Laughter is contagious.

Forty stations that put 3 of these (or other) sitcoms together in fringe time show an average 105% more adults and 89% more 18-49 women at the end of their 90-minute laugh span. Forty stations! If that doesn't plant a germ in your head, call Viacom for all 40 stories. You'll catch our concept then!

Pictured here are the most common carriers.

Source: NSI, Feb.-Mar. 1974. Audience estimates are subject to qualifications available on request.
“In performance at Wolf Trap”

Coming this fall on the Public Broadcasting Service (PBS) — 7 productions from Wolf Trap Farm Park, outside Washington, D.C. The only national park founded to promote public interest and involvement in the performing arts. Brought to you through a grant from Atlantic Richfield Company.

Beverly Sills October 14
Sarah Vaughn & Buddy Rich October 28
Yehudi Menuhin November 11
Preservation Hall Jazz Band November 25
Eliot Feld Ballet December 9
Andre Kostelanetz December 23
International Folk Festival January 6

Produced by WETA-TV, Washington.

Dates subject to change. Check your local paper.
We all know what David did to Goliath. Poor Goliath. And the army which put its entire faith in Goliath's size. Poor army.

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

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

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

Without an upstart David now and then throughout history the giants would all have taken over long since. Frankly, we don't think that's healthy... in our business or for people in general.

We're smaller, faster and younger than the Goliaths. And since our army is smaller, you get to know us personally. We keep the faith, because...

We're in the business of You.

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Three Symbols of Recognition

Just as these two state birds are symbols of two great New England states, so WTEV (a station fortunately able to serve important segments of both states) is identified with the great and growing Providence ADI. To capture this thriving market with its effective buying income of more than six billion dollars - be sure to include WTEV on your media list. In fact to fully capture the Providence ADI - WTEV is a must.

WTEV
Providence—New Bedford—Fall River
Rhode Island—Massachusetts
Vance L. Eckersley, Sta. Mgr.
Serving the Greater Providence Area

Channel 6

STEINMAN TELEVISION STATIONS
Closed Circuit

Closer targets. Television Bureau of Advertising’s board of directors has set ambitious goal for TVB’s new executive officer — whoever he may be. Board, while continuing search for president (story page 8), has approved full slate of 13 recommendations advanced by its steering committee, including objective of boosting total advertiser investments in TV by 77% in six years — from $4.5 billion in 1973 to $8 billion by 1980. One tactic for doing this is contained in another approved proposal: stepped-up TVB effort to get more local and regional advertising dollars that now go into newspapers.

Recommendations were developed by steering committee, headed by Walter E. Bartlett Sr. of Avco Broadcasting, from proposals advanced last June by special committee under Marvin L. Shapiro of Westinghouse Broadcasting (Broadcasting, June 10, et seq.). Some deal directly with TVB’s change in emphasis from selling national advertisers to developing new regional and local accounts; others relate to collateral matters such as expansion of sales-training programs, expansion of membership.

Foot in door. Last week’s outpouring of citizen-group support for prime-time access rule (see page 20) may have been harbinger of things to come. In this case U.S. Court of Appeals told FCC to solicit citizen comments in reconsideration of modification of rule. But Washington’s Citizens Communications Center, which was liaison for access filings, will urge FCC to regularize citizen participation by inviting groups to comment on all rulemakings.

Citizen position was taken despite earnest buttonholing by Edward Blier of Warner Bros. and Ted Sorenson, counsel for major producers that oppose rule. They argued their position before American Civil Liberties Union’s media committee in debate with two committee members, Earl Moore, counsel for United Church of Christ’s Office of Communication, and Albert H. Kramer, formerly of Citizens Communications Center but now lobbying against license renewal legislation with Citizens Information Project (Broadcasting, Aug. 26). Moore-Kramer argument prevailed. ACLU will support rule in next round of comments.

Radsat. In rare coupling of corporate objectives, ABC, NBC and Teleprompter Corp. are said to be close to agreement on initial phase of joint domestic communications satellite project that would include radio networking. Talks have progressed toward accord on setting up test arrangement using one of three domestic space carriers now in operation (Western Union Telegraph, American Satellite Corp. and Telesat Canada).

Both networks and Teleprompter would stand to benefit from project. NBC and ABC would use facilities for nationwide distribution of their radio network signals. Teleprompter’s subsidiary Muzak operation would also be accommodated. Presumably system will use low-cost receiving dish demonstrated by Muzak and All Systems, Moorestown, N.J., computer-communications manufacturer, last month (Broadcasting, Aug. 19).

New author. Commissioner Glen O. Robinson will provide major input into FCC’s comments on Office of Telecom-

munications Policy’s proposed bill on cable television. Commissioner has written what has been described by some officials as 17-page “essay” on proposed legislation, and it is to be melded into letter to Office of Management and Budget that has been drafted by commission’s Cable Television Bureau. Commissioner Robinson reportedly faults proposed bill for failing to define national goals for cable — whether it is to become supplement to or replacement for broadcast television, or to be common carrier, for instance.

Second thoughts. National Association of Broadcasters television board thought it would be strengthening TV code when it voted last January to make code subscription mandatory for NAB TV membership, effective April 1, 1976. It’s beginning to look as though opposite effect is in sight. Members of NAB Secondary Market TV Committee at recent meeting unanimously reflected distaste for pending rule and passed thoughts to NAB executive committee which met in Las Vegas last week. It’s predicted TV board at regular meeting next January will amend or scuttle rule.

Earlier dissents from western broadcasters (see page 30), major independent stations and Westinghouse Broadcasting (which objects to code on grounds its standards are too low) are taking on dimensions of revolt.

Coherent policy. FCC has made it clear it intends to be consistent in action it takes in various proceedings dealing with crossownership of co-located media. Commission last week was expected to move toward repeal of rule requiring breakup of existing crossownership of cable systems and television stations in same market. Majority, including Chairman Richard E. Wiley, was thought to be opposed to retention of rule which would affect some 60 crossownerships. And item that could have served as vehicle for reversing field was petition from four affected companies asking commission to reconsider rule, which is now on appeal to U.S. Court of Appeals in San Francisco.

When item came up, commission postponed consideration until Oct. 9, when proposed rule to prohibit newspapers from owning cable systems in same market will be on agenda. Commissioners said they want to be consistent in treatment of both matters, and they want action in those proceedings to be consistent with what they do in rulemaking on newspaper-broadcast crossownerships. In that one, commission appears headed toward rule requiring divestiture only in few cases of newspaper-TV monopoly.

No deal. When Chicago Tribune Co. goes public — probably next year — it’s likely to have its present list of broadcast properties licensed to its wholly owned subsidiary, WGN Continental. Recurring reports of possible sale of WGN-AM-TV Chicago are denied by Tribune Co. officials, although it’s acknowledged that offers looking toward possible exchange of facilities have been made in light of long-pending crossownership issue before FCC, now tentatively decided in favor of grandfathering crossownerships. Nor would Tribune officials comment on evaluation of $50 million placed on prime radio and TV properties in Chicago. WGN Continental also is licensee of KWGN-TV Denver and KDAL-AM-FM-TV Duluth, Minn. There’s interlocking ownership with New York Daily News, WPIX-TV New York and WICC(AM) Bridgeport, Conn.
Top of the Week

You can’t dance to it. Two weeks into new TV season, it appears that American public has second-guessed the experts. CBS, to which even NBC had conceded ratings victory, runs stride short of NBC. ABC’s Friday night lineup is proving so disastrous that network will shove Oct. 11 schedule to broadcast movie. And in light of initial setbacks, many see “second season” coming much sooner than expected. Page 17. Prime time hasn’t escaped attentions of FCC, which collects another round of comments on its much-debated access rule. Page 19.

No rest on renewals. Senate Commerce Committee’s report on renewal legislation it cleared provides more reason for optimism than bare-bones bill itself. Page 22.

Dilemma in Dixie. FCC’s reported unleasing of Alabama ETV stations provides moments of discomfort for broadcasters, as observers fret about dangerous precendents. And with report that state will not exhaust funds to fight commission, future of public TV service there is cast in doubt. Page 23.

Emancipation. CBS’s John Schneider has notion that radio stations could get by with far fewer FCC regulations — and no fairness doctrine. He proposes commission give it a try. Page 24.

Coming clean. When Glen Robinson was an FCC nominee, many felt he could be expected to take hard line against media crossownership. Now he’s a commissioner — and he has. Page 25.

New home. Times were when retailers were generally considered exclusive clientele of print media. No more, RAB and TVB representatives tell New York meeting. Page 28.

Disapproval. NAB and NBC have nothing positive to say about FTC’s bid to ban children’s premium TV advertising. They do, however, have much negative to say. Page 29.

Pay frays. For months, NCTA staffers have been not-too-quietly burning over allegedly fraudulent ads NAB has been purchasing to score pay cable. Now, words have been supplanted by action as association goes to FTC with formal complaint. Page 32.

Situationer. NCTA board opens its doors to press, presents team of experts on what’s good in cable. But they also hear what’s bad. Page 32.

Unsold on Rocky. None of the commercial networks thought to have lived for Nelson Rockefeller’s Senate confirmation hearing — decision that dismayed several senators, and especially Minority Leader Hugh Scott. Page 34.

Soft stuff. Top 40 radio is being besieged by host of tunes that walk softly and carry a big day-part. This year, the ballad’s booming, rock’s retreating. Page 39.

Here we go again. The tune’s been played before, which is no comfort to the Starr Broadcast Group. Scenario: Station (Starr’s recently purchased WNCN New York) drops format (classical) in favor of new sound (rock). Listeners protest. FCC enters picture. Page 40.

Coming out. Can Bob Benson migrate to Washington to start a new radio news service and find true happiness? He has so far. Page 57.

Major victory for broadcast journalism: NBC judgment on ‘Pensions’ upheld by court

U. S. Court of Appeals in Washington has overturned FCC decision that NBC violated fairness doctrine in connection with its investigative documentary on pension plans — Pensions: The Broken Promise. Decision was adopted 2-1.

Judge Harold Leventhal wrote court’s opinion that is sure to be regarded as victory by those who had argued that commission decision, if affirmed, would discourage broadcasters from attempting investigative journalism. Opinion does not, however, deal with contention that fairness doctrine itself violates First Amendment.

NBC had argued that program, which recounted number of cases of individuals who did not realize expected benefits of pension plans to which they belonged, said focus was on “some problems in some pension plans.” Fairness was not raised, it insisted. Program, broadcast on Sept. 12, 1972, won George Foster Peabody award on May 2, 1973, same day commission staff announced program violated fairness doctrine. Complaint was filed by Accuracy in Media.

Judge Leventhal, in 63-page opinion in which Judge Charles Fahy joined, said commission’s error was that it failed to apply pertinent fairness doctrine decisions “that the editorial judgment must not be disturbed if reasonable and in good faith.” And commission had held that NBC’s position that program dealt with “some problems” was reasonable, Judge Leventhal noted. Commission held that program nevertheless, “in fact,” dealt with one side of “over-all performance” of private pension systems.

Judge Leventhal, furthermore, appeared to carve out special preserve where investigative journalism was protected from government interference. Such reporting “has a distinctive role of uncovering exposing abuses,” he said. “It would be undermined if a governmental agency were free to review the editorial judgments involved in selection of theme and materials, to overrule the licensee’s editorial judgment as to what was presented,” though not unreasonable, to conclude that in the agency’s view the exposé had a broader message in fact than discerned by the licensee and therefore, under the balancing obligation, required an additional and offsetting program.”

Judge Leventhal said that record in case sustains NBC as not having abused its discretion in making judgment that dominant thrust of program was expose of abuses that appeared in private pension industry, not general report on state of industry. And if that judgment may stand, he said, there is no showing of controversial issue having been involved.

Judge Edward A. Tamm, third judge on panel, issued stinging dissent in which he held that majority’s opinion freed broadcasters to engage in propaganda. Under opinion, he said, “telescator’s presentation under the label of investigative reporting of a few factual bones covered with the corrupulent flesh of opinion and comment fulfills the obligation of the network to give a fair picture to the public and to assist the public in knowing the facts essential to a determination of basic policies.” Opinion, he added, fails to recognize “there is no real distinction between this type of so-called investigative reporting and propaganda.” He contended there is “legally enforceable obligation on broadcasters to present a report in which all conflicting positions and viewpoints are fairly portrayed.”

Julian Goodman, chairman of NBC, said of court’s opinion: “The public is the beneficiary of this landmark victory for broadcast journalism and investigative reporting on television . . . Today’s court decision promises broadcast journalists freedom to do their job.”

Commission had no immediate reaction. But one official was gloomy as to effect of ruling on future of fairness doctrine. “They haven’t killed the fairness doctrine,” he said of court’s majority. “But I’m not sure what they left of it.”
Good station marketing has a way of standing out

Concerned Marketing Company — a proven team of professional broadcasters who create new and refreshing sales promotion programs for radio and TV stations nationwide.

Ask about THE AMERICAN LEGACY: America's 200th Birthday Celebration promotion honors the biggest national event of a lifetime. A complete image-building, profit-producing package that makes American history come alive for your listeners.

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Wedding bells. FCC Commissioner Robert E. Lee and Washington businesswoman Rosa Bente were married last Friday in Arlington, Va., immediately flew to Las Vegas where Mr. Lee will address Nevada Broadcasters Association today (Sept. 30). Honeymoon will continue to San Francisco, where he’s to address U.S. Independent Telephone Assn., Oct. 8. New Mrs. Lee, owner of nine-outlet House of Fine Fabrics, submitted stock portfolio to commission's general counsel's office for review for possible conflict of interest, will sell two securities - neither involving broadcasting - as result. Mr. Lee’s first wife died two years ago, her first husband three years ago.

No takers yet for TVB presidency
Search for new chief executive officer of Television Bureau of Advertising was still on last Friday after TVB board's first choice virtually shut door on offer.
Edwin Pfeiffer, 48, of WPRI-TV Providence, R.I., was offered post — reportedly on two-year contract at $75,000 first year, $80,000 second - after TVB board meeting in Chicago last Monday (Sept. 23). But he had not accepted when informal deadline passed Wednesday night, and later was reported to have virtually taken himself out of running. He was said to feel that, over long haul, preferred deal would not justify move from Providence to New York and servance of ties with Foole Broadcasting, owner of WPRI-TV.
TVB Chairman Kenneth M. Johnson of KTRK-TV Houston and other TVB officials would say only that search for new chief executive was continuing, with board and its special search committee still studying applicants. They would not confirm offer to Mr. Pfeiffer. Unofficially there appeared to be some feeling that he might yet change his mind. If he did not, board could go either of two ways: refer matter back to search committee, which is headed by William B. Faber of WFLA-TV Tampa, Fla., and which recommended Mr. Pfeiffer, or undertake to negotiate directly with some other highly rated prospect.
Two said to be in contention with Mr. Pfeiffer prior to last week’s meeting were Roger Rice, West Coast vice president of Cox Broadcasting, and Don Durgin, NBC executive vice president (“Closed Circuit," Sept. 23). Mr. Durgin reportedly was sounded out unofficially about attitude toward job in wake of Mr. Pfeiffer's apparent rejection, but was said to have professed little or no interest in it — without, however, entirely ruling out reconsideration. Mr. Rice was reported to be more affirmatively disposed, if firm offer should be made.
Ultimate choice, when confirmed, would succeed TVB President Norman E. Cash, elected to vice chairman.

Wiley's warning on citizen agreements,
Taylor's urging on congressional coverage
FCC Chairman Richard E. Wiley, indicating concern over recent filings of licensee-citizen group agreements with FCC, said on Friday commission should in near future issue statement making clear "kinds of provisions" in those agreements which "would be contrary" to licensee’s responsibility as public trustee and which "we would be constrained to reject."
Chairman, speaking to CBS Radio affiliates, did not refer to specific agreements. But several have troubled commission, and it is now wrestling with question of whether to approve one on children’s programming that KTTV (TV) Los Angeles reached with local groups there.
Mr. Wiley noted that formal understandings are natural outgrowth of rules commission adopted in March 1973, aimed at encouraging licensees and citizen groups to settle problems without involving FCC. But, he added, commission has not told licensees "to give up licensee discretion and responsibility to avoid ‘trouble’ at the FCC."

CBS Inc. President Arthur R. Taylor urged affiliates to give high priority to urging Washington legislators to support "opening of government to broadcast coverage." "If ever there was an idea whose time has come," he told affiliates at their Phoenix convention (early stories pages 24 and 35), "it is that broadcast coverage of legislative sessions — and of certain judicial proceedings as well — rightly ought to be allowed on the same basis as coverage by print journalism. The times require it. The issues require it. And, I believe, after our coverage of the House Judiciary Committee's impeachment hearings, the public requires it."

Coverage of Judiciary Committee proceedings, he said, was "universally lauded," helped steer country "through a perilous and potentially traumatic transfer of power," created greater public understanding of how Congress works and, according to polls, increased public confidence in Congress. Even so, he said, "it is the unfortunate fact" that full-scale opening of congressional sessions to broadcast coverage is "hardly any closer" now than before.

NAB makes convention peace with programers;
Las Vegas agenda beginning to take shape
National Association of Broadcasters convention committee and representatives of program distributors met in Las Vegas last week to size up site of 1975 national NAB convention. Distributors reportedly were pleased and said they would be back in force at next year's convention, to be held April 6-9. They boycotted convention in Houston last March in protest over assignment to hotel they said was inconveniently distant from others. At Las Vegas they have been offered space in Hilton hotel, where other exhibitors and networks will have suites. Meeting with NAB committee were Wynn Nathan of Time-Life Films and Howard Lloyd of Worldvision Enterprises.

NAB is also planning session on programing in formal agenda, with distributors participating. Other plans given tentative green light: "Early bird workshops" of past conventions will be replaced with morning workshops from 9 to 10:30 a.m. daily on topics including TV and radio sales, promotion, minority affairs, general legal problems, license renewals, programing. FCC Chairman Richard Wiley is tentatively scheduled as Monday (April 7) luncheon speaker. Tuesday luncheon speaker has not been slated, but there was talk of inviting FTC Chairman Lewis Engman. Committee's inclination was to feature entertainment at Wednesday lunch.
There also was talk of Wednesday morning session after workshops featuring FCC staff in some sort of forum, perhaps answering questions from floor. Tuesday afternoon will be open to give convention participants chance to concentrate on exhibits. There will be no banquet.

Key concurrences on license renewal
Senators Philip Hart (D-Mich.), Vance Hartke (D-Ind.) and John Tunney (D-Calif.) on Friday issued statement supporting license renewal bill and accompanying report adopted earlier by Senate Commerce Committee (see page 22). They said they understood it to mean that there would be presumption of renewal for applicant that met criteria set out in bill, though subject to rebuttal by competing applicant or petitioner to deny that could show incumbent has not met listed standards or "other relevant criteria." Last could include showing of "undue concentration of power." Senator Tunney also urged reinstatement of five-year license term provided in bill House passed. Senate committee left it at three.
Outraged. ABC-TV affiliate WPVI-TV Philadelphia has refused to carry tomorrow's (Oct. 1) Marcus Welby, M.D., episode dealing with teen-aged boy sexually assaulted by adult male. Network — which expects further affiliate defections — feels turndown is result of massive campaign against program by various Gay Liberation groups; WPVI-TV said show, titled "The Outrage," is "false stereotype of homosexuals." Broadcast itself carries disclaimer thatapist teacher is not homosexual but disturbed.

Regional ownerships next? FCC rulemaking to establish 'clear standards' on regional concentrations of media control was advocated by Commissioner Glen O. Robinson in opinion endorsed by Chairman Richard E. Wiley. Opinion issued in concurrence with 6-to-1 approval of sales of WTCM-FM Eaton, Ohio, and KAUZ-TV Wichita Falls, Tex., to buyers with other stations in same states. Commissioner Benjamin Hooks dissented on grounds, according to aide, that in absence of regional standards FCC could not say transfers met them.

Atlanta sale approved. FCC has granted assignment of license of WGST (AM) Atlanta to Meredith Corp. for $5 million. Takeover of station from Georgia Board of Regents should occur within 30 days, according to Richard F. Carr, vice president of Meredith Radio. WGST operates on 920 kHz with 5 kw daytime and 1 kw night.

Carrying the mail. Young & Rubicam International, New York, has been named advertising agency for U.S. Postal Service, Washington, replacing Needham, Harper & Steers. Postal Service spends more than $13 million in advertising, of which about $10 million is in measured media and about $1.5 million is expected to go into TV. Y&R will handle account on fee basis. Finalists in contention for account were said to be Y&R, NNHS and Grey Advertising, New York, and Humphrey Browning MacDougall, Boston.

Sold in San Diego. FCC is reported to have approved Storer Broadcasting's purchase of KCST(TV) San Diego, for $12 million. Acquisition of UHF station from Western Telecasters brings Storer's complement of TV outlets to maximum of seven.

Consent order. General Foods Corp., maker of Gaines Burgers, has agreed to stop advertising that dogs have special need for milk protein or that their dog food is good source of such protein, Federal Trade Commission announced last week. GF spent $3.7 million on Gaines Burger TV advertising last year, $2.8 million in first half this year.

Free and clear. National News Council has dismissed complaint against Mutual Broadcasting System filed by former MBS newscaster Robert Edwards, who alleged network executives ordered promotion material on December 1973 black college all-American football team broadcast in news packages (Broadcasting, May 13).

To hearing. License renewal application of Storz Broadcasting's WTIX (AM) New Orleans has been set for hearing, because FCC could not resolve conflict of affidavits on whether station had broadcast unauthorized announcement on Jan. 7, 1973, inviting armed civilians to aid police in apprehending sniper atop Howard Johnson motel.

Networks seek end to suit. ABC, CBS and NBC filed joint motion Friday in Los Angeles federal court asking dismissal of government's antitrust suit against them. They claim that since White House tapes and documents they need to prove contentions suits were politically inspired are now under control of former President Nixon, Justice Department cannot make technology required by earlier court order.

Late Fates. William D. Shaw, vice chairman, Golden West Broadcasters, Los Angeles, has resigned that position and been named vice chairman of Major Market Radio Inc., station representative subsidiary of GWB. He will continue to headquarter in San Francisco. George E. Lindman, president of MMR, remains in that position in New York.

. . . Scott S. Miller, formerly vice president and assistant to president, Mega International Inc., New York toy manufacturer, joins Corporation for Public Broadcasting, Washington, as executive vice president. He fills No. 2 post vacated by advertising executive Keith Fisher last June . . . Pat Whitley, program director for WNBC (AM) New York since 1970, has resigned. Station is scouting for replacement; according to Perry Bascom, general manager, station will retain present format (music/personality).
The APR Professionals Are Here!

In less than four months after its introduction to the nation's broadcasters, APRadio is ready to go. It's the new "news service in sound" that brings together the AP reputation of fast, accurate and airable newsgathering with the most modern and efficient automation methods and transmission equipment.

Add to this unbeatable combination our top professional group of broadcast journalists seen here, plus the world-wide facilities of AP, and you'll realize why it pays to join the growing list of APRadio members. For details on APR, contact AP Broadcast News, 50 Rockefeller Plaza, N.Y. 10020 or your AP regional representative.

-on the air Oct. 1, '74!

