Light at end of FCC tunnel on children's TV
FM: Better and better for more and more

The quality of the service is exceptional. The cuts from overseas were clean and sharp. We're surprised. The amount of material on the line the first hours of the beginning day made APR sound like they had been in business for years.

- KPOK, Portland, Oregon

"It's as comprehensive an audio service as exists. It's really impressive."

- KXXX, Tulsa, Oklahoma

"APR's studio quality has enhanced our news sound far beyond expectations, placing the world at our fingertips with a massive amount of variety and quantity."

- KVET, Austin, Texas

"The format is short but informative, very versatile and fits our own needs. The line quality is excellent for something brand new."

- WBW, Topeka, Kansas

"...down here in Tennessee, it's the greatest sound around."

- WBMC, McMinnville, Tennessee

"Y'all are sounding mighty good."

- WMAG, Forest, Mississippi

"It's good, good quality. The cues are smooth. It sounded just beautiful."

- WMIR, Lake Geneva, Wisconsin

With more than 200 radio members on line, APR makes broadcasting history with its quality news content and sound. Join the growing list of APR member stations by contacting your AP regional representative or (212) 262-4015—

AP BROADCAST NEWS DEPT.
50 Rockefeller Plaza, New York, N. Y. 10020
Can't see the forest for the trees?

If the few proverbial trees bearing certain names are hiding the many broadcast equipment possibilities from you, we urge you to step out and examine the whole forest. These days none of us can afford to buy by maker's name alone. The woods are full of brand names, old and new, and we again invite you to glance through a few published features of high powered FM transmitters bearing popular names...

<table>
<thead>
<tr>
<th>Manufacturer &amp; Model</th>
<th>CATRS</th>
<th>CCA</th>
<th>COLLINS</th>
<th>RCA</th>
<th>SPARTA</th>
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<td>FM20H3</td>
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<td>Size of Largest</td>
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<td>68 15/16&quot; W</td>
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Note the considerations that even a quick comparison can reveal. For instance the Sparta 25 kw FM transmitter, due to its modular construction in smaller cabinets, is easier to transport and install in any location, yet through thoughtful design it offers far superior accessibility. APC and VSWR protection may be available at extra cost on some models listed, but on our 625A they are standard.

Making equipment decisions today can be more difficult than ever, with such a thicket of names and claims to choose among. Only careful, detailed comparison should guide your choice, and surely our brief chart above gives reason for you to inquire further of all manufacturers. Evaluation of claims in depth will best serve your interests. And ours.

Start now by getting full, exact specifications on Sparta FM transmitters, AM transmitters, audio equipment and Spartamation systems and components. We want you to write or call us collect, today, for the Sparta equipment information you need.

We're in the business of You.
Mr. Sam, DSA. Among nominees for 1975 Distinguished Service Award of National Association of Broadcasters will be Senator Sam J. Ervin Jr. of North Carolina. Hailed as Senate's most distinguished constitutional authority, 75-year-old Democratic chairman of Judiciary Committee has endeared himself to broadcasters for fostering full First Amendment protection for radio and television. At last session he was ramrod in marshalling Senate forces for deletion of provision that would have imposed performance royalty on broadcast stations. Victory was by overwhelming 8-to-1 margin against stalwart opposition (Broadcasting, Sept. 16).

Among others nominated for 1974 award (which went to Richard Chapin, of Stuart stations, former joint board chairman) who presumably will be on 1975 list are J. Leonard Reinsch, retired chairman of Cox Broadcasting; Julian Goodman, chairman of NBC; Walter Cronkite, CBS Evening News managing editor, and Jack Benny, veteran comedy star.

War chest pains. Anti-pay TV-cable committee of National Association of Broadcasters, at its meeting in Washington last week (story page 5), didn't stop with decision to put on new drive. After committing itself to fund — $400,000 is goal (half from station membership to be matched by major network funding) — committee turned to futures and how best to build contingency fund without resorting to emergency drives.

Wilson C. Wearn, president of Multimedia Broadcasting, Greenville, S.C., and chairman of NAB's television board, will appoint committee to explore subject, with report to be delivered to winter board meeting next January in Cerromar, Puerto Rico. Among suggestions were special assessments as against across-board increases in membership dues, with latter apparently favored. Meanwhile, with original $400,000-plus war chest nearly exhausted, pressure is on new drive to defray upcoming oral argument costs as well as continuing campaign.

