is widely admired for his aggressive approach to news stories, and in the case of his role as CBS News Washington bureau chief during the Watergate years, the tenacity came in handy.

The other side of "bulldog tough" is the image of the English pit terrier, circa General Patton, who would lock his jaws into a potential enemy's leg—even that of an innocent bystander. This is the Bill Small who, according to one former colleague in Washington, is "a driving, compulsive competitor" with "a one-track mind taking a hard line on his/CBS's interests." Some in Washington call the former CBS bureau chief there "arrogant, chauvinistic," but everyone calls him "stubborn." "His main fault," a former associate decided, "is an inability to retreat from a prepared position—even when he is demonstrably wrong."

One closely connected colleague expressed "respect for Small's professionalism, with reservations about his arrogance in achieving it. . . He's a tough man, and tough men run rough-shod over people." In Washington Mr. Small "step-



William Jack Small—senior vice president and director of news, CBS News; b. Sept. 20, 1926, Chicago, Ill.; BA and MA, University of Chicago, 1951; news director, WLS-AM Chicago, 1951-56; news director, WHAS-AM-TV, Louisville, Ky., 1956-62; Washington bureau chief, CBS News, 1962-74; president, Radio Television News Directors Association, 1960; president, Society of Professional Journalists, Sigma Delta Chi, Nov. 15, 1974; wife, Gish; daughters, Tamar, 22, and Willa, 19.

ped on an awful lot of toes," an associate remembers, "and irritated an awful lot of people. He is not a very tactful man. He assumes that he and CBS are always right and that sooner or later everybody else will fall into line."

A commonly cited example of this attitude is Mr. Small's adamant refusal last December to deal in any way with former President Richard Nixon's then TV adviser, Al Snyder. The black-balling of the man responsible for arranging network pool coverage of White House events posed painful problems for ABC and NBC, as well as for CBS, but Mr. Small steadfastly disregarded Mr. Snyder, because of a two-year-old memorandum released through the office of U.S. Senator Lowell Weicker (R-Conn.) in which Mr. Snyder advised then presidential aide Jeb Magruder not to cooperate with CBS News on a piece about the administration's domestic public relations operation.

ABC and NBC Washington news bureaus felt "used" by Mr. Small and resorted to "out-stubborning" him—apparently a marginally known secret in dealing with him. Mr. Small, it seems, used to be fond of walking out of network pool meetings when he was not calling all the shots. "Bill Small is accustomed to getting his own way," a capital newsman

said, "and when he doesn't he gets very stubborn. In pool situations you can't always do that. Then you just have to be more stubborn than he is."

The image of the classic "hardnosed" journalist, it seems, has fit Mr. Small to a T for a long time. Before heading CBS in Washington in 1962, he was news director at WHAS-AM-TV Louisville, where he is still known as "the most aggressive news director Louisville has ever seen." A 'round-the-clock worker, and a "soup to nuts" manager, according to a WHAS executive, Mr. Small gained the distinction of "giving newspapers a hard time, competitively, back in the days when nobody had any respect for television." During seven years with WHAS, Mr. Small helped himself to the state's most prestigious journalism awards and served as president of the Radio Television News Directors' Association (RTNDA). He served on the Kentucky Advisory Committee on Educational Television and helped create the state's first ETV program. Mr. Small is still referred to as a Kentuckian by associates.

Prior to joining WHAS, Mr. Small was news director for WLS(AM) Chicago for five years immediately following his 1951 graduation from the University of Chicago with a master's degree in social sciences. The cliché of the "tough boys from Chicago" lingers in the Small mystique—he was born and raised in that town, one of a bakery-owner's four children.

A dynamo who manages to succeed at a demanding profession while simultaneously advancing its prestige through conscientious work with two professional organizations—all this while churning out books and articles—Mr. Small, apparently, gets to sleep a few hours each night and still spends a lot of time with his family. Outlets at the poker table and the tennis court are secondary to his passion for gourmet cooking. Friends report, and Mr. Sevareid lightly observes that Mr. Small "will bore you to death talking about restaurants. He has a weakness for rich food."

Although he left Washington less than a year ago to assume CBS's primary "hard news" executive post, Mr. Small has already been touted as successor to CBS News President Richard S. Salant. The New York newcomer has made sweeping personnel changes since his appointment, bringing a great bulk of his Washington staff with him.

Bill Small is "genuinely interested in press freedom and in preserving professionalism, but he is also a hard-driving man on his way up," a former colleague noted. If he steps on toes on the way, the colleague said, the following self-description of Bill Small is applied: "Don't worry about us," the CBS vice president once said, "We're big, tough guys, and we can take care of ourselves."

Editorials

Against the stream

The optimism about advertising that is reported in the lead story of this issue would seem to be at odds with current events. With the coal mines shut, steel plants banking furnaces, auto workers being laid off by the thousands and the stock market alternately falling and faltering, more agency people are forecasting increases in billings than are worrying about declines.

Take the survey of the 30 biggest-billing members of the American Association of Advertising Agencies that is part of this issue's report. Twelve predict increases in their business next year, six see billings staying even, six fear declines and six won't venture predictions. On Madison Avenue bulls outnumber bears.

It is evident, however, that advertising practices will be affected by the recession — as the First National City Bank labeled it in its monthly economic letter out last week. Buying will be done with care. Commitments will be for shorter periods, and cancellation privileges will be demanded.