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MEET THE APRADIO PROFESSIONALS:

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5. Tom Martin
   Anchorman
6. Walter Rodgers
   White House
7. Shelby Whitfield
   Sports
8. Vic Aiken
   APR London
9. Andy Silverstein
   Capitol Hill
10. Norman Beebe
    Anchorman
11. Candy Crowley
    Editor
12. Charles Van Dyke
    Capitol Hill
13. Dan Scanlan
    Anchorman
14. John Hewitt
    Editor
15. Jim Newman
    Business
16. John Holliman
    Agriculture
17. Paula Quick
    Editor
18. Dave Lubeski
    Sports
19. Jerry Schwinger
    Engineering
20. Susan Dugan
    Office Manager
Bringing Shakey's to mind via a television campaign

The more people hear about Shakey's, the more likely they will be to "think" Shakey's when making plans to eat out. That's why we place heavy emphasis at both the national and local levels on advertising, sales promotion and publicity. Our goal is to make Shakey's a household word—a word synonymous with great food in a fun atmosphere.

To accomplish this, our advertising must cut through to the consumer, creating top-of-mind awareness of our products and atmosphere. The advertising must also communicate that Shakey's offers a superior product in a unique, fun, eating-out environment. Key to this rationale are three major factors: (1) fast food advertising competition, (2) television clutter and (3) the importance of maintaining awareness.

Specifically, two major fast-food chains will spend in excess of $108 million this year in television. Other than franchised restaurant advertising, approximately $4 billion will be spent in spot and network television this year. In this arena, Shakey's will spend only $3 to $3.5 million in network and spot.

In addition to competing in terms of television expenditure levels, Shakey's advertising must also fight to be seen within the current television clutter. We also know that when Shakey's advertisements, we see a response in sales, and when we don't advertise, an opposite reaction occurs. However, with a relatively small media budget, it is impossible to maintain a sustaining schedule, thereby necessitating flighting.

To even hope to compete in this marketplace, it was apparent that Shakey's advertising must create interest, be seen and be remembered in order to develop and maintain consumer awareness of our products and services. Specifically, our objectives in developing our advertising campaign were threefold:

- Make Shakey's the name people thought of first when the subject of eating out was discussed.
- Make sure that when people thought of Shakey's, they would also think of the entertainment and fun they have at a Shakey's parlor; the superior pizza they can buy only at a Shakey's parlor; the other fine foods available at a Shakey's parlor, such as chicken; the unique special celebrations found only at Shakey's, like the Birthday Club, and the quality and value of the food served through the "Bunch of Lunch" program.

* Make people want to come back to Shakey's more often.

To achieve these creative objectives, Shakey's and our national agency, J. Walter Thompson West, set out to accomplish the following:

- Create a highly memorable and involving musical theme to be used in all of our commercials. We believe that this musical element will create and communicate the image which is unique to Shakey's.
- Feature a standard Shakey's logo in all visual advertising to provide consistent identity and communications continuity.
- Emphasize visually and verbally the appeals found in a Shakey's parlor. The uniqueness of Shakey's comes from the combination of food and fun, informality and atmosphere, and family communal sharing. Together they offer tangible rewards to the Shakey's customer.
- Focus our message on the change that takes place when the customer enjoys the tangible rewards of Shakey's. This reaction to Shakey's consists of a good-humored portrayal of the change in the customer that takes place when he leaves the "outside, workaday world" and enters the unique environment that exists only in a Shakey's parlor. This is the psychological reward Shakey's has to offer.

- Create special communications which are consistent with the basic theme and concept, but feature the other unique offerings at Shakey's, such as lunch, special parlor activities and other food products.

To achieve maximum awareness of our campaign, we have carried the theme throughout our sales promotion activities, public relations efforts and directly to Shakey's customers at the point of purchase in Shakey's parlors. To further merchandise this new effort, programs have been developed to promote the campaign to Shakey's dealers and parlor personnel.

Since the majority of the Shakey's Pizza Parlors are owned by franchisees (420), we are taking a presentation of our advertising campaign on the road, to show the franchisees our advertising philosophy, how the campaign was created and how it will benefit the franchise.

The presentation will show them the six 30-second spots we plan to use nationally and locally, and also display the suggested print ads, radio spots and other supporting material.

Our television buys will include spots on network specials and series which appeal basically to the entire family. We consider Shakey's a family place, where you can eat the world's best pizza, and that is the story we wish to tell the American public via television, radio and the print media.

To tie the print material to the television commercials, we have developed advertisements and posters using freeze frames from the television commercials. The ads and posters will, therefore, reinforce the television image and give it an extended life.

We have also been careful to make certain that the Shakey's logo and the word "Shakey's" are integral parts of the television commercials. There will be no confusion about which fast food company is shown in the commercials. The musical and visual reminders will tell everyone—"You're something else at Shakey's."

By combining all of these elements in our advertising thrust, we are optimistic that Shakey's will soon become a household word.

George M. Welch, vice president of marketing, Shakey's Inc., Denver, oversees corporate advertising, promotion and new product developments for this chain of almost 500 pizza parlors in the U.S., Canada, Mexico and Japan. Mr. Welch joined Shakey's in 1966 and has since held various managerial positions there in marketing and advertising.

Broadcasting Sep 30 1974
This year, ABC won thirteen out of thirty-nine Emmys awarded for news, documentary and children’s programs!
Harry Reasoner, co-anchorman with Howard K. Smith on the ABC Evening News. Winner of an Emmy Award for "Outstanding Television Broadcaster."

"ABC News Close-Up—Fire." Winner of two Emmy Awards, including "Best Documentary for Events or Matters of Current Significance." Produced by ABC News.

"Make A Wish"...winner for "Outstanding Informational Children's Series." This much-honored series has also won the George Foster Peabody and numerous awards. Produced by ABC News.

"The Runaways," an ABC Afterschool Special presentation. Winner of an Emmy for "Outstanding Informational Children's Special."

Other Emmy winners were: "Beneath the Frozen World" in the Undersea World of Jacques Cousteau series, winner of two Emmy Awards including one for "Best Photography."

And these ABC documentaries were also awarded Emmy honors..."Jane Goodall and the World of Animal Behavior—The Baboons of Gombe"; an ABC Wide World Special—"Paramount Presents"; "Struggle for Survival" in the Primal Man series and "Journey to the Outer Limits" in the National Geographic Society series, won two Emmys...including "Best Documentary on Artistic, Historical or Cultural Subjects."

ABC is pleased and proud of the recognition given to these programs...and to the men and women who put so much into them. In the coming year, we will continue to strive for the highest standards of quality in our news, documentary and children's programs.

ABC Television Network
The news doctors

EDITOR: One of the reasons I have enjoyed reading Broadcasting over the past four years is the fact that the magazine covers not only the everyday happenings in the industry, but also writes and covers what will become the upcoming trends in broadcasting.

A fine example of this was the recent report on the business of news consultants... Your staff writer has done a well-researched piece of work in: (1) what the consultants do for a TV news department, (2) the types of features and sequences that consultants recommend to their client stations, and, of course, (3) the pros and cons of the business from the consultants and stations themselves.

I found the pieces a great reference for those who may study the consulting world in journalism, telecommunications and communications courses.—Jeff V. Noble, University of Kentucky.

Snow reaction

EDITOR: Hats off on your lucid, provocative and exceptionally well-balanced report on the "news doctors" [Sept. 9]. I think further observations are in order. While consultants may not "interfere" with "journalistic content," contrary to your article, many consultants give such advice. Often this centers on making productive use of ascertainment of community problems which are excellent topics for news, features, or investigative reports.—Herschel Shosteck, applied survey research, Washington.
tuning ease (a problem that's disappearing) and in fringe-area service (it doesn't bend around obstacles as well as VHF).

However, as spokesman for a UHF station, I would have thought that Mr. Snow's technical people somewhere along the line would have pointed out that UHF is, in fact, actually superior to VHF in technical quality. Surely he doesn't think it an accident that KCET's signal is superior to that of every VHF in Los Angeles.

UHF technical advantages include less susceptibility to interference, less susceptibility to large-magnitude ghosting, looser spurious-suppression standards, virtual elimination of co-channel interference and a slightly higher field intensity per radiated watt than VHF. Many UHF stations relinquish most of the technical advantages by using super-gain antennas on high mountains, thus putting most of their signal considerably above the receiving antennas. UHF stations on high mountains should—as KCET does—use relatively low-gain antennas, to put a higher intensity signal into the populated areas at a considerable angle below the horizontal plane. Only the low elevation stations need the super-gain antennas—so raw power can overcome signal attenuation from obstacles and terrain.—Eric Norberg, assistant program director, KMPC(AM) Los Angeles.

The other direction

EDITOR: For some time now your editorials on copyright have persisted, not too subtly, with the theme "cable is dragging its feet." Your Sept. 16 version is no exception. This is particularly galling—and an insult to the facts—coming as it does on the heels of a major effort by the National Cable Television Association and cable operators to get copyright legislation passed in the Senate. Cable did win a victory in the Senate vote, but not, as you imply, in "the postponement of decisive action." The victory lies in the elimination of a CATV-sports regulatory provision, which has no business in a copyright bill, and in moving the entire bill closer to final passage.

I regret that you chose to editorialize that "if it would be to cable's advantage if the modernization of the law were stalled indefinitely." I believe a more responsible position is that there are overriding advantages for cable in resolving the matter expeditiously. Notwithstanding our apparent strategic differences, the record should be clear that the cable industry has been—and is—pursuing that latter position.—Amos B. Hostetter Jr., executive vice president, Continental Cablevision Inc., Boston.

Left out

EDITOR: In view of your article on Cox Cable in the Sept. 23 issue, I believe you will want to correct two specific misstatements of fact.

In the second paragraph, you indicate that "Observers point to only two other firms—Viacom and American Television & Communications—that can be considered reasonably stable enterprises in the short term." Your "Observers" over-
looked perhaps the strongest balance sheet in the CATV industry and probably the most securely financed company in the industry. Later in your article you have a misstatement of fact regarding Cox's market price ($3.75) being second highest of any publicly traded MSO's. Your own stock tables will help correct this error.—Robert M. Rosenzweig, president, UA-Columbia Cablevision Inc., Westport, Conn.

(Mr. Rosenzweig's letter was accompanied by financial statements showing revenues for nine months ended June 30, 1974, at $9.9 million, up 38.2% over previous year's period, and net income of $805,000, up 44.9%. Cash reserves were $3 million. He also cited a statement by analyst Dennis B. McAlpine of Tucker, Anthony & R. L. Day that "We recommend longer term purchases of Cox Cable, American TV (and Communications, UA-Columbia Cablevision and Viacom." Broadcasting erred in saying that only ATC's stock among publicly traded MSO's was selling higher than Cox Cable's; at market close last Wednesday (Sept. 25) UA-Columbia was trading at 44%, ATC at 54% and Cox Cable at 49%. Broadcasting stands by the thrust of its Sept. 23 article, however, which was essentially an analysis of Cox Cable's fortunes in a declining cable market. The editors regret that UA-Columbia, which was not mentioned in the article, read it as a reflection on its specific performance.

Textbook
Editor: You might be interested to know that Broadcasting is now required reading in at least three of our courses—El-Dean Bennett, associate professor, department of mass communications, Arizona State University, Tempe.

Indicates new or revised listing

This week


Sept. 20—Oct. 2—Nevada Broadcasters Association annual convention. Frontier hotel, Las Vegas.

Sept. 20—Oct. 2—American Association of Advertising Agencies Western region meeting. Vancouver, B.C.


Oct. 3—Radio Advertising Bureau large market sales clinics, Sheraton-Renton Inn, Seattle, and Hyatt Regency hotel, Houston.

Oct. 4—Date for reply comments to FCC on per-program per-channel charge for cablecast programs, extended from Sept. 30.


Also in October

Oct. 7—Deadline for reply comments to FCC in prime-time access proceeding (Docket 19622), extended from Sept. 15.

Oct. 7-8—Mutual Advertising Agency Network national meeting. Chase Park Plaza, St. Louis.

Oct. 8—Georgia Association of Broadcasters Southeastern Broadcast Day, Fairmont Colony Square hotel, Atlanta.


Oct. 8-10—Illinois Broadcasters Association fall convention. Hyatt Regency O'Hare, Chicago.


Datebook®

In great, growing, medium-size market, this desirable UHF station is in predominately UHF market. As a broadcaster you will recognize the great potential of this underdeveloped television property.

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Contact: Milton Q. Ford — Washington Office
October 10-11—Tennessee Cable Television Association annual meeting. King of the Road motel, Nashville.

October 10-12—Missouri Broadcasters Association fall meeting. Holiday Inn, Kansas City.


October 14—Institute of Electrical and Electronics Engineers (IEEE) and Broadcast Engineers joint annual meeting. Hotel New Yorker, New York City.

October 15—Annual convention. Sheraton-Crowne Plaza hotel, Columbus, Ohio.


October 16—Ohio Association of Broadcasters and Indiana Broadcasters Association joint fall convention. Speakers include Vincenzo Wasielski, president, National Association of Broadcasters; FCC Chairman Richard W. Willey; Frank Magid, Market Research Corp.; Bill Monroe, NBC-TV Washington editor; Otis R. Bowen, associate general counsel of the FCC.


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

October 17—American Association of Advertising Agencies regional meeting, Chicago.

October 17-18—Information Film Producers of America annual conference. Vacation Village, Mission Bay, San Diego.

October 18-19—New York State Association of Broadcasters Association meeting. Holiday Inn, Grand Island, N.Y.

October 18-20—National Association of Radio Farm Broadcasters annual meeting. Crowne Plaza, Kansas City, Mo.

October 18-20—American Woman in Radio and Television eastern area central conference. Marriott Inn, Ohio Hospitality Center, Cincinnati.


October 18-29—Milled, 30th biannual International Film, TV Film and Fine Arts film buyers and sellers. Largo Domodossola 1, 10415 Milano, Italy.


October 23-24—Documentary program at FCC on proposed revisions to pay cable antipiracy ruling. Washington, D.C.

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

October 24-25—National Association of Broadcasters radio code board fall meeting. Royal Orleans hotel, New Orleans.


October 27—17th annual National Press Photographers Association Short Course, Sheraton Airport Inn, Philadelphia.


October 28—17th annual National Press Photographers Association Short Course, Pfister hotel, Milwaukee.

October 28-31—Institute of Electrical and Electronics Engineers Annual Autumn meeting. University of California, Los Angeles.

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

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

November 1-4—Loyola University college radio conference. Lewis Towers Campus, Chicago.

November 2-17th annual National Press Photographers Association Flying Short Course. International hotel, Los Angeles.

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


November 4-6—International R.T.F. Corp. film and TV show, Century Plaza hotel, New York.


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

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

November 11-13—Society of Motion Picture & Television Engineers technical conference and exhibition. Four Seasons Sheraton hotel, Dallas.


November 15-18—Federal Communications Bar Association dinner celebrating 40th anniversary of FCC. Sheraton Park hotel, Washington.


Major meeting dates in 1974-75


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

February 8-12, 1975—National Association of Television Program Producers annual convention. Las Vegas Hilton, Las Vegas.

April 6-8, 1975—National Association of Broadcasters annual convention. Las Vegas convention center, Las Vegas.


Trouble enough to go around as networks assess results of first two rating weeks

Second season may come early this year as all three program chiefs look to the bench; NBC elated by advance from last year; CBS still confident if abashed by initial setbacks; ABC already moving to shore up Friday night disaster

Abrupt schedule changes in the three networks' new prime time entertainment schedules—even before the "second season" in January—were being discussed before the first season finished its third week. Although programing executives were adopting a wait-and-see attitude expected to extend at least through this week, the season's fourth, ABC had already sandblasted its entire Friday night schedule Oct. 11 for the stand-by theatrical picture, "True Grit"; CBS was strongly hinting about an early demise for the new Sons & Daughters and a fall comeback for this summer's favorite, Tony Orlando & Dawn, and NBC was concerned enough about the delicate condition of Ironside and the new Sierra and looking at a new Smothers Brothers variety pilot. Six half-hour shows thrown overboard because of the June prime-time access reversal were suddenly being talked about again; CBS's We'll Get By (written by M*A*S*H star Alan Aida) was getting the most attention.

The three-network record after the second week's results were in: NBC still in first place with an average two-week rating of 20.0 and share of 33.3, CBS in second with 19.9 and 33.1, ABC in third with 16.9 and 28.0.

NBC landed three of its 10 new shows (plus last year's smash, Sonford & Son) on the season's top-10 list for the second week (Sept. 16-21) and also claimed what looked like the most successful new show, Chico & the Man, plus a healthy dent in CBS's traditional prime-time lead. ABC, on the other hand, was trying to recover from finding five of its new shows (and three of its most successful shows from last year) in the second week's bottom 10 list, and only four programs—two made-for-TV movies and two returning series—in the top 30 of 61 prime time shows.

With those two TV movies, however (the highly-publicized "The Sex Symbol," Tuesday, Sept. 17, and "The Day the Earth Moved," Wednesday, Sept. 18), ABC captured two nightly wins from NBC in the second week. NBC hung on to Friday and Sunday during the second week and CBS held its three premiere week wins of Monday, Thursday, and Saturday.

CBS won the second week with a 19.7 average rating and 33.1 average share—down from its 20.1/33 premiere week average. But NBC's close second, a 19.4/32.6 second weekly average—down from its 20.5/34—still found that network crowning about toppling, or at least seriously challenging, CBS's prime-time empire. ABC was the only network with a second week weekly average gain over premiere week, a 17.2/29 compared to the 16.5/27 it mustered Sept. 9-15.

ABC evidenced the most reserve in season predictions: its prime-time vice president, Anthony Thomopoulos, called rumors that his network was in trouble "absolutely false" and stressed that "it's too early in the season to tell anything." ABC's strongest show looks like the returning Streets of San Francisco on Thursdays, which is the thorn in Ironside's side, and which buoys up ABC's most promising new program, Harry O with David Jansen. Streets ranked 17th in the first two weeks; Harry O slipped from 25 to 39 in the second. ABC inaugurated two shows during the second week, Nakia on Saturdays and The Sonny Comedy Review on Sundays (see reviews, p. 21), which placed 55th and 43rd respectively. The network's season-to-date ratings average, 16.9, is down 7% from its performance over the same period last season (18.1) although most network executives say the writers' strike and TV specials during last season's first three weeks render all comparisons difficult. Last season, ABC did score three shows in the top 20. Despite the unquestionable third place showing by ABC so far, Mr. Thomopoulos insisted doomsday speculations are "premature and immature." (ABC ratings specialists have historically preferred the Nielsen-MNA's—ratings based on many night-areas where all three networks are programing competitively—to the full Nielsen nationals, and in that tabulation, ABC observes, the network won four—not two—nights during the season's second week.)

CBS's season-to-date averages covering the first 14 days had dropped 13% below the previous season's figure—a 19.9 compared to last year's 22.9 average prime-time rating. Programing Vice President Fred Silverman countered NBC's claims of gains by predicting his network would carry Monday, Tuesday, Thursday, Saturday and Sunday this quarter. "Only three CBS programs out of 24 have less than a 30 share," Mr. Silverman noted, referring to the first two weeks' Nielsen's optimism, he maintained, is based on that network's front-loading of anthology programing, whose content and cast change each week. CBS had half the season's top 10 shows by the second week—Rhoda, the premiere week princess, slipped to fourth place the second week with a 25.5/40; All In The Family remained in second place ratings-wise (28.8) but first place in share (50); Medical Center vacated its premiere week sixth place for a second week 26th; Mary Tyler Moore, in 20th place during the first week with a 20.5/36, leaped back to eighth with a 23.7/41. The Waltons crept from eighth place the first week, with its two-hour special (24.0/39) to a second-week fifth place, behind Rhoda, with a 24.3/41. Maude went from seventh place to ninth.

NBC's season-to-date ratings average is up 18% from the same period last season, when that network was third at the off-and-running stage with 17.0. NBC's post position this year, 20.5, prompted its programing administration vice president, Marvin Antonowsky, to call his network "very bullish" this season. "When you change half your schedule and still tie for first with CBS, it's a very dramatic success," he said. Accordingly, Mr. Antonowsky was unrestrained in his description of CBS as "the wounded giant" and ABC as "a disaster area." NBC had the top-rated show during the season's second week, Chico and the Man, which sucked up a 50 share. Its Sanford & Son climbed from fifth place during premiere week to third, and two new NBC Friday shows, The Rockford Files and Police Woman, made the top 10 (seventh and 10th, respectively) which surprised even Mr. Antonowsky. The newborn Little House on the Prairie slipped from ninth to 18th place the second week, and McCloud proved less popular (19th) than Columbo (10th place). Lucas Tanner, in 16th place the first week, sank to 42d.

Friday night, all doubtlessly the target for major overhaul at ABC and CBS, which stood by Sept. 20 as NBC walked off with the heftiest ratings figure of the season: 25.3/44.4. Even CBS's first two theatrical movies, "M*A*S*H" and "Wil-
lard," couldn't deflect the NBC Friday combination, but CBS is philosophic about the forfeiture. Mr. Silverman points out that CBS is doing infinitely better Fridays than it did last season, and that Friday is "the only meaningful major improvement" for NBC. CBS's main disappointment this season is Planet of the Apes, whose premiere week 37th place and second week 44th place puzzle CBS enormously. CBS was reportedly selling the show as a 40 share, but it drew a 28 by the second week. Mr. Antonovsky calls the show a "Saturday morning show," and Mr. Silverman acknowledges it may be replaced within 13 weeks if ratings don't buck up.

CBS concedes "NBC opened the season brilliantly" with its "first-rate anthology scheduling, attractive new programs" and promotional efforts "as sharp as a razor." However, Mr. Silverman declared, "opening and sustaining a schedule are two different ball games." CBS concentrates on series, as opposed to NBC's carrying five anthologies (Wonderful World of Disney, Sunday Mystery Movie, Police Story and two TV movie slots). According to Mr. Silverman, series do better on the long haul. After the front-loading of anthologies and movies, such as NBC's opening week victory with Tuesday's Born Innocent, the stability of weekly series pays off, he claims. Mr. Silverman thinks CBS's Sunday detective show, Kojak, will prove him right, and will take over from the Sunday Mystery Movie the way he

First reading. These tables indicate audience performance for the first two full weeks of the 1974-75 prime-time season. Top figure listed is rating, bottom figure is share of audience. All are averaged for both weeks unless special programs appeared in one of those weeks; in those cases (indicated by asterisks) the normal week's ratings and shares are shown. Nightly averages (bold face) include regular and special programs.