Price conscious. Although there's some hope that House will adopt Commerce Committee's all-channel radio bill before election recess, strong sentiment against it is reported. Resistance comes from congressional wariness of action that public would think inflationary. Bill would require AM-FM capacity in all factory-installed auto sets at obvious increase in price over AM-only receivers.

High cost of compliance. How much will it cost cable industry to comply with FCC rules by March 1977 deadline? Anywhere from $100 to $300 million, says National Cable Television Association staff — perhaps half again as much as total system investment over past 25 years. Preliminary estimates indicate as many as 400 systems will require extensive renovation, if not complete rebuilding. Present 180,000 miles of cable plant nationwide has cost $700 million to $1 billion since 1948. With tight money situation, many are worrying about how new construction can be financed.

Under rules, operators would have to offer at least 20 channels — only half broadcast — and provide two-way capability. Hypothetically, for 3,000-subscriber system with 100 miles of plant, renovation could cost about $700,000 for new construction plus $120,000 for converters (at $40 each). If hardware costs continue to rise, tab could go out of sight. NCTA, accordingly, is contemplating asking commission for total rewrite of present rules.

Pro bono. Help may be on its way for those who are in trouble with FCC but lack funds for legal defense. Legal aid program developed by Federal Communications Bar Association is expected to be announced soon by FCC, which would cooperate in and help implement it. Program would involve panel of lawyers who would provide aid on volunteer basis. FCC contribution of $25,000 would be used to defray volunteers' out-of-pocket costs during fiscal year ending June 30, 1975.

Lawyers note that program would not be designed to aid citizen groups with complaints against stations; they are generally aided by public interest attorneys. Rather, it might help shrimp-boat captain accused of broadcasting obscenities on his ship-to-shore radio, or DJ accused of payola.

Peaked. Television's so-called commercial clutter situation appears to have leveled off. Count made by Television Bureau of Advertising shows average TV station last year carried exactly same number of commercial minutes per day (177) as it did in 1972, and that its daily commercial units, counting piggybacks as two units, increased only 1% (from 326 to 329). Nonnetwork commercials increased slightly in each case; network messages declined or held unchanged. Over longer haul, daily totals showed five-year gain of seven commercial minutes (up 4%) and 53 commercial units (up 19%), with both network and nonnetwork commercials contributing to increases. TVB's count was based on estimates from monitoring of Broadcast Advertisers Reports.

Leveling of commercial load does not reflect business slowdown, by any means. TV revenues in 1973 were up 9% from 1972, up almost 24% from 1969.

'Pension' pondering, puzzling. FCC last week was still pondering question of whether to appeal Pensions ruling it lost week before (Broadcasting, Sept. 30), either to full nine-judge bench of D.C. circuit court or to Supreme Court. Indications are it won't. If not, Accuracy in Media, which brought original complaint against NBC, probably will.

Among puzzles left in wake of court's decision: Why did it take seven months for ruling after going to court on expedited basis that did not allow time for written briefs? Was court's decision on decision breached in advance? Rumors of 2-to-1 outcome had circulated in Washington for weeks preceding release.

In the wings. One of hottest properties in development for NBC-TV's 1975 season is contemporary situation comedy co-produced by Norman Lear and Don Kirschner. Called Hereafter, it's about rock group that is killed and then reincarnated. Cast is still to be determined.
A grudging FCC issues notice of inquiry on TV reruns, offers no solutions of its own

With obvious reluctance, FCC last week issued notice of inquiry in matter of network reruns in prime time. Vote was unanimous, but four commissioners issued total of three concurring statements expressing doubt as to whether commission should or legally could involve itself in question of how many reruns networks may air.

Notice does not propose rules, and makes it clear that commission is unsure that action would be appropriate. It says that commission is simply seeking help in making judgment "as to the next appropriate step (or no step at all) in the public interest."

Commission asks for facts on trends as to use of prime-time reruns, whether they serve public interest, and extent to which welfare and viability of U.S. program production industry affords basis for commission action, as well as extent to which government regulation is needed or appropriate. Commission also wants to know economic and programming consequences of rerun restriction.