Broadcasters must adjust their habits to meet the changes in the advertising market. As has been mentioned here before, both radio and television have inherent advantages over other media in uncertain economic times that demand flexibility in advertising planning and placement. Those advantages, applied creatively, will enable skillful broadcasters not only to survive recession but also to assist in ending it.

Bench marks

Two speeches by eminent jurists in recent weeks provided new signs of a swing in judicial thinking toward First Amendment application to broadcast regulation. The swing is unquestionably occasioned by the increasing volume and professionalism of broadcast journalism.

In an address at the Yale Law school, U.S. Supreme Court Justice Potter Stewart undertook a scholarly exposition of the original concept of the freedom of the press, as enunciated in the Constitution, and made it clear that he included broadcasting as an organ of the press.

In an address to the Federal Communications Bar Association, Chief Judge David Bazelon of the U.S. Court of Appeals in Washington said the regulatory scheme that has developed under the Communications Act of 1934 conflicts with constitutional restraints in government. He said the task "for the bench and bar, and indeed the Congress, is to begin the long overdue process of reconciling First Amendment doctrine and telecommunications regulation." If Judge Bazelon also cluttered his remarks with wholly irrelevant criticism of television programming (*Broadcasting*, Nov. 18), his statement may still be read as an affirmation of First Amendment protection for the broadcast press.

At Yale, Justice Stewart emphasized that the press, alone among private businesses, is given institutional protection by the First Amendment in the freedom of the press clause. By contrast, freedom of speech and most other provisions of the Bill of Rights protect individuals' freedoms. The distinction must be understood, Justice Stewart said, "to avoid an elementary error of constitutional law." He could have added that the error has often been made in fairness-doctrine decisions in which the individual's freedom of speech has been held paramount, to the exclusion of the

broadcaster's freedom of the press.

The press, said Justice Stewart, particularly in the past two years, has "performed precisely the function it was intended to perform by those who wrote the First Amendment of our Constitution." It has acted as a fourth force, outside government, to provide an added check on the three governmental branches that were themselves designed to be internally competitive.

"Newspapers, television networks and magazines have sometimes been outrageously abusive, untruthful, arrogant and hypocritical," Justice Stewart said. "But it hardly follows that elimination of a strong and independent press is the way to eliminate abusiveness, untruth, arrogance or hypocrisy from government itself."

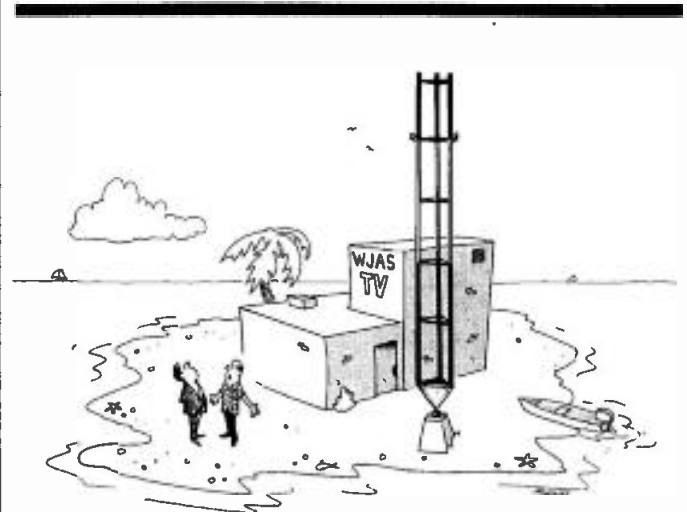
For broadcasters, the messages coming from high benches are clear. There is hope for the elimination of unconstitutional restraints that the government has imposed on broadcast journalism. That hope can be realized only by the dedication of money, time and people to the further development of radio and television news.

Yes, if it's done right

The creation of a National Commission on Regulatory Reform, which was the subject of a Senate hearing last week, could serve a useful purpose at this point of independent agency history. The agencies of principal concern to broadcasting and broadcast advertising — the FCC and Federal Trade Commission — have both embarked in recent years on missions that have considerably outgrown their original directives. An independent study of the independent agencies is in order.

President Ford, it seems to us, had a point in suggesting that wasteful and excessive bureaucratic regulation can lead to economic distortions. Indeed the bureaucracy itself contributes to inflation by the expansion of its size and powers.

The commission on commissions would have a large and thankless assignment, which could properly be executed only by appointees of exceptional merit. If it is to be created, it needs adequate time and adequate budget to do a professional, objective job.



Drawn for *Broadcasting* by Jack Schmidt

"... We're having trouble selling time ..."

**"WGN?
I just started listening . . .
Guess I got tired of the
same songs every day.
But on WGN,
no two days are alike . . .
in fact, no two
programs are alike."**

Radio 720  is Chicago

WGN Continental Broadcasting Company

fifty
YEARS OF SERVICE

They'll be there when you need them!

Guaranteed delivery fall 1975. Starring Martin Milner & Kent McCord. Adam-12* is a Jack Webb color half-hour production.

MCA TV

*Or another appropriate title.

Broadcasting Nov 25

Broadcast Advertising	40	Equip. & Engineering	47	Monday Memo	15
Cablecasting	33	Fates & Fortunes	53	Music	47
Changing Hands	32	Finance	49	Open Mike	10
Closed Circuit	3	For the Record	55	Playlist	48
Datebook	10	Lead Story	18	Profile	65
Editorials	66	Media	20	Programing	45