### Monday

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<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
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<tr>
<td>8:00</td>
<td>Sold Out*</td>
<td>Gunsmoke</td>
<td>Born Free</td>
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<tr>
<td>8:30</td>
<td>The Sons*</td>
<td>Winner</td>
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<td>9:00</td>
<td>Sonny</td>
<td>Maude</td>
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<td>9:30</td>
<td>NFL</td>
<td>Rhoda</td>
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<tr>
<td>10:00</td>
<td>Monday's</td>
<td>Medical Center</td>
<td>35.5</td>
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<td>10:30</td>
<td>Football</td>
<td>22.4</td>
<td>37.5</td>
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*First week only

### Tuesday

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<tr>
<td>8:00</td>
<td>Happy Days</td>
<td>Good Times</td>
<td>World Premiere Movie</td>
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<td>8:30</td>
<td>17.7</td>
<td>29.5</td>
<td>20.5</td>
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<td>9:00</td>
<td>Monday Night Movie</td>
<td>Hawaii Five-O</td>
<td>Police Story</td>
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<td>9:30</td>
<td>32.0</td>
<td>19.9</td>
<td>34.0</td>
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<tr>
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<td>Marcus Welby</td>
<td>Barabbas</td>
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<td>10:30</td>
<td>30.0</td>
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<tr>
<td>8:00</td>
<td>Mama</td>
<td>Sons &amp; Daughters</td>
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<td>9:00</td>
<td>Monday Night Movie</td>
<td>Cannon</td>
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<td>10:00</td>
<td>Get Christie Love</td>
<td>Man Hunter</td>
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<tr>
<td>8:00</td>
<td>Odd Couple</td>
<td>Waltons*</td>
<td>Sierra</td>
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<td>8:30</td>
<td>Paper Moon</td>
<td>24.5</td>
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<td>9:00</td>
<td>Streets of San Francisco</td>
<td>21.5</td>
<td>34.5</td>
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<td>Saturday Night Movies</td>
<td>Ironside</td>
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<td>10:00</td>
<td>Harry O</td>
<td>Movin' On</td>
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*Second week only

### Friday

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<td>8:00</td>
<td>Kodiak</td>
<td>Planet of the Apes</td>
<td>Sanford &amp; Son</td>
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<tr>
<td>8:30</td>
<td>10.8</td>
<td>17.5</td>
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<tr>
<td>9:00</td>
<td>Six Million Dollar Man</td>
<td>Ironside</td>
<td>Chico &amp; Man</td>
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<td>9:30</td>
<td>Texas Westerns</td>
<td>Friday Night Movie</td>
<td>Rockford Files</td>
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<td>10:00</td>
<td>10.8</td>
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<td>Night Stalker</td>
<td>Police Woman</td>
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<tr>
<td>8:00</td>
<td>New Land</td>
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<td>Kung Fu</td>
<td>M. Tylor Moore</td>
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<td>12.3</td>
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<td>Bob Newhart</td>
<td>Saturday Night</td>
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*Second week only
hopes Apple's Way will knock holes in Disney.

Friday, however, is a CBS problem. "I find it hard to believe they're [NBC] doing as well as they are Friday night," said CBS's associate director of research, Arni Thomopoulos. "But we have problems in programming against Sanford & Son the way they have programs programming against All in the Family."

If CBS can chalk up "a reasonably acceptable share" with Planet of the Apes—meaning at least 7 that's good.

At ABC, the problem is somewhat more critical. A week from Friday (Oct. 11) ABC will put aside its regular lineup in favor of "True Grit."

ABC has totally collapsed," said Mr. Silverman. ABC's average for Friday night slipped slightly from 11.5/20 premiere week to 11.3/19.8 the next week, and there were strong rumors (albeit denied by the network) that at least one new show, Kodiak, would be canceled before the month was up. That, The Texas Wheelers, and The Night Stalker last year's successful Six Million Dollar Man were clustered in the ratings cellar the season's first two weeks. However, ABC may soon move Six Million Dollar Man from 8:30 to the more solid 9 p.m. position. Both The Night Stalker and the once popular Kung Fu has been impaired at 9 p.m. That show, in which ABC continues to express faith, is bounded by The New Land, which has the dubious distinction of being the bottom-rated show two weeks in a row, and by Nakia, which premiered the second week (after The Night Stalker), but was canceled the week before that drew a 13.4/24 with a 13.1/24. Mr. Thomopoulos foresees changes in that time period, but only if the programs do not live up to his expectation of a "slow build" by the end of the quarter.

Cy Amlen, ABC's director of research, predicts ABC will "make some changes in its programming schedule" as yet undetermined. "We think the Friday-Saturday situation will change," he said, "and we are moving as aggressively as possible."

Mr. Amlen, The New Land has "strong female appeal and potentially strong family appeal" which "may take some time" to express itself. Mr. Amlen predicts strong network support for Six Million Dollar Man and Night Stalker, and for Nakia and Fung Fu.

O'Connell's spot show up on Wednesday night, when Sons & Daughters. But look at NBC," he countered. "They have major problems with Born Free, Lucas Tanner, Sierra, and maybe Movin' On and Petrocelli." NBC, he believes, "will need four or five hours of replacement" by the second season, and he believes the skids have already been greased for Thursday night's bumper, Sierra.

Sierra opened with a 14.7/24 and logged a 14.9/25 the second week. NBC sources admit that time slot, 8-9 p.m. Thursday, is primed for a musical variety hour since it was once the home of the Flip Wilson Show. The perfect vehicle, NBC sources say, would be the Smothers brothers show, whose pilot debuts later this quarter, and which would be "a distinct of time slot, 8-9 p.m."

Another concern at NBC is the failure of the long-time hit, Ironside, which cooled in 55th place premiere week and 54th place the next week, with a 14.1/23 at last count. However, if Ironside had a better lead-in than Sierra, NBC sources say improvements would be minimal.

Both CBS and NBC criticize each other's early-evening scheduling, and that's the period, 8-9 p.m., that will see

Back as a solo. Cher will back on CBS-TV in a 60-minute comedy-variety-music series next fall and in the meantime will also star in a one-hour variety special in February 1978. Announcement came last week from CBS-TV, where she co-started in Sonny and Cher Comedy Hour until break-up of her marriage to Sonny Bono ended that show last season and led to the co-host Sonny Comedy Revue on ABC-TV.

Getting licks in on FCC's prime-time access rule

Predictable comments come from producers, networks, OTP, Justice; for first time, however, citizens get into act—and they want it retained

Public interest groups are adding a new dimension to the debate over the prime-time access rule. The major economic forces involved—the production community, which is responsible for those that produce for access time, and the networks—are taking predictable or anticipated positions. Two government agencies—the Department of Justice and the Office of Telecommunications Policy—similarly are taking anticipated, and contrary, positions.

But public interest groups are for the first time making a major effort to affect commission policy on the prime-time access issue. And the groups—about a dozen of them—favor retention of the controversial rule, which was adopted in 1970, first implemented in 1971, sharply modified last February and now faces the prospect of repeal.

While the producers and the networks and even the government agencies are concerned principally with whether the rule affects its stated goals of diverse sources of programming and a weakening of network dominance over programming, the public interest groups are focusing on what they say is their newfound ability to obtain locally oriented programming in prime time.

The rule has led to significant improvements in local programming in the Minneapolis-St. Paul area, particularly in the areas of local news and public affairs, said the Committee for Open Media Inc., of Minneapolis-St. Paul, in comments filed with the FCC last week.

And the National Organization for Women said that while network programming uniformly portrays women as "fishbowl" and on men, the prime-time access rule, "by freeing seven hours of prime time per week for local use, fostered the emergence of strong feminist-oriented programs."

The National Citizens Committee for Broadcasting said the rule has given licensees an opportunity to meet their "responsibilities. And the rule apparently has figured in the negotiations in which public interest groups engage with stations at license-renewal time. For example, to the Black Media Coalition, most groups seeking local programming in prime time "have been successful only at renewal time, when the licensee is most aware of its responsibility to respond to local ascertained problems."

But public affairs are not the only format public interest groups favor. The Minneapolis-St. Paul COM said that a night club had developed a program for access time. And NCCB noted that a station in Denver carries a one-hour show featuring local and Mexican musical stars as well as discussions of issues of concern to the local chicanos.

Repeal would provide an ironic twist in the tortuous history of the rule, since the court order directing the commission to adopt the rule did not issue from an appeal by the principal supporter of the original rule, the National Association of Independent Television Producers and Distributors.

However, the rule, in its original form or as modified, has acquired powerful support extending beyond the public in-

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the most chance. Although Gunsmoke has rallied once again, making 21st place the second season week, NBC's Mr. Antonowksy suggests, it should have been re- tired. CBS's Mr. Silverman counters by observing the failure to reach a consistent 30 share by NBC's Born Free, Lucas Tanner and Movin' On.

NBC's prime time access cutbacks, Sunshine, based on last fall's TV special movie with Cliff De Young, and Second Starti, with Bob Crane, are being held in readines. At ABC, where the Sonny Comedy Revue is in trouble, with its premiere showing Sept. 22 of 17.0/27, two prime-time access cutbacks may be considered: Where's the Fire?, a group comedy being developed further, and Everything Money Can't Buy, a comedy anthology.

**The critics, the end**

The last two new-show premieres are over and the critics have had their chances for a few more licks. They found little in Nakia and The Sonny Comedy Revue (both on ABC) to their liking. Some excerpts:

**Nakia** (ABC, Saturday, 10 p.m. NYT)

"Nakia is basically out of step and managing to dull its most potent features — the glorious landscape. Robert Forster is little help; his expressions number two — grim and grimmer." —Bernie Harrison, Washington Star-News.

"... has two strong possibilities — its leading men, Robert Forster and Arthur Kennedy. Otherwise, the premiere script ... is run-of-the-mill, except that it integrates some Indian lore into the plot." —Kay Gardella, New York Daily News.


**Sonny Comedy Revue**

(ABC, Sunday, 8 p.m. NYT)

"(Sonny's) show, I think, has a good chance of making it. Sonny is a clever performer with a talented resident company, and there seems to be a willingness to use TV know-how to expand comedy horizons." —Bernie Harrison, Washington Star-News.

"As for The Sonny Comedy Revue, there's still only one variety show on television and that's The Carol Burnett Show." —Kay Gardella, New York Daily News.

"It is a very mixture of failed seriousness and failed failure. The show wants it every-which-way. They want you to laugh at their big jokes, (Sonny), but they want you to take Sonny as a serious artist, too, even though he obviously hasn't got what it takes. These dual demands plus all the show's thefis push it beyond camp and into a realm all its own. You can laugh at the badness because it's too sloppy, and you can laugh at what was supposed to be goodness because it never even had a chance. It gives new meaning to the term 'half-bred.'" —Bruce Vilanch, Chicago Tribune.

"Although Sonny may be an adre- record producer and song writer, as a vari- ety show host he'd be better off with a hot dog franchise... Yuck." —Norman Mark, Chicago Daily News.

**Sonny Comedy Revue**

The Office of Telecommunications Policy, whose director is by law the ad- viser to and spokesman for the President on telecommunications matters, also took a position consistent with past utterances — and urged repeal of the rule, OTP, in a letter signed by its general counsel, Henry Goldberg, said the rule appears to have strengthened the networks' position and weakened the U.S. program- production industry — contrary to its original objectives. Furthermore, he said, the numerous requests for waiver of the rule have drawn the commission into program judgments "that are properly the province of broadcast licensees.'

One of those contending the rule has not worked as planned and calling for its repeal was a former backer of the rule, Metromedia Inc. ("Closed Circuit," Sept. 9). Metromedia, licensee of six television stations, five of them independents, said the rule has been "counterproductive" in that, instead of diminishing network dominance, it has weakened the "only real challenge" to that dominance — inde- pendent television. For in expanding the supply of spot time available on network affiliates, it has disadvantaged independent stations, Metromedia said. It added that the affiliates have developed so- phisticated packaging techniques under which they have to compete with other prime-time positions, which have enabled the affiliates to command a sharply increased share of market dollars. Metromedia noted that in Los Angeles, advertisers spent $5,021,000 more in spot television in 1973 than they did in 1972 and that all of the excess was absorbed by the three network affiliates.

A number of independent television stations apparently feel the same. For the Association of Independent Television Stations, one of the strong proponents of the rule as a means of re-
Renewal relief takes another step forward

Senate committee fashions report that may, or may not, protect crossownership against piecemeal attack by newcomer applicants; program performance called key to preference for incumbent

The Senate Commerce Committee last week released a report purporting to explain the license renewal bill it had adopted the week before (BROADCASTING, Sept. 23). Broadcasters who had hoped that the report would restore some legislative underpinning to the crossownership protection adopted by the House but rejected by the Senate committee were not sure how much they had gained.

The Senate committee's bill itself makes no mention of multimedia ownership as a factor in renewals. The House-passed H.R. 12993 contained a prohibition against the consideration of crossownership or integration of ownership and management in renewal cases involving incumbents that are in compliance with FCC rules.

In the report the Senate committee referred to the WHDH-TV Boston case, which set a precedent for challenges to renewal applicants that had multimedia ties or management without ownership interests in the licensee firms. The report was seemingly attempting to write off WHDH as a model when it said that broadcasting "should not be restructured on an ad hoc basis."

But the report also said that "in adopting rules regarding crossownership, your committee would expect the FCC to retain sufficient flexibility...to permit it to find undue concentration in individual cases where the applicant is in literal compliance with the law." At another point the report said that in "unique cases an issue of media concentration, "if compelling enough," could have an effect on license renewal. These qualifications were reportedly written into the report at the demand of Senator Philip Hart (D-Mich.) who has steadfastly opposed the exclusion of crossownerships as renewal issues.

A spokesman for the National Association of Broadcasters was reassured by the report's condemnation of ad hoc restructuring, but he said he was nervous about the reference to "unique cases" that would merit consideration of multimedia crossownership at renewal time. Without a clearer definition of uniqueness, he said, many broadcasters would be unsure whether they were exposed to attack.

Whatever it meant to say about crossownership, the committee report was explicit in emphasizing that program performance was to be the key determinant in renewal eligibility. "Actual program service to the public," the report said, is to be considered "the most critical and important ingredient of the public interest concept." And at another point it said that "program service...is the heart of the matter."

That language was to the NAB's liking, the spokesman said, although the broadcasters would have preferred the committee to go all the way and say that program service would be the only consideration in renewals.

Still the bill and the accompanying report were seen by the NAB as improvements over an original bill submitted by Senator John O. Pastore (D-R.I.), chairman of the Communications Subcommittee (BROADCASTING, Sept. 16). "However," the spokesman said, "it is not the ultimate that might have been enacted, and in comparison with the House bill it leaves something to be desired."

The NAB will continue to press for reinstatement of the House bill's provision extending the term from the present three years to five, as could be done by amendment on the Senate floor. It also hopes for a restoration of the House bill's provision against crossownership consideration when Senate and House versions are taken up in joint conference.

The bill reported by the Senate committee was the joint submission of Senators Pastore and Howard Baker (R-Tenn.). It provides that the FCC will grant a "presumption" favoring renewal for an incumbent demonstrating that (1) it has followed FCC-proscribed procedures to ascertain the problems, needs and interests of the residents of its service area, (2) its program service during the preceding license term has "substantially" met the ascertained problems, needs and interests, and (3) its operation has not been characterized by serious deficiencies.

The only reference to multimedia ownership in the bill is a directive to the FCC to complete rulemaking on the subject (Docket 18110) by next Dec. 31. The FCC has instructed the staff to draft a decision in that matter.

The committee report explained that a presumption favoring the licensee would be an affirmation by the FCC that the renewal applicant had satisfied the three criteria set out in the bill. But the report also said that "in a comparative renewal case it [a presumption] does not guarantee that the incumbent will prevail."

Shortly after the Commerce Committee adjourned last Wednesday an aide indicated that Senator Hart was not satisfied with the renewal bill report. "It's unclear where we came out this morning," he said. There were "inconsistencies and contradictions" that "clearly need clarification," he said.

The Commerce Committee's report addressed another objection raised by Senator Hart during the deliberation on the bill two weeks ago. At that time Senator Hart suggested that the term "substantially met," referring to program service in light of ascertained problems, needs and interests, be changed to "effectively met," because the substantial service standard has been given a variety of interpretations in the past.

"The committee decided instead to keep "substantially met" and clarify its meaning in the report. "Substantially" was defined in the report as "essentially," "without material qualification."

"If, for example, a renewal applicant's past program service failed to meet its promised level of programming to a degree which amounted to a material qualification of what it had promised," the report said, "then under the standard of the amendment the FCC could not find that the applicant's past program service complied with the 'substantially met' test."

That definition would not help matters, according to another broadcasting source who wondered what the report meant by "material qualification." He said he did not know a single broadcaster who works without some material qualifications.

The report stated further that the "substantially met" standard is intended to apply to all renewal applications, contestants and incumbent qualifications in re-action to the House renewal bill report which indicated that in a noncomparative hearing a license's past service need only be found "minimal" to qualify for renewal.

Also in the Senate report was a directive that the FCC process renewals and
proceed with renewal hearings as “expeditiously as possible.” This language was suggested by Senator Howard Cannon (D-Nev.) in response to complaints from broadcasters that renewal proceedings sometimes extend well into the license term being considered.

The report also elaborated on the word “deficiencies” in the Pastore-Baker bill which says a licensee’s operation should not be characterized by serious deficiencies: “Deficiencies in this context refers to violations of the law or of FCC rules or policies, such as rigged contests, misrepresentations, fraudulent practices as to advertisers or technical violations.”

Commerce Committee members had until Friday to submit dissenting opinions for inclusion in the committee report, and it was expected Senator Hart and Senator Vance Hartke (D-Ind.) would do so. The Senate’s renewal bill now proceeds to the Senate floor but there were no indications at midweek when the Senate would take it up.

**Bad case of nerves develops over Alabama situation**

FCC’s still-official decision to lift AETC’s nine licenses rattles broadcasting because of precedents it could set

Reports that the FCC is prepared to lift all nine licenses of the Alabama Educational Television Commission have sent shock waves through the broadcast industry—commercial and noncommercial alike.

And in the midst of all the talk the most dramatic news development last week came in an unconfirmed report from UPI. The wire service quoted a “highly placed” source in Alabama as saying that the state would not fight the FCC, if indeed the commission does revoke the licenses of the state-owned PTV facilities. Thus, the most dire near-term consequence of the anticipated action could be a deprivation of public television service to the people of Alabama. Officials of the Public Broadcasting Service, for one, said they were exploring every possible means through which such a situation could be avoided.

By a reported vote of four-to-two, the commission two weeks ago tentatively voted to revoke the licenses of eight AETC stations and deny an initial license for a ninth (Broadcasting, Sept. 23). The action, which followed a lengthy hearing and which overruled the findings of an FCC administrative law judge, was based on charges from several black groups that the state commission had displayed a pattern of racial discrimination in programming and employment.

Observers last week were pointing to two virtually unprecedented elements in the commission’s action. The more readily apparent one is the fact that the
commission has never before removed the license of a noncommercial station. The more troublesome issue to communications lawyers, however, was the proposition that, in applying the ultimate sanction to the Alabama commission, the FCC would be giving citizen groups a go-ahead of sorts to step up their activities against broadcast licensees. Said one attorney: "This could reverse the balance of power completely. It could legitimate charges against the state that yes men subject to the demands of any guy who comes off the street and says, 'You're not doing a good enough job.'"

The commission has only once lifted a license on the basis of racial discrimination. And the sole case in the record book in which the ultimate sanction was imposed on those grounds—that of WLBL(TV) Jackson, Miss., denied renewal in 1969—was executed by the FCC only after the U.S. Court of Appeals in Washington had all but required it.

The situation in Alabama in the wake of the reported commission action was one of confusion last week. According to the unnamed UPI source, "no great amount of money will be spent on appeals" of the decision. "Some states have already gotten out of the educational television business," the UPI source observed.

But according to AETC General Manager Bob Dod, contacted by Broadcasting soon after the release of the UPI story, no final decision on how the state would proceed has been made. Mr. Dod said he did not know the identity of the UPI source (observers in Washington speculated that it was a member of the Alabama state legislature), nor did anybody at the AETC. Apparently, the mystery man did not reside in the office of Alabama Governor George Wallace. The governor was quoted by local newspapers last week as saying that "the FCC ruling is against the law, I don't think we'll come out OK." Mr. Wallace did not deliberate.

It is understood that, when the commission publicly discloses its Alabama edict (and most observers last week felt the commission would not back down from the full day vote), the agency would permit AETC to continue operating the stations until a suitable interim operator can be located.

There were, however, questions as to how any interim operator could afford to maintain the noncommercial facilities. Although more than $15,000,000 in federal funds to assist AETC last year. Public broadcasting sources doubted whether the federal government would continue to finance the stations absent a permanent FCC license. It was also considered doubtful whether the state would lend any help. And, the PTV officials acknowledged, private citizens in Alabama have historically been among the least benevolent toward public broadcasting.

On the subject of an appeal AETC's Mr. Dod was uncertain. He acknowledged, however, the costs of protracted litigation would be "staggering."

In public broadcasting circles, however, officials seemed to be expecting the worst. One high-ranking PBS executive maintained that his organization, for one, "would do whatever we can" to insure that the AETC stations do not go dark.

Elsewhere in the noncommercial medium, the reaction to the Alabama development was equally severe. On Sept. 20—two days after the commission's action became a matter of public knowledge—CPB President Henry Loomis made pointed reference in a St. Louis speech to the problems public broadcasting has encountered in addressing minority groups.

Mr. Loomis, who did not refer specifically to the Alabama situation in his address, acknowledged nevertheless that the medium's past efforts in serving minority audiences have been lacking. He noted that CPB has "tautly" supported the general principle that "stations are the proper judges of who public broadcasting's audiences are." The case of minorities, however, "is a special one," Mr. Loomis conceded, "because no one questions whether minorities are special audiences."

"The need," the CPB president said, "is for [a] concerted, nationwide effort to correct a systematic inadequacy in serving that audience." He added that CPB cannot "dismiss the issue as merely a local problem. The problem is deeper than that, and the cure must be a match for the problem."

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**Schneider wants to free radio from regulation**

CBG president proposes trial of minimum government control in laboratory markets served by at least 15 competing stations

An experiment in de-regulation of radio license renewal procedures and suspension of the fairness doctrine for radio broadcasters was proposed last week by John A. Schneider, president of the CBS/Broadcast Group.

He proposed that FCC expermentally limit license-renewal requirements "purely to technical matters" and also waive the fairness requirements for radio stations in "test markets" selected from among those having measurable audiences for 15 or more radio stations. There are "well over 100" of these, he said.

"I am convinced that this type of experiment would clearly show that the large number and wide variety of radio voices would guarantee the airing of an equally large number of viewpoints on public issues, and that the expression of these viewpoints would be even more vigorous and robust without the looming and chilling presence of governmental oversight—vigoros and robust expression that the courts and the commission have unanimously approved and the listening public deserves and needs."

Mr. Schneider made the proposal in a speech last Wednesday at the 19th CBS Radio network affiliates convention, held Sept. 24-27 in Phoenix with 211 representatives of 105 affiliated stations on hand.

He noted that a number of government officials had advocated or endorsed de-regulation of radio and said broadcasters were grateful for such "re-regulation" as has already occurred, chiefly in technical areas, but that these moves, they "helpful to us," were "hardly the "expensive and ambitious" steps we were anticipating." Beyond that, he noted, "some of our leading jurists and public officials" are on record in opposition to the fairness doctrine and in support of First Amendment rights for broadcasters.

"The time for some bold, new initiatives" has come, Mr. Schneider said. "An experiment in radio de-regulation is not an outlandish suggestion. It would be a perfect example of such an opening method to determine what legislative action, if any, should be considered.

"Isn't it time to accord the broadcaster the status of first-class citizen? And isn't the starting place radio—where it all began?

Mr. Schneider said "the goal of the experiment would be to consider the impact of de-regulation on the program service provided by broadcasters, including coverage of the controversial issues. It would also demonstrate the extent to which market pressures insure diversity in the ideas and viewpoints presented."

He said he was confident that "in all markets, competitive pressures—and normal journalistic practice—will ensure reasonable opportunity for the discussion of contrasting points of view on controversial issues of public importance" in the market as a whole. Speaking for CBS, Mr. Schneider said, "I see no change in our policies and practices because of such an experiment and ultimate de-regulation."

"However, I feel that public interest no longer requires that each station be under the strictures of the fairness doctrine. Just as the commission found that the 'public interest' required that the public be offered contrasting views as envisioned by the fairness doctrine, the commission should also consider whether such a difference of ideas need be achieved on each station in a market."

He said that in Phoenix, for example, there is service from 30 radio stations offering a wide variety of formats. Isn't it "superfluous," he asked, to require each of these stations to provide the diversity that points called for by the fairness doctrine?

"When the experiment has run its course," he said, "I envision the day when legislation will extend de-regulation to radio licensees in all markets. I also look forward to the elimination of the fairness doctrine. Now, however, it is up to the FCC to take the first step—and the time is now."

Mr. Schneider's address was one of several at the four-day meeting, which also heard plans for new and revised network programming required that much underscoring radio's strengths as an entertainment, information and advertising medium. Subsequent speakers were to in-

George J. Arkedis, vice president of the CBS Radio division and general manager of the network, disclosed plans for nine 30-program weekend special, each with a historical approach, during 1975 and the first half of 1976, the nation's bicentennial year. (In another nod to the bicentennial, officials said, the 1976 affiliates' convention will be held in the colonial atmosphere of Williamsburg, Va.)

Mr. Arkedis also reported that in its Nov. 5 election night coverage CBS Radio will carry two nine-minute special reports an hour (at 15 and 45 minutes past the hour, starting at 7:15 p.m. NYT), in addition to its bulletin and News on the Hour coverage.

The affiliates also were told that a new series, The American Woman, will be presented six days a week starting Dec. 30. It will be four minutes in length, will be produced by Joan Burke of CBS News, will feature prominent women guests and will replace a series which has been carried on the CBS Radio Network since Dec. 31, 1962.

Mr. Arkedis also marshalled research material to support his assurance to the CBS affiliates that "yours is the number one radio network," and also to dispel a wide range of "myths and misconceptions" about radio, including beliefs that radio is strongest in rural areas and appeals primarily to poorly educated and low-income audiences. Also contrary to popular belief, Mr. Arkedis said, heavy nighttime TV viewers are heavy daytime radio listeners; a majority (55%) of women do not watch daytime TV and, even if they do watch, they also listen in substantial numbers to radio.

Seventeen radio stations were honored for 30 years of continuous affiliation with CBS Radio. Sam Cook Diggs, president of the CBS Radio division, who presided at the presentation, said this was the largest group ever to receive the gold microphones, symbol of three decades of affiliation and that it brings the 30-year club roster to 59 stations.

FCC heads for Chicago
Wiley, Hooks, Reid will attend second regional meeting with public, broadcasters at end of Oct.

The FCC last week released details of the regional meeting it plans to hold in Chicago on Oct. 30-31, the second in a series of such meetings Chairman Richard E. Wiley has planned as a means of taking the commission to the people. This session is for members of the public and broadcasters from the five-state area of Illinois, Ohio, Indiana, Michigan and Wisconsin. The meeting will be held in the Williford room of the Conrad Hilton hotel.

On Wednesday, Oct. 30, beginning at 6:30 p.m., the commission will hold an open forum in which the public will be able "to exchange views" with Chairman Wiley, Commissioners Charlotte T. Reid and Benjamin L. Hooks and key members of the FCC staff.

Broadcasters will meet with commission officials on the following day at the Hyatt Regency O'Hare hotel. Afternoon and early evening sessions will include three workshops involving discussion of the commission's technical and operational rules and policies.

The next day, the three commissioners and Broadcast Bureau Chief Wallace Johnson will be available for personal meetings during the afternoon. An informal question-and-answer session will be held from 8 to 10 p.m.

Dec. 2-3 are the dates for the next FCC regional meeting, but the location has not been set.

Robinson states his case against crossownership
New commissioner espouses hard-line approach unacceptable to other colleagues on FCC

FCC Commissioner Glen O. Robinson has confirmed speculation and reports that when it comes to the concentration-of-control of media question he is a hawk and would like to see most if not all newspaper-television crossownerships broken up.

Mr. Robinson, who joined the commission in June after seven years as a law professor at the University of Minnesota, was known by his writings to favor market forces over government as a means of regulating broadcasting. To make sure the market forces can work, he indicated, a strong anticoncentration-of-control policy at the commission would be required.

And in FCC discussion of the proposal to break up multimedia holdings in individual markets, Commissioner Robinson was said to be the only member favoring a rule requiring divestitures of broadcast properties ("Closed Circuit," Aug. 19).

Now, as Chairman Richard E. Wiley did an appearance in New York two weeks ago (BROADCASTING, Sept. 23), he has gone public with his position on the concentration issue.

However, there seems to be no reason to believe Commissioner Robinson's hard-line position is likely to become commission policy. Chairman Wiley is believed to have the votes for his less hawkish view that divestiture of holdings should be restricted to crossownerships involving newspaper-television or newspaper-broadcasting properties ("Closed Circuit," Aug. 19).

Chairman Wiley's position seems to rest on the matter in a speech prepared for delivery to the Minnesota Broadcasters Association, in Hibbing, on Sept. 20. In delivering the address, his first as chairman, Mr. Robinson skipped the passage dealing with crossownership; when it came time to talk to what was an audience essentially of small-market radio station operators, he said last week, the passage did not seem appropriate.

But he said he stood by the passage, and elaborated on it. In discussing the passage with a discussion of his support of a policy of regulation that would involve an effort on the commission's part to take "a hard look" at current policies in broadcasting, cable, specialty services and common carrier fields to make sure they are necessary to serve the public interest. "I want to get the government and the FCC off your necks," he said.

But any reduction in government regulation, he said, puts a heavy burden of responsibility on self-regulation and on market forces. "It also puts a special responsibility on the FCC and other government agencies to take necessary measures to insure an industry structure which is socially responsible and economically efficient in procuring the benefits to which the public is entitled. Which means, among other things, that a high premium is placed on unconcentrated structure of ownership and control, a structure that is conducive to competition and diversity."

"For this reason," he said in the undelivered portion of the speech, "I have urged that the commission take measures to avoid and eliminate concentration of ownership and control when it leads to a loss of diversity. This includes, I might add, common ownership of local newspaper and television stations, which I find difficult to reconcile with our policy of favoring diversification of media control."

In discussing the passage last week, Commissioner Robinson said the approach he favored would not "necessarily" apply to every market; crossownerships in some major markets served by a large number of broadcast and print outlets might not be affected.

But he acknowledged the rule he favors would not be too different from a "flat rule" banning crossownership.

Commissioner Robinson feels concentration should be the target of a rule, not renewal of licenses as, he said, the Justice Department apparently does. He said he would use one or another of various indices of concentration—probably the percentage of circulation a media owner commands in a market through his newspaper and television station as a basis for determining when divestiture should be required. Percentage of local advertising is a criterion used by the Justice Department in determining whether to oppose the license renewals of newspaper-owned broadcast properties. However, Mr. Robinson feels that circulation figures are easier to obtain and more to the point of promoting a diversity of voices.

Commissioner Robinson also urged the Minnesota broadcast audience to be more informed about the public on matters concerning the media. If the public is to exercise its responsibility for supervising the government in its regulation of the media, he said, "the public must have at least some understanding of communications media and the role of the government vis-a-vis those media."

Broadcasters, he said, have a primary
responsibility providing the necessary information and could do more than they are doing. "Fact is," he said, "that if you want to get information about matters which affect the broadcast media, you have to read a newspaper."

That troubles him, he said, and, given the pride broadcasters take in being the trusted and most relied upon media of news and current affairs information, "it should concern them as well."

The 'Star's' angel picks up the tab

Texas financier buys control of faltering Washington paper and its broadcast station group

Joseph Allbritton, Texas banker, last week moved a step closer to acquiring control of the parent company of the Evening Star Stations and the Washington Star-News. But the same step also took him closer to a possible confrontation with citizen groups in Washington.

Washington Star Communications Inc. stockholders last Tuesday voted to accept Mr. Allbritton's offer to acquire up to 38% of the company's stock for $25 million. The vote was virtually unanimous—only one share out of 19,710 voting against the deal. The stock is closely held. Mr. Allbritton was named chairman and chief executive officer of the newspaper, which is reported to have suffered heavy losses although the broadcast operations have been profitable.

Under the agreement Mr. Allbritton acquired 10% of the stock immediately and will get up to 28% more upon FCC approval of the transfer. The Star company's stations are WMAL-AM-FM-TV Washington; WLVA-AM-TV Lynchburg, Va., and WCIV(TV) Charleston, S.C. To approve the station transfers of control, the FCC must waive its rule banning acquisition of radio and television stations in the same market.

Charles Firestone, of the Citizens Communications Center, Washington, said last week that his law firm, which is supported by the Ford Foundation, had been asked by the local chapter of the National Organization for Women to represent it in considering a protest against the transfers and that he had also heard from the Media Task Force, a black group that in 1972 filed petitions to deny renewals to all Washington stations, and from the Adams-Morgan Organization, a local civic group. "We can't say we'll oppose the waiver," Mr. Firestone said. "Sometimes there are trade-offs. If there is adequate programming and employment and provisions for public accountability, maybe that will be enough."

Another threat of intervention has been made by a bidder who lost out to Mr. Allbritton. John P. McGoff, president of the Panax Corp., which owns a string of 48 Midwestern newspapers and wanted to buy the Star-News without the broadcast properties, has said he would oppose FCC approval if the Allbritton offer were accepted (Broadcasting, Sept. 16).

Out of home-town TV, into out-of-town radio

WCKY(AM) Cincinnati is sold in shift of crossownerships

Post-Newsweek Stations, subsidiary of the Washington Post Co., has reached a preliminary agreement to sell WCKY(AM) Cincinnati to Truth Publishing Co., Elkhart, Ind., for $3.6 million, subject to approval of the companies' boards and the FCC. The sale can be terminated by either party if Truth's application for FCC approval of its sale of WSJ(TV) Elkhart-South Bend, Ind., to Quincy Newspapers Inc. for $3.2 million (Broadcasting, Sept. 9) should encounter procedural delays.

Post-Newsweek is licensee of WJXT-TV Jacksonville, Fla., WPFG-TV Miami; WTOP-AM-TV Washington and WFSB-TV Hartford, Conn. The parent company owns the Washington Post, Newsweek magazine and Art News and a 50% interest in the Los Angeles Times-Washington Post News Service and a 30% interest in the Paris-based International Herald Tribune. Katherine Graham and family own the Post Co.'s class A stock; class B is publicly traded on the American Stock Exchange.

Principals in the buyer are John F. Dille Jr. (53%) and Walter R. Beardsley (47%). Truth Publishing owns the Elkhart Truth and is parent of Truth Radio Corp., licensee of WTRC(AM)-WYER(FM) Elkhart. Mr. Dille and son, John Dille III, own Pathfinder Communications Corp., licensee of WCUZ(AM) Grand Rapids, Mich., and WMEF(AM)-WMEF(FM) Fort Wayne, Ind. WCKY is on 1550 kHz with 50 kw and directional antennae. Broker: R. C. Crisler & Co.

Changing Hands

Announced

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

- WCKY(AM) Cincinnati: Sold by Post-Newsweek Stations to Truth Publishing for $3.6 million (see above).
- WNAE(AM)-WRRN(FM) Warren, Pa.: Sold by Northern Allegheny Broadcasting Co. to Kinzue Broadcasting Co. for $450,000. Principals in seller are A. David and James Potter who are retiring. Principals in buyer are W. LeRoy Schneck (62.5%) and Rockwell O'Shiel

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SOUTHEAST FULL TIME

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BROKERAGE

Broadcasting Sep 30, 1974
Mr. Mitchell is president and principal stockholder in KGFW(AM) Kearney, Neb., and KFLI(AM) Mt. Home, Idaho. KRCB is daytimer on 1560 kHz with 1 kw. KRCB-FM is on 98.6 mhz with 100 kw and antenna 175 feet above average terrain.

WPEO(AM) Crozet, Va.: Sold by George G. Cory, retiring, to McClennen Broadcasting Corp. for $275,000. Buyer is W. Edward McClennen (100%), general manager of WCHV(AM) and WCCV-FM Charlottesville, Va. WPEO is daytimer on 810 kHz with 250 kw.

KHSJ-AM-FM Hemet, Calif.: Sold by Ramirez Broadcasting Corp. to KHSJ Inc., for $250,000. Principal in seller is James C. Richards, president and general manager. Principal buyer is Raymond I. Kandel, president and 50% owner of 2588 Newport Corp., parent of KHSJ Inc. and licensee of KTUC(AM)-KFMM(FM) Tucson, Ariz.; KYVA(AM)-KGLP(FM) Gallup, N.M., and KHOT(AM)-KUUL(FM) Madeira, Calif. Mr. Kandel is also real estate investor. KHSJ is daytimer on 1300 kHz with 500 kw. KHSJ-FM is on 105.5 mhz with 700 kw and antenna 265 feet below average terrain. Broker: Hogan-Feldman Inc.

WTYX(AM) Marianna, Fla.: Sold by James W. Tate to Jackson Broadcasting Corp. for $200,000. Mr. Tate plans to retire. Principals in buyers are William P. Dunkle III (60%), wife, Eleanor C. (20%), and mother, Carolyn W. (20%). Mr. Dunkle is announcer-salesman for WTYX, which is on 1340 kHz with 1 kw day, 250 kw night.

Approved:

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

WHTN-TV Huntington, W. Va.: Sold by WHTN-TV Inc. to Gateway Communications Inc. for $7,424,000. Reeves Telecom Corp., parent of WHTN-TV Inc., owns WKEE-AM-FM Huntington and WHTN-AM-FM Baltimore. Hazard E. Reeves is chairman of the board. Principals in Gateway are Bergen (N.J.) Evening News Corp. (Bergen Evening Record and Sunday Record; Patterson, N.J., Morning Call); 80%; George A. A. Koehler, president (13%), and H. Lewis Klein, vice president (5%). Gateway owns WBNG-TV Binghamton, N.Y., and WTAJ-TV Altoona and WLYH-TV Lancaster, both Pennsylvania. WHTN-TV is ABC affiliate on ch. 13 with 316 kw visual, 20 kw visual and antenna 1,000 feet above average terrain.

WYSL(AM)-WPHO(FM) Buffalo, N.Y.: Sold by McLendon Corp. to Howard Communications Inc. for $1 million. Principals in seller are B.R., Gordon B. and Jeanette McLendon (together 100%), who are also licensees of KXNO-TV Pembina, N.D., and KNUS(FM) Dallas. Through McLendon Pacific Corp., the McLendons own KOST(FM) Los Angeles. Other broadcast holding, WNUS-AM-FM Chicago, has been sold to Giorbottor Communications Inc. for $4,45 million pending FCC approval (BROADCASTING, Nov. 19, 1973). Principal in buyer is Robert Howard, president (100%). Mr. Howard was formerly vice president and general manager of WPCC-AM-FM Morningside, Md., and has various real estate investments. WYSL is on 1400 kHz with 1 kw day, 250 kw night. WPHO is on 103.3 mhz with 40 kw and antenna 340 feet above average terrain.

WWTO(AM) Huntsville, Ala.: Sold by Tennessee Valley Broadcasting Co. to Powell Broadcasting Co. for $630,000. Principals in seller include Tom G. Trasher, vice president. Principal in buyer is Edwin W. Powell (99.8%), Huntsville cattle farmer and investor. WWTO is daytimer on 1000 kHz with 10 kw.


FCC approves ascertainment method of KPIX

Commission rejects charge station didn’t properly seek minority views, says ‘numbers game’ is not required; KTVU renewal is appealed

In ascertainment community needs and interests, broadcasters need not maintain a "statistical parity" between those they interview and their ethnic and racial percentages of the total population involved. For the FCC does not “play a numbers game regarding community survey requirements.” It is concerned with representativeness, not specific numbers.

The commission made the point in rejecting a petition by Marcus Garvey Wilcher and the Community Coalition for Media Change, which he serves as co-chairman, to deny Westinghouse Broadcasting Co.’s renewal application for KPIX(TV) San Francisco (BROADCASTING, Sept. 23).

The coalition had alleged that an "overwhelming majority" of the community leaders interviewed by KPIX were middle-class, middle-income persons who did not reflect a cross-section of the community. The survey underrepresented minority groups, the coalition said, and the station did not maintain continuous contacts with

MID-EAST Full-Time AM and Class B FM with highly profitable background music franchise, in solid medium-size market.

Station owns real estate

Really priced right at $650,000 Cash.

Contact: Milton Q. Ford Washington Office.
minority groups during the license term.

But the commission held that the station's surveys of leaders and the public were "specifically responsive to" and "more than met" the requirements in the Primer on Ascertainment of Community Broadcast Applicants.

The commission also found that the station's surveys closely approximate the ethnic and racial composition of the area and that, as a result, the allegations of underrepresentative minority sampling have no support. Similarly, it said, there was no basis for criticism of Westinghouse's ongoing ascertainment activities.

Ascertainment was not the only issue on which the coalition sought denial of the KPIX license renewal. The coalition said that the station's past programming was not responsive to need of the area's residents, particularly the minority population, and it objected to program proposals on the ground they would provide only a continuation of allegedly inadequate service.

The coalition also charged that the station had discriminated against minority groups in its hiring practices.

The commission said there was no basis for any of the charges.

The vote was 5-to-0, with Commissioner Benjamin L. Hooks concurring. Commissioner Albert E. Lee was absent.

In the same week that the commission rejected the petition of a coalition directed against KPIX, another coalition was filing an appeal in the U.S. Court of Appeals in Washington from an earlier commission decision granting the renewal of Cox Broadcasting Co.'s KTVU (TV) Oakland-San Francisco, Calif. The appeal was filed by the California La Raza Media Coalition, which had urged the commission to designate KTVU's renewal application for hearing to explore the station's employment practices, ascertainment efforts, past and proposed programming, and alleged violations of the fairness doctrine and of commission rules requiring broadcasters to maintain files for public inspection.

### Broadcast Journalism

**Retailers explain growing reliance on radio and TV**

RAB and TVB put broadcasting's best foot forward at N.Y. seminar by presenting advertisers who have found happiness on the air

Television and radio's incursion into retail advertising—once a print preserve—was on the agenda by speakers at a two-day meeting of the National Retail Merchants Association in New York.

The broadcast media's most fervent boosters, understandably enough, were the Television Bureau of Advertising and the Radio Advertising Bureau, which arranged sessions that accentuated the values of TV and radio for retailers. But throughout NRMA's Retail Advertising Workshop and Seminar last Monday and Tuesday (Sept. 23-24) were remarks by retail executives on their growing use of TV and radio.

Perhaps the most newsworthy announcement relating to broadcast was made by Mary Joan Glynn, vice president for sales and advertising, Bloomdale's, New York. She told the audience that Bloomdale's plans to use television on a regular basis.

Ms. Glynn said that in the past, Bloomdale's had scheduled TV for occasional special promotions, including the opening of new stores and special sales of selected items. She said the proposed TV budget would supplement the company's regular advertising program in various print media, but did not disclose the dollar amount in the projected TV effort.

(Reached later at Bloomdale's, Ms. Glynn said specifics of the TV project would not be ready for release for several more weeks.)

The session on radio was arranged by RAB and was led by Joyce Reed, its director of retail services. Case histories of successful radio promotions were detailed by Richard Westman, vice president and media director of Jack Byrne Advertising Inc., New York; Leana Clarke, sales promotion and advertising manager, Forbes & Wallace, Springfield, Mass., and Gordon Cooke, publicity director, Burdine's, Miami.

Mr. Westman related the creative radio approach used by Byrne to solve certain problems of its retail clients. He played and gave the rationale behind commercials created by Byrne for clients including Seaman's, Brooklyn, N.Y. (“In order to have them stand out from other furniture stores, we made them a little more humanistic,” he explained.)

“One store offered reductions for buying food in bulk and we created two commercials—one for the white middle-class and the other for the black and less prosperous consumers stressing the value of mass buying” (and Franklin Simon, New York). “We gave a build enthusiasm for shopping on 34th Street, an area which had been slipping”). He said Byrne’s clients had been “very successful” with radio.

Ms. Clarke noted that Forbes & Wallace, a 100-year-old company, has been traditional in advertising almost exclusively in newspapers. But recently in planning for the opening of a branch store 60 miles from Springfield, the company bolstered its radio budget substantially because the community residents were younger and with a different lifestyle.

She indicated that radio would play a more vital role in the store’s advertising, saying the medium is able to reach different kinds of people through its various formats.

Mr. Cole described what he called a “successful” back-to-school radio campaign in which four stations in the Miami area carried from 150 to 250 commercials per week. The radio effort was reinforced by a vigorous merchandising campaign and the store evaluated the entire project through a customer-awareness survey (“radio was very effective,” he said).

The session on television was moderated by Tom McGoldrick, director of retail sales, TVB. Its highlight was the showing of a TVC and putting together suggestions on the creation and scheduling of effective retail television commercials. Among the tips offered: use a hard-hitting commercial (or elements from it) over and over again; recycle commercials by changing the copy or using only parts of the original; place your advertising in periods when business is slack (example: Hudson-Belk’s campaign—“Shop in November, Relax in December”); de-emphasize Santa Claus promotions during the holiday season and develop promotions that don’t tie parents down to the children; select target audiences and buy TV schedules in bulk.

Ding Koehler, senior vice president and project director of Sawden & Bess Inc., New York, offered some guidelines for producing effective retail TV commercials. He suggested advertisers produce commercials they can afford but “do them well”; they should be sure their buy area is in the market they should be as original as possible; they should pay careful attention to the audio as well as the video, and they should listen to outside specialists on such questions as tape or film, original or stock music, and special effects.

Others appearing on the panel were Howard Abrams, broadcast consultant in the retail field and Bambi Hammill, broadcast manager, The Hecht Co., Washington, who made brief comments on the TVB film.

### Media Briefs

**Lose some, win some.** XETV (TV) Tijuana, Mexico (San Diego market), announces it has signed secondary affiliation agreements with NBC and CBS. Channel 6 station already is carrying NBC's Monday Night at the Movies and is scheduled to air program on regular basis through May 28. It will also carry CBS's Captain Kangaroo, Big Blue Marble. XETV was until July ABC affiliate in San Diego market, but failed to get FCC approval to continue. ABC is now affiliated with KCST (TV) there (ch. 39).

Communication. NBC has established Department of National Community Affairs under Robert Kasmer, vice president, corporate affairs, to encourage and maintain communications flow between NBC and "leading national organizations" which deal with broadcasting, such as Action for Children's Television, National Organization for Women and other parent, institution or minority groups seeking to influence media.
million on television in the fourth quarter of 1974 in both network and spot television, approximately the same as in the 1973 final quarter. A company spokesman said Bradley also has just launched an extensive network radio campaign on ABC, CBS and NBC that will continue until Dec. 7.

Through Young & Rubicam, New York, Bradley in mid-September began an intensive network-TV effort for its various games on Saturday and Sunday morning shows that will extend through the holiday season. Its spot-TV blitz on more than 50 major cities will begin Oct. 21 and will run from six to eight weeks. Among the well known personalities featured in the Bradley television commercials will be Lucille Ball for the new crossword game, Cross-Up, and Tony Randall and Jack Klugman for an adult game, Challenge Yahtzee.

In the TV specials area, the National association will sponsor Santa Claus is Comin' to Town on ABC-TV on Dec. 5 (8-9 p.m.) and 'Twas the Night Before Christmas on CBS-TV on Dec. 8 (8-9 p.m.).

### FTC's proposals on kid premiums wrong approach, NAB, NBC say

Association says self-regulation is best way, cites remedies made by its Code Authority in 1973

The Federal Trade Commission's proposed ban on television advertising of premium offers to children is "unreasonable and arbitrary," the National Association of Broadcasters said in comments filed with the FTC last week. Also filing was NBC, which concurred with most of NAB's objections.

According to the NAB, "The question of premium advertising to children has already been dealt with effectively in broadcasting through the self-regulatory process. There is neither a need nor a basis for an outright ban on such broadcast advertising."

NAB submitted statistics to demonstrate that its Code Authority is performing well. Of 244 premium-offering commercials submitted for Code Authority review by restaurant and breakfast cereal advertisers in 1973, for example, 145 were ultimately deemed acceptable under code standards the statement said. It described instances in which commercials have been turned down, for example, a commercial for a restaurant which was found unacceptable because it devoted too much time to an offer of free circus tickets, violating the code premium-time proscriptions.

Built into NAB's premium advertisement guidelines, the NAB said, are guards against "distortion, oversimplification, over-glamourization" which could cause a child to be deceived.

NAB said, and NBC concurred, that the FTC's proposed guidelines are based on "conjecture and supposition" that premium ads are confusing, harmful and unfair to children under 12 and erroneously presume that a ban aimed solely at television would eliminate the problem. NAB and NBC both argued that the proposed FTC guidelines discriminate against television. "It is difficult to understand the legal basis for singling out for regulation the only medium which has endeavored to develop its own sensible and effective machinery for self-regulation," NAB said. In fact, NAB said, a ban on premium offers on TV will likely have the same result as the ban on cigarette advertising on TV: Premium advertisers will simply redirect their resources to other media outlets such as magazines. In the case of the ban on cigarette advertisements on TV, cigarette sales subsequently climbed and cigarette advertising revenues for the print media nearly tripled. The loser, according to NAB, was the broadcasting industry, which lost $200 million in advertising.

NAB argued that the FTC has not made a persuasive case for saying that premium advertisements are harmful to children. It is unlikely, for example, that premium offers of competing similar products will harm a child, it said. "Where is the injury to the child who finds Tops bubble gum baseball cards more appealing than Fleer's Double Bubble chewing gum comic strips?"

NAB also argued that some premiums are beneficial, "such as cereal promotion of Golden Nature Guidebooks which..."
discuss flowers, animals, insects and the like."

NBC amplified this point, saying, "there is no question that responsible premium advertising can serve legitimate economic, competitive and social interests." The use of a premium, said NBC, enables an advertiser to attract attention to his product.

NAB and NBC both said the FTC should limit regulation only to those premium ads that violate law.

Another NAB argument was that the number of premium advertisements is not great enough to warrant regulation. NAB said monitoring network programming from 9:05 a.m. to 2 p.m., Saturday, Sept. 14, this year and found that eight of 87 commercials contained premium offers, meaning that 91.9% of the commercials that morning did not contain premium offers.

Furthermore, NAB said, its television board has already announced that commercial time during Saturday and Sunday children's programs will be reduced with the start of next year.

NAB said the FTC proposal, "though couched as a guide," will in effect have the force of law. "In practice ... the proposed guide will operate more as a trade regulation which enjoins the television broadcast of premium advertisements to audiences largely composed of children than as an administrative interpretation yet subject to judicial scrutiny."

Further questions are raised, according to NAB, by ambiguities in the FTC proposal which make it uncertain who will be held responsible to noncompliance with the guide, the broadcaster or the advertiser.

"As a precautionary measure, the licensee will likely err on the side of overextending application of the guide to avoid conflict with a federal agency," NAB contended.

NAB concluded its arguments by suggesting the FTC can correct abuses through traditional commission action, either on a case-by-case basis or by promulgating guidelines aimed at curbing specific practices which might have a tendency to deceive. "But there is no warrant or justification to impose an absolute prohibition based on the medium carrying the advertisement rather than on any particular abuse within the advertisement itself, NBC said.

Montana, Wyoming broadcasters hit code-subscription rule

Montana even threatens to secede from NAB if requirement goes through

Two state broadcast association in the Rocky Mountain region have written the National Association of Broadcasters to object to the NAB television board's decision to make TV code subscription mandatory for all television members.

One of them, the Montana Broadcasters Association, threatened that all its members would pull out of the NAB altogether unless the decision is reversed. The other, the Wyoming Association of Broadcasters, briefly stated its objection, saying mandatory code subscription would lead to forced subscription to any NAB activity.

The two associations are the second and third groups to raise such objections. The first was the Western Broadcasting Co., headquartered in Missoula, Mont., which threatened earlier this month to terminate the memberships to its seven radio and TV station members. (Broadcasting, Sept. 9).

The Montana Broadcasters Association said mandatory code subscription is "arbitrary, unjust and wholly unnecessary, creating as it would another regulatory agency within our industry." It also said, "To predicate NAB membership upon required subscription to the code would serve only to manacle many conscientious broadcasters and could impose an intolerable burden of additional policy regulations in the future."

The Montana association said it may place its full weight behind the Rocky Mountain Broadcasters Association "which clearly serves the interests of our small market stations."

There is no evidence at this point that such adverse reaction to the NAB decision is snowballing. Vic Miller, vice president of the Montana association and general manager of KTVQ-TV Billings, said his association acted alone and has not been in touch with any other association on the matter.

The three groups' letters were addressed to Andrew Ockershausen, chairman of NAB's joint radio-TV board, who replied that any actions on the complaints will have to come from the NAB television board. In a letter to the Wyoming Association of Broadcasters, Mr. Ockershausen noted that the code subscription decision will not take effect until April 1, 1976, to give plenty of time for "discussion and explanation of the matter." He also noted that the decision in no way affects radio members, adding it is not likely that the television policy will eventually be extended to radio.

Business Briefs


Consolidated. The Katz Agency has combined its television and radio research departments into total broadcast service department divided along research and promotion lines. Peter R. Goutian, assistant to president of Katz Television, has been named vice president for broadcast services for The Katz Agency. In changeover, William Schrank, who has headed Katz Radio's research promotion department for six years, has been appointed director of creative systems for company and Kenneth Mills, head of Katz Television research-promotion since 1969, becomes director of creative services for The Katz Agency. Effect of move is to place Mr. Schrank over research in AM, FM and TV and Mr. Mills in charge of all broadcast promotion.

Hardware. Jefferson Data Systems, subsidiary of Jefferson-Pilot Broadcasting Co., will market computer services nationwide in 1975. JDS has 10 television and radio subscribers at present, including at Post-Newsweek stations; has purchased $500,000 worth of hardware in preparation for expansion.

Selling help. Sales training division of Richard F. Palmquist Inc. has announced training aid for broadcast stations in form of cassette tape that includes more than 25 tips and suggestions for selling time more effectively. 1300 South Green Bay Road, Racine, Wis. 53406.
NCTA climbs into ring at FTC to counterpunch NAB antipay ads

Fraudulent, misleading, deceptive are but a few of the many charges made in vitriolic filings that seek cease and desist order

"NCTA believes that the broadcast industry has carried its propaganda campaign regarding ‘free TV’ too far.” With those words, the National Cable Television Association last week opened a new—and by far the most bitter—front in the continuing battle over the development of pay cable.

The words were in a complaint NCTA lodged, as expected, against the National Association of Broadcasters at the Federal Trade Commission. The anticipated action ("Closed Circuit," Aug. 19), accused NAB of fraudulent and misleading advertising in its promotional campaign against alleged siphoning of broadcast programming by pay-cable operators.

NCTA contended that several advertisements placed in major newspapers in the past year by NAB’s Special Committee on Pay TV violated federal law by making unfounded claims regarding pay cable’s intent to deprive American viewers of popular free television programs.

In so doing, NCTA alleged, the NAB "has gone past the limits of exaggeration or puffery and placed its advertisements into the category of false, misleading and deceptive advertising in violation of Section 5 of the FTC Act."

It characterized the ads as "a disservice to American consumers and . . . designed to thwart competition in video communications."

NAB officials last Wednesday (Sept. 25)—the day the NCTA complaint was filed—said since they had not received copies of the document, they would reserve comment.

The NCTA action came immediately after the association’s board of directors met in Rancho La Costa, Calif. (see page 32). Reportedly, several revisions were made in the complaint during that meeting.

The complaint urged the FTC to conduct an investigation of the NAB’s advertising practices and to order the association to desist from making similar advertising claims in the future. It seeks no punitive or compensatory redress.

(Cable industry sources, however, did not foresee litigation of this nature as a future option.)

The NAB ads in question appeared in several leading newspapers—including the Washington Post and Star-News and the New York Times—on Aug. 1, 1973; Oct. 11, 1973, and Nov. 29, 1973. The complaint cited a fourth ad in the July 15 issue of Broadcasting. In essence, the ads made the representation that, unless pay cable entrepreneurs are checked by public and governmental action, they will obtain rights to popular TV offerings and relocate them to a fee-based service exclusively.

Said the Aug. 1 NAB ad: "Pay TV operators are now planning to buy the exclusive rights to present events like football, baseball, basketball and all the rest, and movies and popular entertainment shows—things that you can get on free TV right now—and convert your TV set to a box office for themselves."

NCTA, however, maintained in its complaint that not only are pay cable’s plans devoid of such intentions, but that the FCC’s present antisyphon rules prohibit such activity. "The fact is," NCTA contended, "that it is the commercial broadcaster who has the exclusive rights to these programs in some cases has even been involved in . . . illegal warehousing." The association termed "an incredible disservice" NAB’s alleged intention "to attempt by false and misleading statements to scare the public into believing that as a result of subscription cablecasting, free TV, like an automobile without gas, will be dead."

Further, NCTA took exception to NAB’s use of the word "free" in describing commercial television and called it "a clear contravention to guidelines set down by the FTC concerning advertising of free merchandise or service.”

The "free" medium, NCTA noted, had
advertising revenues of $3.46 billion with pretax profits of $655 million last year — which purportedly removes it from the FTC-established definition of a cost-free service.

NAB, NCTA contended, "is misleading and deceiving the American public through the use of false statements, innuendo, half-truths and scare tactics."

Growing momentum for pay cable is highlight of NCTA board meet
Foster stamps it as first priority; chairman's new contract to be discussed at mid-October meeting

The directors of the National Cable Television Association thought it might buck up the troops if there were some bright success stories and optimistic forecasts presented at last week's board meeting at the Radisson in La Costa, Carlsbad, Calif. So they opened most of the two-day meeting to the press and guests and they heard some good news and some not so good news.

On the one hand they heard the best CATV success story that has been reported in a long time. This was United Cable's Tulsa, Okla., cable system that began operating last winter, and now boasts 53% subscription saturation in the first 350 miles of plant. They also heard about an extensive study of cable TV by giant IBM Corp. that foresaw all sorts of potential in using CATV systems for computer services. But they were disappointed when they learned that IBM feels the time is not right for it to get into the field.

By and large, however, the cable leadership was most heartened by the support it has gained, principally from the motion-picture industry and some local as well as federal elected officials in moves to remove shackles on the showing of movies over pay cable systems. And it was told that pay-TV subscribers are continuing to increase.

Perhaps the most exciting report about in what almost everyone agrees has been a moribund industry for the last several years came from Gene Schneider of United Cable (formerly LVO Cable), whose 35-channel $10-million cable system began operating in Tulsa last January. It now has 18,500 customers, with a target of 65,000-75,000 subscribers when the installation is completed. It not only provides all local TV stations, Mr. Schneider said, but also two Los Angeles independents, plus a 24-hour movie channel (for free; although United is studying a pay-TV operation), an all-childern's channel, as well as a host of other services that are standard as well as new for cable TV, such as news, time, weather, sports, finance, even a color bar channel so customers can fine-tune color TV sets. United Cable anticipates installing a similar system soon in Albuquerque, N.M.

That was the good news. The other side was presented by George Krembs of the IBM Corp., who told how his firm had undertaken a study of interactive, two-way CATV as a prospective market for computers and found it rife with potential. But, he said, IBM's management decided the time was not ripe for this activity yet. Mr. Krembs's lukewarm report was offset in a way by Winston Hinsworth of Solomon Broth- ers, New York investment house, who said that from a financial viewpoint there were encouraging signs, especially the increasing profitability of existing systems and the prospective improvement in the regulatory picture.

But it was pay cable's future that without a doubt intruded most of those present. That and copyright, which it seems may become a bone of contention in November at the executive committee meeting, with some directors claiming that the association should move to try to get a better break on copyright legislation. David Foster, NCTA president, agreed that there was no chance of copyright legislation in the remaining days of this session of Congress; he expressed hope that the House Judiciary Committee might approve legislation next spring and that after conference with the Senate a law might be in existence in late 1975 or early 1976. Mr. Foster, in his president's report, noted that the cable viewpoint that resulted in the sports blackout provision being eliminated came partly as a result of the broadcasters' concern with another provision that would have required them to pay additional fees to performers. Otherwise it would have been much more difficult, he said.

But, beyond all that, Mr. Foster said, pay TV is NCTA's number-one priority. The use of movies by cable companies, he said, must be deregulated, and, as he told Jack Valenti, president of the Motion Picture Association of America, "we're going to hang tough on that issue."

Mr. Foster added: "Cable TV is not tied forever to the 1971 consensus agreement ... it's not holy writ." That was the agreement among movie producers, broadcasters and cable operators to work for a just copyright bill.

Mr. Valenti, whose producer members were among those who fought so bitterly with cable operators on the copyright issue, said that now there is total unanimity among producers, craft members and union members on the pay cable issue: Every person, he said, should be able to see a movie any way he wants to. Mr. Valenti said that the networks were engaging in "a little bit of demagoguery" when they claim that movies will be siphoned off or denied to over-the-air broadcasters.

After commenting that six out of every 10 motion pictures shown on TV are commissioned for that medium by the networks, he said he sees cable operators some day banding together to commission movies for CATV.

Geoffrey Nathanson, president of Optical Systems Corp. which has nine pay systems operating, reported he is planning to open in Flint, Mich., next month. He said latest estimates are that there are 50 pay systems operating with a total of over 100,000 customers. The largest, of course, is Optical Systems in San Diego, now serving 14,200 subscribers.

"Pay cable," Mr. Nathanson emphasized, "is no longer an experiment for us; it's our only business." Although movies are the staple fare for pay today, he noted, sports undoubtedly will be a second program source in the future.

Representative Lionel Van Deerlin (D-Calif.), a member of the House Commerce Committee, told the NCTA board that the networks are "presumptuous" in saying that movies, and sports "inevitably" will be lost to over-the-air broadcasting if not restricted on cable TV. "We must find out where the truth lies," he said, calling for a two-year deregulation period. If at the end of that time, he added, broadcasters' fears are realized, then the FCC can reinitiate regulation.

"You are to be believed until there is evidence to the contrary," he told the cable TV audience.

And the CATV operators were heartened by similar sentiments voiced by a municipal official. He was John Witt, San Diego city attorney, who took issue with the FCC's pre-emption of pay
TV and reported that the city had filed its opposition with FCC, especially in regard to restrictions on the use of movies on cable TV.

The board members also heard plans for a sports and other program services being evolved by Target Network Television, an offshoot of KBEAT-TV Kansas City (ch. 41). Tom Lemmons of TNT told the NCTA directors that advertising is beginning to come into the regional CATV networks. The latest is Black & Decker, sponsoring a woodworking show, taking two minutes of the four minutes available for commercial announcements, with the other two minutes available for sale by TNT. The last 95 seconds of every program, Mr. Lemmons said, is available for local sale by the cable system.

Other highlights of NCTA board meeting last week:  
- Bruce Lovett, American Television and Communications Corp. and chairman of NCTA, reported that the executive committee will be meeting in mid-October with Mr. Foster to discuss a new contract with him. Mr. Lovett noted that the current Foster contract requires negotiations to be completed by March 1, 1975. Mr. Foster, who reportedly receives $75,000 annually in his current 18-month contract that expires May 31 next year, has asked for two-to-four year contract, as well as increases in remuneration.
- The board heard an extensive report from Amos Hostetter, Continental Cablevision, Boston, former NCTA chairman, on negotiations with telephone companies for pole-line fees. Mr. Hostetter said the committee be held to meet with AT&T Oct. 1, but that there are no meetings scheduled with General Telephone & Electronics. The committee, Mr. Hostetter said, sees a possible pattern of joint pole fee boosts by power companies, and is considering the possibility of legal action if this indeed is a concerted move by monopoly utility companies.
- The board expressed its impatience with the failure to receive fee refunds from FCC. NCTA members serving 5.5 million subscribers. Associate memberships, however, seem to be going down.
- Wally Briscoe, NCTA senior vice president, reported that the association now has 422 members serving 5.5 million subscribers. Associate memberships, however, seem to be going down.

Broadcasters to one side; cable, producers to the other in pay-cable filings

The FCC, in its long-pending pay cable proceeding, had asked in August for further comments on the present and proposed rules. By last week it had received plenty of them.

Broadcasters, in their comments, said the present antisiphoning rules regarding pay cable are necessary for the continuation of feature films and sports telecasts on conventional television. The Association of Maximum Service Telecasters contended that without the antisiphoning rules, pay cable is likely to be devoted to mass entertainment and never develop the diversity in programming envisioned for it by the commission. Hence, pay cable is a "supplementary service," according to NBC, there is no need for pay cable operators and broadcasters to compete for the same programs. The network added that the view of an open market for acquiring feature films and sports programs, espoused by those who want to do away with the present antisiphoning rules, is not relevant since pay cable is not in pure competition with broadcasters because cable now picks up network programming free of charge.

The National Association of Broadcasters told the commission that any action it takes should not be based on pay cable's purchasing power at the present time, since pay cable's potential for growth is such that it will be able to outbid free TV in the near future.

ABC said that any FCC decision reached regarding pay cable should be tentative and subject to congressional evaluation and legislative action—which would include the resolution of the copyright issue—before any changes are adopted finally.

The networks argued that any relaxation of the current movie antisiphoning rule (which restricts pay cable to the use of motion pictures within the first two years of theatrical release or to once-a-month use of films in release 10 years or longer) would be tantamount to keeping features off free TV altogether. A reduction in the post-release period during which films are denied to pay cable would enable producers to skip free TV, it was said.

Addressing their remarks to other proposed changes in antisiphoning rules suggested by NCTA, the networks opposed any "wildcard" provision giving pay cable operators an exemption from the 2-10 rule for blockbuster films that may not be released to free TV for a longer period of time than most films.

Also, AMST argued against an FCC proposal that would allow pay cable operators and the networks to bid on a feature film once it was two years old; the winner would show the film for one year and then alternately, the outbid party would have access to the second year. AMST's contention was that pay cable would be in a better financial position to outbid the networks for first showing and thus relegate network movies to secondary status.

With respect to sports programming restrictions on pay cable, the networks held that present provisions whereby sports events that have been telecast in last two years in the community are not available to pay cable should be strengthened to comply with the FCC's governing over-the-air subscription television that sets a five-year standard. NAB and NBC argued that present sports categories—at home, away, game of the week—which determine whether pay cable can be given to competitions, should be revised to allow all sports to be covered. AMST made the point that a particular sport or event should not be extended or pay cable operators will devise categories that allow them to receive more of free TV than pay networks.

Other broadcasters commenting on the proposed changes in the pay cable antisiphoning rules, including Metromedia Inc. and 20 licensees that filed jointly urged that sports restrictions be pushed a series of proposed subscription television rules and that the FCC ban all cablecasting of the four major professional team sports (football, baseball, basketball, and hockey) from pay cable though exceptions on an ad hoc basis could be considered.

Also in contention is whether pay cable should be allowed to cablecast sports that are not televised in the community. AMST argued that so-called "remainder games" are not now carried because stations often cannot accommodate them. But by allowing pay cable access to these games, AMST said the FCC would set a freeze on expansion of their coverage by free TV. As the rules now stipulate, if a "substantial" number of games of any of the four major professional team sports is covered by free TV then cable access is excluded. AMST wants to fill in the ambiguous "substantial" with a 10% yardstick; the NAB opted for a 25% standard.

AMST's position is that their commission proposal would require notification by pay cable to the networks prior to carrying any pay cablecast. The networks favor such a requirement and CBS urged a 30-day notification period.

The FCC also raised the question of "warehousing"—the practice of buying film rights with no intent to broadcast immediately but merely to thwart competitors—in regard to the contention by cable groups that networks had used the practice to bar cable from certain movies. The networks denied the allegation but added that the right of reversion is necessary for protection from other broadcasters and to insure a sufficient market.

ABC additionally asked that the commission not only retain the present antisiphoning rules for paid cable but extend them to cover all cablecasting whatever or not a per-program or per-channel charge is made.

The Association of Independent Television Stations and Kaiser Broadcasting Co. contended that any changes in the antisiphoning rules would hit independ-
ent TV's, the hardest, since feature films and sports often are the mainstay of independent broadcasters' program schedules.

At the other end of the spectrum, the National Cable Television Association, supported by other cable groups and several prominent organizations, called for a complete waiver of all the present antiphonizing rules for at least a four-year experimental period to allow the commission to evaluate whether any restrictions are needed.

Calling the present rules "artificial constraints" aimed at retarding the "free market" interplay of producers, telecasters and cable operators, NCTA said the rules are impeding the necessary growth of cable television and are "overly protective of the broadcasting industry."

NCTA argued that for cable to realize the programing diversity made possible by its multiplicity of channels, staples such as movies and sports are needed to generate the revenue required to provide cultural and minority-oriented programs.

NCTA added that broadcasters' fears that they will lose these programs to cable are unrealistic in view of the networks' present financial status vis-a-vis pay cable. Furthermore, NCTA suggested, the economic situation for film producers to eliminate networks and independent broadcasters as customers.

On the proposal of alternate free bidding between pay cable and broadcasters for one-year rights to feature films, the cable groups held that broadcasters would have "an economic advantage" over the opposite position broadcasters took.

The Office of Telecommunications Policy also endorsed an experimental suspension of all antiphonizing rules except with regard to sports. In the initial phase of the pay-cable proceeding culminating last November with three days of oral arguments, OTP did not participate because the Cabinet Committee on Cable Communications had not then completed its report. The present OTP comments came since the cabinet committee had concluded that, in the long run, use of nearly 50% of all homes are hooked up, no antiphonizing rules should be needed. OTP added that the relative strengths of the broadcast, program production and cable industries shows that there is "an credible threat" to the public's continued reception of broadcast entertainment programming.

The National Citizens Committee for Broadcasting also endorsed the lifting of antiphonizing restrictions. NCCB argued that cable is a "younger, smaller" system that could be "hurt" by more regulations.

Third parties to the pay-cable proceeding—like program suppliers which generally urged the removal of the present antiphonizing rules. Joint comments filed by the Motion Picture Association of America Inc., Columbia Pictures Corp., 20th Century Fox Film Corp., Metro-Goldwyn-Mayer Inc., Paramount Pictures Corp., United Artists Corp. and Warner Brothers Corp., called the present antiphonizing arguments "illusory." The groups expressed concern that setting a fixed period for feature films to be shown on pay cable would stifle the growth of new CATV systems. Also, these firms said that inclusion of any "pay card" provision would effectively bar newer CATV systems from access to movies until the feature is 10 years old, while older systems would be able to carry the program.

MCA Inc., also against the rules and in favor of over-all suspension, said the alternate proceeding advanced by the FCC in this latest proceeding would involve the commission in a "quagmire of administrative regulation."

The National Basketball Association, the National Hockey League and the Commissioner of Baseball all wanted to rescind antiphonizing regulations as they pertain to sports coverage. In addition, they argued that the present two-year period should remain rather than conform to the five-year period set for subscription sports. The basketball group argued that five years would have pay operators dealing at "arms length" with telecasters negotiating a fair compensation. The NHL wanted the FCC to use a 50% standard for determining "substantial" number of games that are telecast before precluding pay-cable access.

The NBA offered a 33% figure instead.

Of all the comments (over 40 altogether) were filed last week in response to the commission's Aug. 12 further notice of proposed rules. The basketball group said that five years would have pay operators dealing at "arms length" with telecasters negotiating a fair compensation. The NHL wanted the FCC to use a 50% standard for determining "substantial" number of games that are telecast before precluding pay-cable access.

Cable Briefs

Cox overseas. Cox Cable Communications, Atlanta, is now into international cable market. Company said it has purchased 30% of Anten Petersen A/S Horsens, Danish concern operating systems for eight locations in Denmark, $600,000. Cox will also advance $2.4 million in working capital over next few years to Horsens.

Money to move. Kingston CATV Inc., operator of cable system serving 14,000 subscribers in Kingston, Woodstock and Rhinebeck-Red Hook, all New York, has acquired $4-million, 10-year senior secured loan. Credit line, of which $3.4 million has already been forwarded to help construction and provide working capital, is extended by Aetna Business Credit Inc., East Hartford, Conn.

Academic guidelines. Cable Television Information Network, Washington, has published late in its special report series an "age guide to educational uses of cable TV. Booklet, emphasizing use of FCC-mandated educational access channels, is designed to aid academicians in assessing cable as instructional tool. It is available at $2.50 per copy from CTC, 2100 M Street, N.W., Washington 20037.
the Rockefeller hearings live.

A third Rules Committee member, Senator Marlow Cook (R-Ky.) criticized the networks during the hearings, suggesting that they appear to have agreed collectively not to give live coverage, thus raising antitrust questions. "That is absolutely not so," said Sanford Socolow, a Washington vice president of CBS News.

Said Mr. Salant: "Members of the Senate, like anyone else, have every right to disagree with our judgment. We, on the other hand, have an obligation to act solely on the basis of independent news judgment, and we did so in this case."

The absence of live coverage prompted Senator Scott to send his endorsement of long-range funding for public broadcasting via letter to Senator Warren Magnuson, chairman of the Appropriations Subcommittee which is currently reviewing that proposal. Public broadcasting television stations aired the Rockefeller hearings in full, but delayed, in the evenings. Public radio carried them live. In his letter, Senator Scott praised public broadcasting for its coverage of the hearings, adding, "This underscores the failure of the three commercial networks to provide a needed public service."

Senator Magnuson's subcommittee was to have heard testimony on the proposed long-range funding from Public Broadcasting Service President Henry Loomis last Wednesday, but postponed the session "indefinitely," according to an aide.

Documentaries felled by prime-time ruling revived by NBC

As projected, NBC News will kick off a monthly late-night, 90-minute magazine format documentary series (Saturday Night,premiereing Saturday, Oct. 19, at 11:30 p.m. (NYT), to be "a program for people who like television," said its newly named executive producer, Reuven Frank. NBC News came up with the idea of late-night news shows after a court reversal of the FCC prime-time access decision forced the network to chuck its plans for a Saturday 7-8 p.m. weekly documentary slot. Weekend will pre-empt the Weekend Tonight Show once a month, on 12 Saturdays during the 1974-75 season.

Mr. Frank described the network's attempts to suit the unique requirements of late-night viewing to news specials: "In prime time, a viewer doesn't like your show switches channels. After prime time, if you can't keep him interested, he goes to bed. So we're going to keep the stories short and fast-moving." By that, Mr. Frank means that as many as six totally different stories will be examined during each 90-minute program. "It will be the opposite of a talk show. There will be few interviews, no long stories, no 'stand-uppers,' nobody in front of a picture-postcard background talking into an ice cream cone."

Salant says media shouldn't wallow in Watergate

He says question now is whether Journalism measures up routinely

Richard S. Salant, president of CBS News, cautioned the news media last week not to regard Watergate as a sign-off of self-praise but as a beginning for self-examination.

Mr. Salant was in a questioning mood in his remarks before the CBS Radio Network Affiliates Association convention in

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Phoenix, last Thursday. He made it clear during his talk that, within limitations, the news media had performed satisfactorily during the Watergate period. But he stressed there was a need for a re-examination of journalistic performance so that the quality of reporting can be improved if similar critical and far-reaching development recurs.

He asserted the news media should welcome "continued professional, sober, objective review" of Watergate coverage, and added:

"For this reason, I regretted that the Nixon administration, by refusing to supply back-up specifics to the National News Council, aborted the council's attempted study of Mr. Nixon's press conference charge that network news coverage of this administration was unprecedentedly 'vicious' and 'distorted.'"

Mr. Salant contended that there should be not only outside professional studies but also those by the news media. He suggested this self-examination should answer such questions as: "How well did we really do? How responsible were we? Are we sure that we would have brought the same devotion to digging into all corners, to any President, no matter what his political party, no matter how good or bad the relations between him and the press?"

Mr. Salant said it would be "wrong" to dismiss as "ignoramus" all the people who were opposed to the news media. He indicated that too many critics believe that "there is something sinister and improper about what almost all observers of the American press since the beginning have accepted as a proper role of adversary and watchdog."

Mr. Salant raised a crucial question on the news media's performance: Did they fail in 1972 as in 1944 when President Roosevelt was fatally ill and voters never knew it because his condition was not reported? He noted that Mr. Nixon in 1972 received the largest plurality of any candidate for the Presidency in history but said he did not seem to be the same Mr. Nixon of the Senate and House committee hearings and reports and the tape transcripts.

Mr. Salant felt the news media "failed woefully" somewhere along the way. He agreed the media had a difficult, if not impossible, task inasmuch as Mr. Nixon was "an obsessively private and remote man" and his aids kept him insulated.

He suggested the public might have been better informed in the 1972 campaign if only the electronic news media had been able to put on special debates, in-depth interviews or full-length documentaries. But the existence of Section 315 of the Communications Act, which would have afforded time to a number of splinter candidates, precluded this type of coverage, Mr. Salant pointed out.

"I don't argue that if there had been no Section 315, there would have been no Watergate," he said. "I only suggest that one of the lessons we may have learned is that we in electronic journalism might have done a somewhat better job in informing the voter had Section 315 not stood in the way."
NBC leaning to Fernseh as minicam entry; $1.5 million deal in prospect

German camera gets network nod as all three news organizations beef up in electronic news gear

The move to electronic cameras in broadcast journalism escalated last week with the announcement that NBC News has concluded a deal for up to 29 hand-held Fernseh cameras. German cameras distributed through Robert Bosch Electronics of Saddlebrook, N.J.

NBC's entry into the minicam explosion was a considered one. Shortly after CBS News announced its commitment to the Ikegami, a Japanese electronic camera, for its own-station television news operations (Broadcasting, Aug. 19) and ABC followed suit with a projected 12-Ikegami buy for its O&O's, NBC switched from Ikegami—of which it will own three—to the newly developed Fernseh, which was introduced earlier this year at the National Association of Broadcasters convention in Houston. NBC will own five Fernsehs by the early part of 1975, and may go to the full 29 if—as stipulated in the deal—nothing better comes up on the market in the meantime. Like the other two networks, NBC is phasing out its Philips-Norelco PCP-90's.

The 40-pound Fernseh is comparable in weight and price to the Ikegami—about $55-60,000 per camera without recorder—and NBC praises both. However, after securing a stable delivery schedule from Fernseh, NBC pursued its conclusions that the German camera better matches studio camera quality and is somewhat easier to operate than the Japanese version. NBC will distribute the first five Fernsehs and its three Ikegamis to its O&O's, will retain any further Fernsehs that are purchased for use by the network.

If NBC goes through with the 29-camera purchase, it will cost approximately $1.5 million for cameras alone, plus another $3,000 per camera for recorders. Jim Kitchell, NBC News general manager of news services, estimates it would cost $200,000 to equip each of its 100 news crews worldwide. Some of the support equipment and editors could be shared among crews, however. Mr. Kitchell also estimates a saving of $40,000 per year per crew under the costs of film and film processing.

The 29-camera projection is based on "what our needs are, but you have to gain experience in the field before going through with it," Mr. Kitchell explained last week. "If you turn around there's a new piece of equipment, and we don't want to put all our eggs in one basket."

MCA, Dutch firm put chips on video-disc player

A move to put a video-disc player into the consumer market moved a giant step closer to realization last week when MCA Inc., Los Angeles, and N.V. Philips of Holland signed a long-term agreement to market to consumers a Philips-MCA optical video-disc player and compatible disks.

The player will be manufactured and sold by Philips through its international marketing and distribution offices. Concurrently, MCA will make and market video-disc programs.

Both Philips and MCA have for some years been developing an optical video-disc system, with MCA's Disco-Vision having been presented publicly for the first time in December 1972. In its more recent demonstrations, before the Society of Motion Picture and Television Engineers in Los Angeles earlier this year, the disk operated for over 40 minutes per side. The MCA system uses a laser beam to scan the disk.

MCA emphasizes that it has a wide spectrum of entertainment and other material available for use, including the "vast" Universal Picture film library. It also noted that it intends to produce a variety of new programming especially tailored for the video disk.

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On the dotted line. Completing negotiations between MCA Inc. and N.V. Philips on the marketing of the Philips-MCA optical video-disc player and compatible disks, announced last week, are (l to r): Sid Shenberg, MCA president; Rudy Bom, Philips general manager, and John W. Findlater, president of the MCA subsidiary, MCA Disco-Vision Inc.
These are the top songs in air-play popularity on U.S. radio, as reported to Broadcasting on a Friday. For a review sample of stations that provide "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. (1) indicates an upward movement of 10 or more chart positions over the previous Playlist week.

<table>
<thead>
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<th>Title</th>
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<th>Length</th>
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<td>“Nothing From Nothing”</td>
<td>MCA</td>
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<td>“California Blues”</td>
<td>Asylum</td>
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<td>“I’m Leaving You (3:25)”</td>
<td>Warner</td>
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The ballad's back on top-40 radio

Dominating the charts are records with a softer sound than those of a year ago; programmers point to continuing cycle in pop music

An increase of ballads and a reduction of rockers seems to be the trend in top-40 airplay as indicated by this week's "Playlist" in comparison to the one of a year ago.

Barry White's Can't Get Enough of Your Love Babe (one) seems to typify the mood of the top songs on the chart, with Paul Anka's (You're) Having My Baby (two), Olivia Newton-John's I Honestly Love You (four), Andy Kim's Rock Me Gently (five), Dionne Warwick and the Spinner's Then Came You (six), and Bo Donaldson and the Heywoods' Who Do You Think You Are (nine) all featuring a light, smooth tone. The trend to ballads is, by Eric Clapton, Billy Preston, and Rufus, also make the top 10, with Paper Lace's The Night Chicago Died as the only rocker at the top of the "Playlist."

A year ago, the Oct. 1 "Playlist" showed five of the top 10 songs were rockers, including hits by Grand Funk Railroad, The Allman Brothers Band and Stories, and four of the remaining five records were uptempo, with Helen Reddy's "Delta Dawn" (one) as the only exception.

Although the trend need not represent a change in audience tastes, the success of slower, more lyric-oriented music is likely to affect the type of record product distributed to, and played by, stations in the future.

Program directors often expect some mellowing in new record releases after a summer, but some music-watchers, including Dick Springfield, program chief at WPOP(AM) Hartford, Conn., feel that the trend to ballads or "lyric" records is more than a seasonal phenomenon. While contending that interest in "lyric" records is a long-time feature of the Hartford market, Mr. Springfield sees the lack of a strong trend elsewhere in popular music as a sign that the success of ballad stylists may provide the direction record companies are looking for. Jim Smith, music director at WLS(AM) Chicago, also notes an increasing softness in many hit records, a trend which he sees as major but not necessarily indicative of any real shift in audience tastes. In fact, the trend may be part of a cycle, as Jay Cook, program director at WFLM(AM) Philadelphia, points out: a similar trend, keyed by the rise of The Carpenters, Bread and other artists, was detected three or four years ago.

Several factors now work against the success of rockers as well. Principal among these is the increase of "day-parting"—giving airplay to certain records only at certain times of the day—which has hurt sales and airplay on even the most successful of recent rock songs. Two of the leading rockers of recent months, Golden Earring's Radar Love and Bad Company's Can't Get Enough, have lost some play on stations which program them only after 3 p.m.

Program directors in some cases seem more wary of records not in the demographic center of their market, as the number of FM rock and MOR stations playing popular hits becomes greater and competition within markets becomes more intense; harder rock singles may suffer.

Without any definite indications of changing tastes, Mr. Smith notes, stations will also tend to avoid too much "lyric" music, and thus may be more receptive to new rock singles with which to balance their sound. The tendency toward a softer sound may be self-adjusting, then, but the success of Barry White and others should affect what is heard this fall.

Breaking In

Whatever Gets You Thru the Night—John Lennon (Apple) — It has been almost a year since the introduction of John Lennon's Mind Games, successful both as an album and a single. His latest is an energetic rocker written and produced by the former Beatle, with keyboard help from Elton John. It jumps onto the "Playlist" at 43 this week.

Mr. Lennon, in the news recently as a producer rather than as a performer (for Harry Nilsson's latest LP) will also have a new album of his own, entitled Walls and Bridges, released in October on the Apple label.

Radio reaction to the single was immediate, with WABC(AM) New York heading the stations adding it; others in the record were KHJ(AM) Los Angeles, KUPD(AM) Phoenix, KYA(AM) San Francisco, and WFLM(AM) Philadelphia.

U.S. Blues—The Grateful Dead (Grateful Dead Records) — A long-time album and concert standby on the rock scene, the Dead appear ready for their first

Tracking the 'Playlist.' A relatively static top 20 characterizes this week's chart, with Barry White's Can't Get Enough of Your Love Babe the notable exception, jumping from eight to one. Gordon Lightfoot appears due for a follow-up to his successful Sundown, with Carefree Highway bolted at 36. Other bolts include The Three Degrees' When Will I See You Again at 36, followed by a revival of interest in George McCrae's Rock You Baby at 39. Perhaps most notable on the 'Playlist' are two new additions, Carl Carlton's Everlasting Love at 41 and John Lennon's Whatever Gets You Thru the Night (featuring Elton John) at 43. Also rising fast are Honey Honey, the current offering from ABBA; Let's Straighten It Out, new on the chart from Latimore; Jim Weatherly's The Need to Be, receiving good top 40 and MOR airplay; and You Can Have Her from Sam Neely, getting top 40 and country and western reaction.

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successful single on their own label. U.S. Blues is a light, bouncy rocker with topical lyrics and highlighted by Keith Godchaux's piano and Jerry Garcia's guitar and vocal.

FM airplay on the album version of the song has been good all summer, and with its recent release as a single, AM play is starting to grow, with WPPJ (AM) Hartford, Conn., WPJJ (AM) Pittsburgh, and WACO (AM) Waco, Tex., all playing it.

**The battle is joined over WNCN format**

Listeners organize, petition FCC to prevent Starr station from dropping classical for rock

Classical music lovers who on several occasions in the past have proved that their loyalty to a radio station's classical music format is intense are proving it again in the case of WNCN (FM) New York. Within a month of an announcement by William F. Buckley Jr., chairman of the licensee, Starr Broadcasting Group, that the station's round-the-clock classical music format would after 17 years be dropped on Oct. 5 in favor of one featuring popular music, the FCC received two petitions to block the change, one of them asking the FCC to strip the station of its license.

The commission should either revoke the license or direct Starr to file an early renewal application so that a hearing could be held on it, said the WNCN Listeners' Guild, an organization that says it was established on Sept. 10 and now claims the support of "several hundred persons residing in and near New York City." The Guild also asked the commission to stay any change in the format or the station's call letters (WNCN is to be changed to WQWV) pending a hearing.

Classical Radio for Connecticut, composed of Connecticut listeners of WNCN, also asked for a stay to preserve the status quo pending an inquiry. Both petitions ask for commission action by Oct. 1.

Format-change issues are not new at the commission. But in the past they have involved station sales in which proposed buyers intended to drop classical music (or rock, in some cases) for something they felt would be more commercially successful. In some instances, the stations' fans have managed either to block the sale or to force the buyer to retain the format they prefer.

WNCN's listeners are said to be outraged because of what they consider a breach of faith on the part of Starr. The group owner—it is the licensee of 15 radio and television stations—acquired WNCN in April 1973 from the National Science Network after promising, in the transfer application, to program classical music at least 70% of the broadcast day. And it is the only 24-hour classical music station in New York; the city is served by "at least 40 stations with a 'popular music' format, according to the Guild. Mr. Buckley attributed the proposed change in format to heavy financial losses (Broadcasting, Sept. 2).

Starr is now conducting an on-air campaign— with messages by Mr. Buckley, the conservative columnist—aimed at raising money that would be used to continue the WNCN format—but not on WNCN. The money would be donated to a noncommercial station that promised to follow the WNCN format; WNCN's music library, valued at $75,000, would also be donated (Broadcasting, Sept. 9).

The campaign thus far has produced pledges (including some cash) of $500-000 from the public and $100,000 from a foundation. If nothing else, the Guild contends, that kind of response indicates the classical music format is viable.

But it is Starr's activities in acquiring the station and since that merit action to revoke or deny renewal of WNCN's license, according to the Guild. First, it said, Starr's promise to maintain the classical format was apparently not made in good faith. And Starr has not demonstrated how the proposed change would serve the public interest; indeed, the guild notes that Starr would be eliminating a "unique service" and substituting for it one that is already provided by "over half of the 70 radio stations serving New York."

Then, there are allegations that Starr removed from the station's public file letters protesting the proposed format change and claims that Starr violated the fairness doctrine in refusing to grant time to those who wanted to rebut Mr. Buckley's on-air contention that the "Save WNCN" plan was the only solution to the problem of preserving the station's format. The plan itself, the Guild contends, constitutes a "fraud or deceit" on the public.

Peter Starr, president of the company, last week denied the charges. He rejected as groundless a published report that, when Starr acquired WNCN, he had told a station official the station would have to "voluntarily lose for a year so that Starr could plead poverty" in announcing a format change.

As for the charge that the "Save WNCN" plan is not sincere, Mr. Starr said he had contacted five noncommercial stations on the matter, and that negotiations with one of them, Fordham University's WFUV (FM) are still under way. Furthermore, he noted, Mr. Buckley has set up a special blue ribbon committee to assist in the project, and he is negotiating with another noncommercial station.

He also denied the station had violated the fairness doctrine or any other commission rules. "WNCN did not give time to anyone to respond to the Save WNCN spots because "a fund drive is not controversial," he said. "Our lawyers agreed on that." And the letters that were removed from the public file were pledges—some 16,000 of them, according to Mr. Starr. Station officials wanted to remove them to an area where they could be read and tabulated. Besides, Mr. Starr said, "we did not think we had to make public the names of people who make pledges."

Meanwhile, the station plunged ahead with plans for the switch. Allan J. Eisenberg was brought in from the general managership of Starr's KUDL (AM) Fairway and KUDL-FM Kansas City, Kan., to be vice president and general manager of WNCN in its progressive-rock incarnation. He announced last week that the station commences operation as WQWV (FM) on Oct. 5 it will be New York City's first 24-hour-a-day quadraphonic FM station.

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

- **Ain't Nothing Like the Real Thing**, Aretha Franklin (Atlantic).
- **Doraville**, Atlanta Rhythm Section Band (Capricorn).
- **I Did What I Did for Maria**, Errol Sober (ABC/Dunhil).
- **James Dean**, Eagles (Asylum).
- **My Country**, Jud Strunk (Capitol).
- **Prezel Logic**, Steely Dan (ABC/Dunhil).
- **Ride 'Em Cowboy**, Paul Davis (Bang).
- **Surfin' U.S.A.**, Beach Boys (Capitol).
- **U.S. Blues**, Grateful Dead (Grateful Dead).

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**R. C. CRISLER & CO., INC.**
BUSINESS BROKERS FOR C.A.T.V., TV & RADIO PROPERTIES LICENSED SECURITIES DEALERS UNDERWRITING — FINANCING

**CINCINNATI**
Richard C. Crisler, Ted Hepburn, Alex Howard 36 East Fourth Street, 45202, phone (513) 381-7775

**TUCSON**
Edwin G. Richter Jr., Frank Kolli POB 4008, 85717, phone (602) 795-1050
Broadcasting's index of 137 stocks allied with electronic media

**Stock symbol** Exch. Closing Wed. Sept. 25 Closing Wed. Sept. 18 Net change in week % change in week 1974 P/E ratio Approx. shares outstanding (000) Total market capitalization (000)

**Broadcasting**

<table>
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**Broadcasting with other major interests**

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Media

Leo M. MacCourtney, VP, Gateway Communications Inc., Cherry Hill, N.J., and general manager of group's WLYH-TV Lancaster, Pa., named general manager, WHTN-TV Charleston-Huntington, W. Va., following transfer of station's license from Reeves-Telecom to Gateway. Robert D. Willis, promotion manager, WHC-TV Pittsburgh, returns to WHTN-TV in same capacity.

Edward M. Slegibel, VP-general manager, KDBC-TV El Paso, elected president, Portal Communications Inc., new owner of KDBC-TV.

Carl E. Hirsch, general manager, WHK-(AM)-WMMS(FM) Cleveland, elected VP of parent Malrite Broadcasting.

Michael P. Cefaratti, marketing and sales development manager, WKBF-TV Cleveland, named business manager, WLVI-TV Boston. Both are Kaiser Broadcasting stations.


Thomas Tishey, program director, WBZ(AM) New Castle, Pa., named operations manager.

Garth Hintz, director of community relations, KNXT(TV) Los Angeles, named to newly created position of assistant to general manager. Joseph Dyer, manager, community relations, KNXT, succeeds Mr. Hintz.

Gordon Pentz, general manager, KWEB-AM-FM Beatrice, Neb., elected president, Nebraska Broadcasters Association. Also elected: Joe Stavas, KTAT-AM-FM Columbus, president-elect; Norman Williams, KMTC(TV) Omaha, VP; Larry Walklin, noncommercial KNNU(FM) Lincoln, treasurer.

Richard Estel, promotion director, KJEO(TV) Fresno, Calif., named promotion-research director, KSWV-TV Salinas-Monterey, Calif., and KSBY-TV San Luis Obispo, Calif.

Robert Fulkerson, director of engineering, noncommercial KPTS(TV) Hutchinson-Wichita, Kan., named to Kansas Public Television Commission, succeeding Loyal Gould, who resigned.


Broadcast Advertising

Thomas J. Glynn, VP and media director, J. Walter Thompson Co., Chicago, named senior VP and director of U.S. media operations, JWT, New York.


Tina Santi, deputy director of corporate relations, Colgate-Palmolive, New York, named to newly created position of director of corporate communications, Continuing to oversee Colgate's professional women's sports program which involves heavy use of TV network time.


J. Thomas Conners, local sales manager, WTAJ-TV Altoona, Pa., named general sales manager, WHTN-TV Charleston-Huntington, W. Va. Both are Gateway Communications stations.


Bill Service, account executive with Flint, Mich., office of WNEM-TV Flint-Saginaw-Bay City, named Flint sales supervisor. He is succeeded by Chuck Bodenhorn, station operations and traffic manager.

Paul R. Porvaznik, national sales manager, WBBM(AM) Chicago, named sales manager, CBS Radio Spot Sales, Chicago.

Dale Salley, account executive, WMPS(AM) Memphis, named sales manager.

Paul A. Burak, production manager, WBBZ(AM) New Castle, Pa., named sales manager.

Larry Baum, account executive, KCPX-TV Salt Lake City, named national sales manager.

William Neary, local sales manager, WTVR-TV Richmond, Va., named regional sales manager.

Charles Strickland, general sales manager, WXIA-TV Atlanta, named to same position, KFVD(FM) Dallas-Fort Worth.


Ken Hawkins, general sales manager, WIL-TV Terre Haute, Ind., joins Don
McCarty and Associates, Terre Haute agency, as partner and executive VP.


Earl Sorriss, associate creative director of N. W. Ayer & Son, New York, elected VP.

Robert J. Olsen, creative director, N. W. Ayer, New York, elected VP.

Denise Froelich, creative supervisor, Cunningham & Walsh, named to same post, Clyne Dusenberry Inc., New York, on American Home Products account.

Thomas W. Hanlon, VP-director of account services, Campbell-Ewald, New York, joins Chester Gore Co., New York, as VP-group account supervisor.

Pamela Ridder, sales-proposals assistant, ABC-TV network sales, Detroit, appointed manager, sales proposals and service.


Nancy O'Donnell, broadcast buyer, Dancer-Fitzgerald-Sample, New York, appointed spot-buying supervisor.

Jim Powers, manager of creative services-division business, Sperry & Hutchinson, Detroit, named creative group head, William Cook Advertising, Jacksonville, Fla.


**Programing**

Jules Power, producer-writer-director, ABC-TV, named senior producer, AM America network's two-hour morning series to start Jan. 6, 1975.


James Green, public affairs director, WBBZ(AM) New Castle, Pa., named production manager.

Vincent Keys Jr., sports producer-director for Baltimore Orioles baseball, WJZ-TV Baltimore, named staff producer, director, WMAL-TV Washington.

Peter W. Kuyper, VP in planning and research, Paramount Pictures Corp., New York, named to additional duties as VP and executive assistant to president.

Stuart Pollock, senior producer-director, noncommercial WRR-TV East Lansing, Mich., named producer, director, WVIZ-TV Cleveland.

Jean A. Harper, producer, KQV-TV Sacramento, joins KPIX-TV San Francisco in same capacity.

Jan Hutchins, sports reporter, WIC-TV Philadelphia, joins KPIX in same capacity.

E. Preston Stover, program manager, WTAE-TV Pittsburgh, elected VP, Lopatin Productions, Philadelphia.

Ann Hassett, public affairs producer for KNBC-TV Los Angeles, named producer, special projects, KNBC news. She is succeeded by Marni McCormack, freelance producer-director, Los Angeles.

Barbara Bouyet, on staff, KNJG(AM) Thousand Oaks, Calif., named operations manager.

Jerry Hooper, producer-director, WLST-TV Roanoke, Va., named production manager, WRLU-TV, Wilkesboro, N.C.


Debra K. Zeyen, director, WBBZ-TV Boston, named production manager, WJZ-TV Baltimore. Both are Group W stations.

Thomas B. Edwards, producer-director, WLWC-TV Columbus, Ohio, named to same post at WJZ-TV.

Andrea Kirby, sports director, WXTL-TV Sarasota, Fla., named weekend sportscaster, WJZ-TV.

Donald Cunningham, program director, WTAWJ-TV Altoona, Pa., named to same post, WHTN-TV Charleston-Huntington, W. Va. Both are Gateway Communications stations.

Bill Willkerson, news reporter, KMOX(AM) St. Louis, joins KMOX sports staff.

Stephen Gilmartin, sports director, WMAL-TV Washington, named weekend sports editor, KHOU-TV Houston, in addition to duties as sportscaster, KTRH(AM) Houston.

Nancy Carney, editorial director, KXYZ(AM) Houston, named writer-producer, KHOU-TV.

Lanny James, announcer, sportscaster, KNOE-TV Monroe, La., named sports director.

**Broadcast Journalism**


Marilyn Baker, police and political reporter, noncommercial KQED(TV) San Francisco, joins KPIX-TV San Francisco as investigative reporter.

Gene Allen, community relations director, WKY-TV Oklahoma City, named managing editor. WKY-TV news.

Jim Swinehart, assistant news director, KTTK(AM) Tucson, Ariz., named to same post, KGNU-TV Tucson.

Tom Crosby, news reporter and anchorman, WSPA-TV Spartanburg, S.C., named assistant news director. Suzy Dutton, weather reporter, WSPA-TV, named public-affairs director.


Jack Hawkins, reporter-anchorman, KGNC-TV Amarillo, Tex., named anchorman, WNME-TV Nashville.

Carol Hall, reporter, WHBQ-TV Memphis, appointed feature reporter, news department, WTOV-TV New York.

Peter Schmidt, anchorman, WVIR-TV Charlottesville, Va., joins WRLU-TV Roanoke, Va., as news reporter. Rosa Lee West, on news staff, KBMT-TV Beaumont, Tex., joins WRLU news department.

Nancy Tuit, news researcher, WCAU-TV Philadelphia, named city hall reporter, WTVR-TV Richmond, Va.

Dick Doty, president, Dick Doty and Associates, Fort Lauderdale, Fla., public relations-advertising firm, named anchorman, WAVS(AM) Fort Lauderdale.

Associated Press Broadcasters Association board of directors elected as regional VP's: Harry McKenna, WRAM(AM) Providence, R.I., Eastern district; Dick Harris, WBAP(AM) Fort Worth, Southern district; Curtis Beckmann, WCCO-AM-FM Minneapolis, Central district, and Robert Tobey, KOTS(AM) Deming, N.M., Western district.


Bette Bonfleur, regional sales and marketing manager, Estee Lauder Co. (cosmetics), named reporter-producer, WFTV(TV) Orlando, Fla.

**Cable**

John McGuire, deputy director, Cable Television Information Center, Washington, resigns to join staff of Illinois Governor Daniel Walker as environmental coordinator.

Harold Horn, regional special- West Coast, CTIC, assumes Mr. McGuire's duties as director of field services, Ed Deagle, CTIC director of analysis, promoted to deputy director.

Max E. Havlik, controller, Theta Cable, Los Angeles, named general manager.

David W. Pardonne, manager, Teleprompter's Morgantown, W. Va., cable system, named director of community development, Teleprompter Cable TV.

John F. Wismar, general manager, Coventant Cable TV, Port Huron, Mich., named regional VP. Tom Hammill, regional operations manager, LVO Cable, Tulsa, Okla., succeeds Mr. Wismar.
James M. Vickers, general manager, Portage Telerama Inc., Kent, Ohio, named manager, Cox Cable Communications Inc. systems in Lewiston, Lock Haven and Tyrone, all Pennsylvania, headquartered in Lexington.

Ernest R. Olson, VP-sales manager, Field Creations, direct sales, subsidiary of Field Enterprises, Atlanta, named director of marketing, Cox Cable Communications, Atlanta.

Sandra E. Landau, member of law department, Viacom International Inc., New York, elected assistant secretary of company.

**Equipment & Engineering**


Fred A. Martin, VP-marketing, precision materials group, GTE Sylvania, Stamford, Conn., named regional VP-marketing in newly created northeastern sales area.


William C. Hittinger, executive VP, RCA Corp., New York, named to board of directors of company.

**Allied Fields**


Sebastian A. Lasher, senior program manager, White House Office of Telecommunications Policy, named consultant to FCC Commissioner Abbott Washburn.

Edwin B. Spievack, attorney with Washington law firm of Keller & Heckman, named partner in Cohn & Marks, Washington. Victor J. Toth, also with Keller & Heckman, named associate, Cohn & Marks.

Kenneth R. Morgensen, A. C. Nielsen Television Index sales-service staff member, elected president, N-Sam's media research division, New York. Donald E. Haselwood, chief engineer, media research division, elected VP.

David C. Acheson, senior VP and general counsel of Communications Satellite Corp., Washington, resigns to become partner in Washington law firm, Reavis, Pogue, Neal & Rose.

**Deaths**

Frank Silvennail, 79, long known as dean of agency timebuyers, died Tuesday (Sept. 24) at Bennington, Vt., nursing home where he had been patient since last November. After Mr. Silvennail retired in 1958 as manager of station relations for BBDO, New York, Station Representatives Association named its top timebuyer award, "Silver Nail," in his honor. He and wife, Ruth, have lived at Bennington for past several years. Other survivors include son, John, of New Orleans.

Jack Leonard Wood, 51, ABC-TV technical operations supervisor in Hollywood since 1966, died Sept. 23 in crash of light plane in Newhall, Calif., area. Surviving are his wife, Valerie, and daughter, Mrs. Jacqueline Ramshissel.


Cliff Arquette (Charley Weaver), 68, radio, television and stage entertainer, died Sept. 23 of heart attack, at St. Joseph hospital, Burbank, Calif. He is survived by one son, Michael.

Walter Brennan, 80, star of four television series including The Real McCoys, and three-time Academy Award winner, died Sept. 21 in Oxnard, Calif., of emphysema. Survivors include his wife, Ruth, two sons and one daughter.

Claudia Morgan, 62, radio and stage actress best known for role in 1940's The Thin Man radio series, died Sept. 17 in New York. She is survived by her husband, W. Kenneth Leone.

James J. Flood, 73, VP and director of marketing, J. Walter Thompson Co. before retiring in 1965, died Sept. 17 at Nassau Community hospital, Oceanside, N.Y. Survivors include his wife, Marguerite, one son and two daughters.

George C. Wetmore, 55, manager of Post-Newsweek Stations Central Frequency License Bureau, died Sept. 22 while vacationing in The Hague, Netherlands. He is survived by his wife, Marion, a son and a daughter.

Arthur J. Casey, 75, retired station manager, KSD(AM) St. Louis, died Sept. 22 at St. Joseph's Hill Infirmary, St. Louis, after suffering a stroke. He is survived by his wife, Celeste.

Earl Pollock, 70, retired last year as western and southern representative for SESAC, died of cancer at his home in Riverside, Calif., Sept. 21. He leaves wife, Dorothy, and three daughters.

As compiled by BROADCASTING, Sept. 16 through Sept. 20 and based on filings, authorizations and other FCC actions.

Abbreviations: AJL—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. MEGO—maximum expected operation value, mhz—megahertz, mcd—modification, N—night, PSA—presumption service authority, SH—specified hours, trans.—transmitter, TPO—transmitter power output. U—unlimited hours, vis.—visual, w—watts. *—noncommercial.

**New stations**

**AM start**

* KZUL Parker, Ariz.—Authorized program operation on 1380 kHz, 1 kw-D. Action Sept. 6.

AM licenses


FM actions

* Hanford, Calif.—Kings Broadcasters, Limited Partnership seeks 107.3 mhz, 50 kw, HAAT 275 ft. P.O. address: 1615 E. Lacey Blvd., Hanford 93250. Estimated construction cost $2,000; first-year operating cost $3,948; revenue $60,000. Format: contemporary. Principals: Leroy Smith (30%), Glenn L. Prickett (10%), Rick Cornacchia (60%), et al. Mr. Smith, former sales manager for KJED-TV Fresno, Calif., also a general partner of Kings. Mr. Prickett is interested in trucking and construction companies. Mr. Cornacchia has interest in finance, jewelry and furniture store. Kings owns KNGS(AM) Hanford. Ann. Sept. 20.


FM actions


* Prescott, Ariz.—Broadcast Bureau returned application of Southwest Broadcasting Co. for 98.3 mhz, 3 kw, HAAT 300 ft., because untimely filed. Ann. Sept. 19.

Broadcast Bureau granted Parkell Broadcasting 98.3 mhz, 3 kw, HAAT 174 ft. P.O. address: Box 151, Prescott 86301. Estimated construction cost $3,000.
Continental's 317C is the best measure for any 50 kW AM transmitter purchase. Performance, 125% positive modulation and reserve power capabilities are unbeatable. Today's best sound in 50 kW AM is Continental.
Facilities changes

TV actions

- WFSF-TV Tallahassee, Fla.—Broadcast Bureau granted authority to operate trans., by remote control from WFLC for additional day, Tallahassee (BRCTV-66). Action Sept. 13.


AM applications

- KIOA Des Moines, Iowa.—Seeks CP to decrease power for operation in exchange for operation of additional adjacent channel, Des Moines (BMPCT-759). Action Sept. 13.

- WICK Bozeman, La.—Seeks CP to change radiat. to folded unipole, Ann. Sept. 19.

- WQGX Bangor, Me.—Seeks CP to change trans. site, to 250 feet north of site, and change trans. on tower, Bangor, Me. (BRCTV-700). Action Sept. 19.


- WNYL Atlantic City, N.J.—Seeks CP to increase antenna height to accommodate FM antenna, Atlantic City (BRCTV-700). Action Sept. 19.

AM actions


- WWVY Pensacola, Fla.—Broadcast Bureau granted CP to change trans. site; location Donzi Dr., Pensacola, Fla. (BRCTV-7151). Action Sept. 13.

- WVCW Windermere, Fla.—Broadcast Bureau granted CP to change trans. to new site, and to new site, and increase antenna height (BRCTV-7151). Action Sept. 13.

- WATN Atlantic City, N.J.—Broadcast Bureau granted direct measurement; trans. location Dongg Dr., 0.5 mile north of Maryland Ave., Aila. (BR-2852). Action Aug. 30.

- WIRL Pearisburg, Va.—Broadcast Bureau granted CP to increase height of northwest tower of day time trans., to new height FM ant.; condition (BP-19664). Action Sept. 9.

- WOCR West Yarmouth, Mass.—Broadcast Bureau granted CP to increase height of trans. tower, by remote control from 278 South Sea Ave., West Yarmouth (BRCT-3726). Action Sept. 13.


- KOGA Oscawonna, Neb.—FCC granted application by Ogallala Broadcasting Co. to add nighttime trans. to station license, due to application filed by Industrial Business Corp. was denied. Ogallala Broadcasting and Industrial Bureau were consolidated to new name (BRCT-3726). Action Sept. 13.
### Summary of Broadcasting

#### FCC tabulations as of Aug. 31, 1974

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<td>4,447</td>
<td>58</td>
<td>4,471</td>
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<tr>
<td>On air 2,200</td>
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<td>2,247</td>
<td></td>
<td>2,278</td>
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<td>STA 4,200</td>
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<td>4,447</td>
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<td>Educational FM</td>
<td>2,230</td>
<td>5,250</td>
<td>2,160</td>
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<tr>
<td>Licensed 677</td>
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<td>687</td>
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<td>On air 677</td>
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<tr>
<td>On air 97</td>
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<td>51</td>
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* Special temporary authorization, ** includes off-air licenses.

---

### AM starts

- Following stations were authorized program operation (AM):
  - Licenses - AM 14210.
  - On air - AM 14210.
  - New tower or system - AM 14210.
  - CP granted change in ant. system; add in ant. and make changes in ant. system; move in antennas and make changes in ant. system.

### FM actions

- Following stations were authorized program operation (FM):
  - Licenses - FM 838.
  - On air - FM 854.
  - New tower or system - FM 854.
  - CP granted change in ant. system; add in ant. and make changes in ant. system.

### Case assignment

- Chief Administrative Law Judge Arthur A. Gladstone made following assignment on date shown:
  - Avon Park, Fla., FM proceeding; Tri-County Stereo and Morison Enterprises, competing for 106.3 mhz (Doc. 1977-88).

### Procedural rulings

- Vail, Colo., FM proceeding; Vail Broadcasting Corp. and Radio Vail, competing for 104.7 mhz at Vail (Doc. 1978-40).—ALJ A. Kaye, for state representative for state representative for judge's conference on Oct. 4 on matter of applicants' joint request for approval of meeting looking toward dismissal of Vail Broadcasting application with prejudice and Broadcaster Bureau's opposition. Action Sept. 18.
- Westmeck, Me., FM proceeding; Japit Inc. and Down East Broadcasting, competing for 100.9 mhz at Westbrook (Doc. 2005-3).—ALJ A. Kaye, for state representative for state representative for conference on Oct. 3 on matter of applicants' joint request for approval of meeting looking toward dismissal of Vail Broadcasting application with prejudice and Broadcaster Bureau's opposition. Action Sept. 18.

### Review board decision

- Harriman, Tenn., FM proceeding; Folkways Broadcasting Co. and Tri-County Broadcasting Co., competing for new FM (Doc. 1981-3).—Review board denied motion for state representative for state representative for review of July 19 Broadcasting Bureau ruling. Bureau denied Flynn's contention that he was entitled to reconsider the determination of the proceeding. court on order to respond to opponent's broadcast on WLS-TV. Petition filed Aug. 31, 1981, for state representative for state representative for order to report on new program and format of such broadcast. Action Sept. 18. —ALJ A. Kaye, for state representative for state representative for conference on Oct. 4 on matter of applicants' joint request for approval of meeting looking toward dismissal of Vail Broadcasting application with prejudice and Broadcaster Bureau's opposition. Action Sept. 18.

### In contest

- Designated for hearing
  - Avon Park, Fla., FM proceeding; Tri-County Stereo and Morison Enterprises, competing for 106.3 mhz (Doc. 1977-88).—Hearing issues include ascertainment efforts, and which potential, would, on comparative basis, best serve public interest. Action Sept. 12.
### Professional Cards

<table>
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<tr>
<th>Name</th>
<th>Address</th>
<th>Phone Numbers</th>
<th>Member AFCCE</th>
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<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Atlantic Research Corporation, Alexandria, Va.</td>
<td>(703) 354-2400</td>
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<tr>
<td></td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>(301) 746-3000</td>
<td>Member AFCCE</td>
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<tr>
<td>A. D. Ring &amp; Associates</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>(202) 396-2125</td>
<td></td>
</tr>
<tr>
<td>STEEL, ANDRUS &amp; ADAIR</td>
<td>209 K Street, N.W. Washington, D.C. 20006</td>
<td>(202) 396-2125</td>
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<tr>
<td>SILLIMAN, MOFFET &amp; KOWALSKI</td>
<td>711 14th St., N.W. Washington, D.C. 20005</td>
<td>(202) 396-2125</td>
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<tr>
<td>JULES COHEN &amp; ASSOCIATES</td>
<td>Suite 716, Associations Bldg., 1145 19th St., N.W., 659-3707 Washington, D.C. 20006</td>
<td>(202) 396-2125</td>
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</tr>
<tr>
<td>ROSNER TELEVISION SYSTEMS</td>
<td>CONSULTING &amp; ENGINEERING 250 West 57th Street New York, New York 10017 (212) 246-3967</td>
<td>(202) 396-2125</td>
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<tr>
<td>EDWARD F. LORENTZ &amp; ASSOCIATES</td>
<td>CONSULTING ENGINEERS (formerly Commercial Radio) 15314 G St., N.W., Suite 300 347-1319 Washington, D.C. 20005</td>
<td>(202) 396-2125</td>
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<tr>
<td>LOHNER &amp; CULVER</td>
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<tr>
<td>JOHN H. MULLANEY</td>
<td>CONSULTING RADIO ENGINEERS 9516 Pinkney Court Potomac, Maryland 20854 301-299-3900</td>
<td>(202) 396-2125</td>
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<tr>
<td>JOHN B. HEFFELFINGER</td>
<td>9208 Wyoming Pl. Hilland 4-7010 KANSAS CITY, MISSOURI 64114</td>
<td>(202) 396-2125</td>
<td></td>
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<tr>
<td>OSCAR LEON CUILLAR</td>
<td>Consulting Engineer 1563 South Hudson (303) 756-8456 DENVER, Colorado 80222</td>
<td>(303) 756-8456</td>
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### Service Directory

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<thead>
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<th>Address</th>
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<tr>
<td>COMMERCIAL RADIO MONITORING CO.</td>
<td>PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV Monitors Repaired &amp; Certified 103 S. Market St. Lee's Summit, Mo. 64063</td>
<td>(816) 224-3777</td>
<td></td>
</tr>
<tr>
<td>CAMBRIDGE CRYSTALS</td>
<td>PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge, Mass. 02138</td>
<td>(617) 876-2810</td>
<td></td>
</tr>
<tr>
<td>SPOT YOUR FIRM'S NAME HERE</td>
<td>To Be Seen by 120,000+ Readers---among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am fm tv and facsimile facilities. 1970 Readership Survey showing 3.2 readers per copy.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CONTACT</td>
<td>BROADCASTING MAGAZINE 1735 DeSales St. N.W. Washington, D.C. 20006 for availabilities Phone: (202) 368-1022</td>
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<td></td>
</tr>
</tbody>
</table>
Fines

- WKIDTV (Fort Lauderdale, Fla.) — Broadcast Bureau, by letter, notified Channel 51, Inc., licensee, it is charged with a fine of $1,000 for operating with its visual transmitters not within its authorized frequency. Action Sept. 6.

- KDJO (Minneapolis-St. Paul, Minn.) — Commission deems petition for station's short-term renewal for permitting or remission of $700 forfeiture assessed against KDJQ, for repeated over-power operations during license term. Action Sept. 6.

- KGHM (Hoquiam, Wash.) — Station is granted an alternate assignment ch. 217A to Hoquiam (KRM-17). Action Sept. 5.

- Ray W. Forrester — Seeks to assign chs. 219A to High Springs, Fla. (2436).

Other actions

- KPIX (San Francisco) — Commission denied petition by Marcus Garvey Wilcher, individually and as representative of the proprietors of Media Change, for denial of application of West-


- WKSU (Columbia, S.C.) — Commission notified Channel WADE(AM) 19, that reasons are not shown for needs and operations of the station. Action Sept. 19.


- KANTO -FM Fort Worth, Ark., assigned ch. 272A to Fort Worth, Ark. Action Sept. 5.

- KSUT (Montana) — Commission notified Channel KGHO -FM 5, that its operation of station is authorized. Action Sept. 19.


- It is the policy of the Commission to reconsider denial of applications and petition for rehearing of applications before the Commission. Action Sept. 19.


- It is the policy of the Commission to reconsider denial of applications and petition for rehearing of applications before the Commission. Action Sept. 19.


Help Wanted Announcers

Help Wanted Management

5% of gross sales could be your income. Must have heavy sales management background and figures to prove it. Must have strong sales follow-up skills. Sales potential $75,000. Midwest medium market. Station No. 1. All replies confidential. Send resume, other important information by Box J-160, BROADCASTING.

Top station in thriving southwestern market needs selling, motivating leader to be sales manager. Excellent benefits, superior reputation. All replies answered. Box J-170, BROADCASTING.

Top-rated AM/FM in top 35 market desires sales manager. Strength necessary in local sales and motivation of sales force. Box J-180, BROADCASTING.

Sales Manager Wanted WRAC-WRB, Racine, Wisconsin. Needs a sales manager or an experienced salesperson ready to be sales manager. Bright future for right person. Send resume to 2200 N. Green Bay Road.

Young, energetic salesperson with air experience. Manage your own small market station in N.C. Organization expanding, room for personal growth. Excellent base pay with bonus plan that sets no limits on income. Need immediate help. Call 301-222-8410.

Position: Sales manager, ten years minimum radio sales experience. $200 per week plus override. Address resumes: John Parker, Box 1000, Barstow, CA 92211.

Help Wanted Sales

South Dakota—Fulltime AM needs salesperson with management goals. Replace man moving within organization. Work with established list, base plus commission as of training. Our people know Box J-162, BROADCASTING.

Community of 15,000 AM/FM station. Opening for a salesperson with some experience. Room to grow and we offer a number of important extras. Seeking applicants from the Mountain West or Southwest. Good housing for small family. State salary requirements, phone number and background. Write Box J-185, BROADCASTING.

Midwest Country small market station in Arizona needs aggressive successful sales manager. Good base and liberal commission. Send resume, photo, and track record to Box J-200, BROADCASTING.

Major market rapid growth FM in Tennessee needs young but experienced self-sell account executive. Good local TV and syndicated growth potential. Box J-241, BROADCASTING.

Midwest market Midwest station offers excellent starting sales position to right Radio/TV graduate. Some sales experience helpful but we’re looking for someone who can grow. Box J-254, BROADCASTING.

Leading broadcast company now adding experienced salesperson. Excellent opportunities in our radio stations and company owned rep division. All replies confidential. Send resume to Box J-256, BROADCASTING.

Salesperson wanted. WRAC-WRB, Racine, Wisconsin need two salespeople (men or women). Boomng market—good opportunity. Send resume to 2200 N. Green Bay Road.

Los Angeles area station accepting applications from experienced salespeople. Send resume, Bo 100, Corona, CA 92870, 714-737-1370.

Immediate opening for creative, experienced young account executive with growing organization. Top account list includes Thompson & Co., plus many others. Send resume to 3330 W. Waco Ave., Suite 600, Waco, TX 76708.

Help Wanted Announcers

Midwest medium market MOR wants proven person- 
ality for afternoons, serving as Music Director and have production responsibilities. Real opportunity for individuals with plenty of production and complete resume. Reply Box J-205, BROADCASTING.

Production Knowhow: Fully automated, rocker, rapidly expanding JUJUDOTO to double in size in four years; number one since 1962; combo production-engineer considered. Dan Liebeg, KSNN-AM-FM, Poca- 

tello, ID.

Help Wanted Technical


Central Indiana non-directional AM and FM stereo combination needs chief engineer who can assume responsibility for entire system. Full responsibility for program and technical work requirements. Send resume to David Butler, WHUT, P.O. Box 151, Anderson, IN 46016.

Chief engineer, for long-established midwest 5,000 watt directional AM and 3 kw FM. Excellent perma-

nent position either for individual with chief experience or qualified staff person wanting to move up to chief position. Contact General Manager, WPAG, Ann Arbor, MI.

Radio engineer; some maintenance. WPWM, P.O. Box 387, Port Huron, MI.

Operations supervisor, weekend plus supplement, NPE Washington. Assign facilities, equipment, supervise operation of interconnected network, tape distribution system. Maintain daily log, account for use of departmental resources by program, project. Requires: 1 year engineering experience, some college, plus 1 year engineering for studio, remote productions, knowledge of network operations, procedures, type on teleprompter, supervisory experience. Salary $11,400. Work Friday to Monday. Call to: Adams Broadcasting, 1001 E. Broad, Columbus, OH 43215.

New Jersey station for AM-FM, capable of 3 hour MOR air shift, immediately. Call John Reed, 609-528-6617.

Help Wanted News

News Director—Experienced news professional needed to supervise department and air top-rated morning news. Authoritative delivery, aggressive reporting. Some editorial and public affairs research. Important MOR in Great Lakes market. Exceptional benefits for well-qualified individual. EOE. Box J-134, BROADCASTING.

Medium sized eastern news department wants news-
caster/reporter to join a dynamic team, dominant in local news. Good pay and fringe benefits. Resume and salary requirements to Box J-246, BROADCASTING.

Wanted Washington Stringer for All-News Station. Knowledge of Capitol Hill a must. Send resume and fee requirements to Box J-274, BROADCASTING.


Wanted—Drive-time newscaster. Number one contemporary rock music station. Number one news, need serious individual with authority, writing abili-

Newspeople wanted for million plus market all-
news. If you’re never satisfied in news, don’t waste our time and yours. Bruce Dadd, News Dir., 3130 SW Freeway, Houston, TX 77006.

Help Wanted Programing, Production, Others

Radio-TV person to handle radio-TV contacts for university in Washington, D.C. Produce a two-minute radio ad daily. Must have strong writing ability. Be good writer and have at least two years experience. Send resume and salary requirements to Box J-251, BROADCASTING.

Program director. Knowledge and experience in country music. Must be S.E. market. Send resume to Box J-209, BROADCASTING.

Program director & combo morning person for top-
-rated contemporary operation. Part of aggressive group of associate producers and tape to Bryce Cooke, G.M., WTAC, Box 400, Mt. Pleasant, MI 49011.
Help Wanted Programming, Production, Others Continued

California State University, Long Beach is seeking a full-time Sports Announcer. Excellent writing/reviewing background for Fall 1975. An advanced degree is preferred. The person should also be able to teach lecture courses in the department. CSULB is an equal opportunity-affirmative action employer. Send complete qualifications to Dr. R. Bernard, CSULB, Long Beach, CA 90840.

Top 20 market Midwest station seeking tremendously creative Promotion/Program Director who wants to pull short air shift. Contact: R. Bernard, 313-359-5511.

Situations Wanted Management

Attention: Major Market Radio, Dynamic Sales Personality. Desires position as General Sales Manager for group or individual station, strong credentials, personal, highly creative with unusual sales techniques, build your National and Local Sales with a fresh, energetic, teamwork talent. Write Box J-214, BROADCASTING.

Manager/Sales Manager. Exceptional ability to get top billings out of limited commercial-beautiful music operations. My combined rate card, research, and traffic approach gets billings up on limited commercial formats to your ratings. Excellent record hiring and training salesmen, running sales department. Write Box J-228, BROADCASTING.

Sales make it big! Giver profits with wasteful expenses alleviated. Experienced general manager knows FCC, community needs, professional formats. Contract negotiable, western stations market. Box J-242, BROADCASTING.

Looking for successful GM? Sales oriented manager. Work station in south or Texas. Will consider areas. Present station 25% increase over last year. Experienced in all phases. Box J-267, BROADCASTING.

Major mkt. gen. mgr. with exceptional performance record in sales and expense control. Desires management position with equity stock. 35 min. Return Box J-270, BROADCASTING.


Young aggressive professional, six years experience in communications including production, copy, sales, announcing, promotion. Seeks GM position in small market, Pa., N.J., or Del. Box 158, Winfield, PA 17889.

Situations Wanted Announcers

DJ, 3rd phone, tight board, good news and commercials, ready now, anywhere. Box H-5, BROADCASTING.

Experienced FM album-rock personality looking. Tapes, resume, interview on request. Box J-107, BROADCASTING.

Contemporary country personality seeking position in medium or major market. Box J-164, BROADCASTING.

The reactor I'm at is just a toy for the boss's wife. I'm tired of being played. 65 yrs experience, 1V commercial, college broadcasting degree, third, single. Box J-211, BROADCASTING.

Know MOR. 10 years experience, all phases. First phonie. Sound recording work, or PD medium-to-large market. Adult MOR or good music. Prefer DJ or Hausman. Good references considered. Available now. Box J-220, BROADCASTING.

D.J. has 3rd phone, have little experience, will go anywhere. Box J-221, BROADCASTING.

Top ten market FM personality with first phone looking for progressive, hit album, music beauty operations. Box J-222, BROADCASTING.

Rock or MOR. 2 yrs. experience in Chicago, third endorsed. Pool/Picker/Cache. Box J-244, BROADCASTING.

Rested Jack. Now at contemporary medium steel, in good shapes. Producer, good production, 1st phone. Box J-227, BROADCASTING.

Ohio area: Professional, now large market sales, wants smaller market air. Excellent morning man, great on telephone. Moving expenses. Box J-229, BROADCASTING.

Situations Wanted Technical

Director of engineering seeks group or Chief major AM/FM. Thorough administration, labor negotiation, direction, stereo, recording, remote control, etc. Box J-163, BROADCASTING.

Attention medium and smaller markets, north and southwest. Here's a real pro. Top CE with sales background and good announcer, too. Directionals, proofs, autograph. AM/FM, etc. 852-947-4260. Box J-194, BROADCASTING.

Experienced CE looking for ownership opportunity or growth position. Business contacts in eastern U.S. Centered in midwest. Box J-225, BROADCASTING.

Hard-working CE wants job with growth potential. Experienced all areas. Reliable family man. Box J-226, BROADCASTING.


13 years high level experience as chief. Extensive experience in all phases of AM and FM, including proofs, construction, solid-state, automation, STL, directionals, etc. studio and transmitter. Specialize in loud-clear AM sound. Knowledgeable FCC rules and regs. First phone. Management & Sales experience too. Desire permanent position with good, stable company. Prefer New York State, but will consider other areas, Interested? Contact Richard M. Kane, R.D. #1, Box 529, Massew, NY 13107, 315-866-3966.


Situations Wanted News

Sports director, small market, 2 years experience pbo, seeks position. Want a challenge. Let's talk! Box J-178, BROADCASTING.

First phone, 3 yrs TV, 2 yrs radio, desires opportunity in news. Experienced in TV directing and most phases of production. AA degree. Box J-195, BROADCASTING.

Take charge news director, Highly experienced. 1st phone. Consider telephone talkshow, sports. Major medium market box. Box J-215, BROADCASTING.

Four years news director, music director, two years; B.A., degree, interested, seeking position in major market. AAA, or newsmagazine. Salary open and very negotiable. Box J-229, BROADCASTING.

Creative, experienced, political reporter in major state market. Prefer large market with innovative station. Box J-204, BROADCASTING.

Business writer, five years with Business Week, three with metro daily, seeks reporting position. Richard Hine, 13 Coral Drive, Pittsfield, MA 1238. Call 413-926-0661.

Sports caster with entertaining ability to bring the people to the sports. 10 years experience in football, basketball, hockey, baseball. Vast, diversified knowledge for talk shows, interviews of news. College grad, will relocate, available now. Contact Peter Cucaroni, 36 Tanger Rd., Altiboro, MA 02703 or call 617/227-4796 immediately today!

Nine years experience, from the street to the desk. Medium-market ND available. 602-326-2995.

Ohio, 7 years solid news background. BA English. Cliff Baechle, 627 LaFayette, Bradley Beach, NJ 07720. 201-341-8720.

Repwriter/reporter/producer with four years excellent experience, master's degree and awards. Looking to relocate in news and/or public affairs or allied field. Box J-293, BROADCASTING.

Sports pro, award winning PBP, proven listener appeal, gets results. For the particulars, write Sports PBP, Box 2912, Rome, GA 30161 or call 1-404-232-0417.


ONE SOLID-STATE MICROWAVE SYSTEM IN 7 GHZ BAND; E. F. Biggley, WCJL-TV, 10001 Abbercorn St., Savannah, GA 31406. 912-332-2022.

WANTED TO BUY EQUIPMENT

Equipment for sale: 16mm TV projector Hokusin 1C $1000. Perfect condition. $700. Box J-244, BROADCASTING.

TTE Tone Burst Generator, $50. Presto 6N, $250. Tektronix 353, B plug and 9600 probe, $495. Set of three available. BESCO, 855-11th st., in 1/10 db steps, $40. 600 ohms, $50. Box J-266, BROADCASTING.

Gates Stereo automation made up for top 40. Full overlay, random access carpets 2'4" Scully tape decks. Cart encoder, monitor amp. 2 Gates 55" sequence, camera center for time and address, digital clock, adding machine tape type logger, 25 to 150 K decoders. Unit in full operation, never moved from service. Call: Dennis King, 415-792-2555. KFMK Fremont, CA.

STEREO/4 channel receiver, 2 dishes, combiners, cable, $2500. KNGT, Box 609, Jackson, CA 95642.

In Chicago, Omega Service has the best price for a First Class License. Day or evening. Guaranteed results! Omega Service, 333 East Ontario. 312-640-0927.

Job opportunities and applicant's first-class FCC license training at Announcer Training Studios, 25W 43rd St., N.Y.C., licensed and V.A. benefits.


Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure. Granahan, 5207 Stoner Ave., Los Angeles, CA 90025.

In Chicago, Omega Service has the best price for a First Class License. Day or evening. Guaranteed results! Omega Service, 333 East Ontario. 312-640-0927.

In Chicago, Omega Service has the best price for a First Class License. Day or evening. Guaranteed results! Omega Service, 333 East Ontario. 312-640-0927.

Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure. Granahan, 5207 Stoner Ave., Los Angeles, CA 90025.

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Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure. Granahan, 5207 Stoner Ave., Los Angeles, CA 90025.

In Chicago, Omega Service has the best price for a First Class License. Day or evening. Guaranteed results! Omega Service, 333 East Ontario. 312-640-0927.

Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure. Granahan, 5207 Stoner Ave., Los Angeles, CA 90025.
Situations Wanted Announcers

Continued

EXPERIENCED FEMALE
Progressive Announcer seeks medium marker, 5 years progressive/MOR announcing, plus music directing, news reporting, commercial production experience. Send resume-more than decorate your Eq. Employment report.


Situations Wanted Technical

East Coast Broadcasters

Chief Engineer for group-owned AM and FM stations in major market seeks stable position with advancement potential. Six years in broadcast engineering. Experience with studio and transmitter design and maintenance; FCC filing; Proof of Performance; automation; STL and radio-remote-control equipment; stereo techniques; solid-state technology; and SC. EE degree.

Box 1-232, BROADCASTING

Situations Wanted News

I'm a real reporter and I've developed one of the finest teams of top flight broadcast journalists as major market News Director. I can work the same results for your organization.

I've got a solid network background (radio & TV) from my three years freelancing as a foreign correspondent specializing in wars. I know what makes great footage and great audio. My standards are high and my integrity intact. PLUS I know how to build ratings and gain respect in the community. Call to hear more. MIKE DREXLER (216) 371-1352

Situations Wanted Programming, Production, Others

PD-MD in medium market would like to be MUSIC DIRECTOR at a M-O-R station in a Top 30 market. Full knowledge of M-O-R music, including OLDIES.

Box 1-213, BROADCASTING

TELEVISION

Help Wanted: Management

CREATIVE JOURNALIST
Person with educational and practical command of television news to immediately become involved on national level. Growing company has management position for intelligent, energetic, ambitious person with Master's Degree. Send resume and photograph to:

Box 1-177, BROADCASTING

Employment Services

LOOKING FOR A CAREER IN BROADCASTING?

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Broadcasting Sep 30 1974
AP Radio's Bob Benson: conditions are go

The room looked strangely sterile. Three black leather chairs stood vacant against a newly painted wall. An unobtrusive carpet smelled vaguely of the factory. Otherwise, the room was empty. Workmen in blue coveralls moved about casually, adjusting a door hinge here, a light fixture there.

At the far end of the room, which would soon become a reception area, a heavy door had been pushed wide open. From within, the clutter of news tickers competed persistently against the voice of a woman, bespectacled man in shirt-sleeves. Around the table before him, a small group of well scrubbed but informally attired men and women sat and listened attentively. Bob Benson was conducting one of his first staff meetings and there was much to say.

"We're living in the middle of a lot of confusion," Bob Benson pointedly observed. "Let's ask questions; you'll find I ask the dumbest ones of all. . . . The AP is looking at us very hard. We're the single largest growth area in the entire organization. If there's any way we can make it better, let's get it out. Don't leave it as a private thought."

For Mr. Benson and his audience, the hour of reckoning was fast approaching. In 12 days, AP Radio—the Associated Press's first venture into audio news service—would emanate from within those walls. Bob Benson, in his capacity as the managing editor of the AP's new radio service, had suddenly been called into action from his position as the AP's assistant managing editor. He had been called up to fill the shoes of former managing editor, Paul Streator, who had left the AP to become the managing editor of the Chicago Tribune.

For Mr. Benson, the hour was fast approaching. In fact, he was beginning to feel the pressure. "We're living in the middle of a lot of confusion," Bob Benson pointedly observed. "Let's ask questions; you'll find I ask the dumbest ones of all. . . . The AP is looking at us very hard. We're the single largest growth area in the entire organization. If there's any way we can make it better, let's get it out. Don't leave it as a private thought."

For Bob Benson and AP's nuclear staff of 23, the frustration ends tomorrow (Oct. 1) when the first feeds go out to an initial line-up of 120 stations. It will be replaced by the glaring reality of being the newcomer in a marketplace that presumably is already supplied by the competition. With several national radio news services already plying their wares, why does the Associated Press, after more than a century of secure operations as a wire service, opt to enter the fray? "AP has 126 years behind it of trying out new things," Mr. Benson says. "I think they're known for the fact that when they get into something, they're doing it after pretty careful analysis. . . . The AP will be in this business from this point on. We're in it with both feet."

"I don't see this as a move toward overpopulation. Do you see any parallel between the fact that there has been a great increase in the number of radio news services and the fact that formats have been splitting like crazy? The spectrum is there. . . . People seem to want a concise report of what is going on, and they want it to be updated as frequently as possible." All-news stations, particularly, "have seen that it is almost impossible to get too much material into the shop."

What APR will provide, Mr. Benson insists, is informative, diverse news material in a manageable flexible format. Hourly newscasts (21 each day), heavily laden with actualities, will be available in formats of 90 seconds, or 3:30 (with a one-minute station cutaway) or five minutes (with a total of 90 seconds for local filler). Ninety-one 90-second sportscasts (six in morning drive time, five in the afternoon and 30 on weekends) will be offered, as will 10 one-minute business reports and three national agricultural transmissions each day. Regional newscasts, augmented by AP-member stations and several AP-subsidiary regional news operations, are planned shortly. A weekly anthology of in-depth public affairs reports is also contemplated.

That's a lot of feeds—enough to make AP Radio a highly inflexible operation internally, but one that can be quite accommodating to the membership, or so Mr. Benson hopes. "Anytime you're formatting," he notes, "you're serving a variety of needs. It's impossible for any service like ours to go completely free form. The function of editors is to edit, and we have to live by that."

Notwithstanding the inherent impediments and far-sighted goals (with 3,220 stations—all subscribers to the AP broadcast wire—still eligible for the audio service, there's a lot of sales ground to cover), Bob Benson is pursuing his new job with a demeanor that can only be described as zealous. At the relatively tender age of 32, the Washington assignment is a major career opportunity—but one for which Mr. Benson has been preparing since age 16, when he joined the staff of WIZZ (AM) in his native Streator, III.

"Like everyone else," he said, "I wanted to be a DJ." As a junior high student, he had heard that announcers of the time were making $150 a week in Chicago. "What a salary! How could I have wanted anything else?"

That answer eluded him until 1962, when he began seeing service in the news department at WIRE(AM) Indianapolis. In that year, 76 persons died in an explosion at a local ice show. Bob Benson was on the scene. He saw the blood, the bodies, and "from that day on I was no longer afraid of being a spot news reporter." Later, while serving as national news coordinator for Don Burden's Star Stations, he filed reports from Vietnam, and in 1968, as news director at ABC-owned WLS(AM) Chicago, he was on the street during the disorders that befell the Democratic convention there.

The ramifications were sobering. News, Mr. Benson now realizes, can be a cruel business. It can also be an ego trip. But it never fails to excite, to hearten and to gratify its participants. "Any broadcast newsmen," Bob Benson insists, "can feel damn proud of what he's doing for a living."

That back in the newsroom, the AP Radio staff was buzzing. A Washington policewoman had just been gunned down in an alley across the street—a national news story, albeit a macabre one. Bob Benson went on to do a report of the Weekly News on the 17th floor of the World Trade Center. A new member station had just signed on. A dry run of the day-to-day operation, it was reported, had turned up a highly impressive 60 audio reports. The workmen had left for the day, and a receptionist was due to start after the weekend. "You know," Mr. Benson beamed, "I'm beginning to think this thing's going to work."
People of the press
When President Ford chose Ron Nessen, NBC White House correspondent, as his press secretary (Broadcasting, Sept. 23), it was more than a tribute to the individual. It was a tribute to broadcast journalism.

The appointment was accepted by the entire press corps. Apparently no one gave a second thought to the selection of a broadcast correspondent as the dispenser of the White House news.

That was not always the case. Nearly 30 years ago, when Vice President Harry Truman assumed the Presidency upon the death of Franklin Roosevelt, one of his first acts was to name his friend, J. Leonard Reinsch, of the Cox Broadcasting stations, as his press secretary — a post Mr. Reinsch hadn't sought. But the elite Gridiron, Washington's limited-membership club (50 newspaper bureau chiefs and correspondents), openly resisted the appointment of a broadcaster. Mr. Reinsch made it easy by stepping aside to become broadcast adviser to the President while continuing to direct the expansion of the Cox Broadcasting organization.

We hope Mr. Nessen becomes a star in his White House slot, which is one of the toughest in the capital. He is the news dispenser for all the press — broadcast, magazine, newsletter, as well as the daily newspapers and press associations.

This unequivocal recognition by competitive media is proof that the last vestige of prejudice against the broadcast press has vanished. The next step, obviously, is full First Amendment protection for radio and television and that can be accomplished by eliminating Section 315 of the Communications Act and its demeaning fairness doctrine.

Staying in the kitchen
The commercial television networks took an overdose of criticism from members of the Senate last week for omitting live coverage of Nelson Rockefeller's confirmation hearing.

Senator Marlow Cook (R-Ky.) hinted at dark conspiracies and talked of antitrust investigations.

Senator Hugh Scott (R-Pa.) came out for increased federal funding for noncommercial broadcasting (which carried taped coverage in prime time on PBS television affiliates and live coverage on radio). That was after he had announced his "intense disagreement" with the news judgment of the commercial networks.

Senator Howard Cannon (D-Nev.), chairman of the Rules Committee, which was holding the hearings, expressed "shock" at the "deplorable and unconscionable misconception of what I conceive to be the freedom of the press and the public service requirements of the Communications Act."

What all of this really meant of course was that Republicans wanted a respectable member of the party to be put on national view for a change and that Mr. Cannon was remembering with envy the attention received by chairman of other committees that did get live coverage in recent times. Whoever heard of Peter Rodino, outside New Jersey, before the impeachment hearings in the House?

This kind of political pressure is accepted by broadcast journalists as one of the hazards of their trade, and it is to the credit of the networks that they stuck with their editorial decisions through it all last week. We include in that the noncommercial networks. Live noncommercial radio, delayed but full-text noncommercial television and news coverage of significant parts of the testimony on commercial TV and radio added up to just about all the American public needed to know about Mr. Rockefeller, Senator Cannon and the hearing.

Progress
The report adopted by the Senate Commerce Committee last week to accompany its license renewal bill puts things in somewhat clearer perspective than they had been a week before. On balance, the report seems to suggest that the Senate thinks licensees are entitled to renewal if they abide by FCC rules and make substantial efforts to serve their communities.

Read with the bill that came out of the committee, the report provides at least some of the protection that broadcasters had legitimately sought against the piecemeal dismemberment of multimedia ownerships. It is not as certain a shield as the House provided in the renewal bill it passed. It is considerably better than nothing.

In its present form, the Senate package deserves support. There may be an outside chance for final action in this congressional session.

Lynch law
If a tentative vote taken two weeks ago holds, the FCC will strip the Alabama Educational Television Commission of all nine stations and the network it operates. Whatever the crime, that is cruel and unusual punishment, more in the tradition of the hanging judge than the rehabilitation center.

The Alabama noncommercial system is accused of discriminating against blacks in its programing and employment. It has admitted transgressions and has set about correcting them. The same transgressions could be charged to almost any other institution in Alabama or, for that matter, the United States.

If the FCC goes through with this, it will set precedents of grave consequence. No licensee that is made the target of a petition to deny renewal can be given credit for an effort to upgrade programing or practices. The incentive will be lost to make wrongs right.

A dissenting member has privately said that the majority in the tentative vote was more interested in revenge than in compliance. That kind of justice should have disappeared with the conditioned discrimination against blacks.
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