Inquiry, in preparation for months, is result of petition for rulemaking filed in May 1972 by Richard A. Balmuth, Hollywood film editor, who complained that networks' increasing use of reruns was seriously affecting economic strength of program production industry. Later, then-President Nixon expressed sympathy for Hollywood production workers' position, and directed Office of Telecommunications Policy to attempt to come up with solution to problem. OTP sought to persuade networks to curtain reruns voluntarily, but failed. It then urged commission to undertake inquiry.

Mr. Balmuth urged rule that in effect would require networks to return to "39-13" schedule, in which 75% of each season's programs would be new. Schedule now is closer to 50-50. Networks, in opposing petition for rulemaking, said rising costs had forced them to abandon 39-13 schedules and that if they were forced to return to them, profits would be wiped out. They also said any restrictions on reruns would force them to turn to less expensive types of programming or to foreign sources of supply — practices that would adversely affect domestic production industry.

Chairman Richard E. Wiley, in concurring statement joined by Commissioners Charlotte Reid and Glen O. Robinson, said he remains to be convinced that rerun problem is one of "legitimate regulatory concern." He said he fears "governmental intrusion in what essentially may be a marketplace determination." Commissioner Robinson, in concurring statement of his own, said that "the public interest, convenience and necessity is not an all-embracing mandate to remedy the ills of the world." And Commissioner James H. Quello, in another concurring opinion, expressed similar doubt as to wisdom or legality of commission involving itself "in matters of program content which, traditionally, have been the responsibility of each licensee."

Moore in news again re Watergate

Richard A. Moore, one-time president of KTTV(TV) Los Angeles who became special counsel to President in Nixon White House, last week figurred in conflicting reports as to whether he would be named unindicted co-conspirator in Watergate coverup trial. Reports that he would be named grew out of prosecutors' statement that unnamed individual will be added to list of 20 unindicted co-conspirators in case. They began appearing in broadcast and press accounts on Wednesday evening, few hours after White House announced Mr. Moore's resignation, effective Oct. 9.

But Mr. Moore's attorneys denied their client would become involved in case. And by Thursday, prosecutors were
to demonstrate superior five directors at week's end

Glenn Ernest Lloyd Bentsen

Tomorrow (Oct. 8) — Keeping with other tapes for permission Unindicted ironic to
intricate returning to communications business, but has nothing definite in mind. Besides experience as broadcast executive, he is lawyer.

No tapes on air, Judge Sirica rules

U.S. District Judge John J. Sirica has turned down request of three networks for permission to broadcast White House tapes that are to be played during Watergate cover-up trial. Judge Sirica, in letters to networks, noted memorandum from Chief Judge George L. Hart Jr. expressing consensus of judges in district as being opposed to disclosure. Judge Hart's memorandum indicated concern over precedent that would be set if permission were granted. "We have staunchly opposed, as you know, any broadcasting of court proceedings," Judge Hart said. "In a sense, if we allow replay of what occurred in court, it will be very difficult to explain why we will not let a tape recorder be used by a court reporter to replay the entire proceedings." Judge Hart left decision in matter to Judge Sirica, who said he agreed with other judges.

Finally: Renewal bill goes to Senate floor

Tomorrow (Oct. 8) Senate will take up license renewal bill, Senate Commerce Committee's substitute for House-passed H.R. 12993. Amendment to restore House version's provision for five-year license term will be offered by Senator Lloyd Bentsen (D-Tex.). Senate bill leaves term at current three years. Observers say five-year amendment is likely to pass, though some members may try to chip it down to four.

Bentsen's bill has 17 co-sponsors, including Majority Leader Mike Mansfield (D-Mont.), Minority Leader Hugh Scott (R-Pa.) and Senators John Tunney (D-Calif.), Ernest Hollings (D-S.C.), Marlow Cook (R-Ky.) and J. Glenn Beall (R-Md.). Latter four are members of Senate Commerce Committee, which never seriously discussed extending license term in markup sessions last month (Broadcasting, Sept. 16, 23).

Other possible amendments discussed but without sponsors at week's end included one for five-year license terms, but staggered so stations in same market would not fall due at same time, as they do now. Another would grant five-year terms as rewards only to those stations that demonstrate superior service during preceding term. Rest would keep three-year terms. There was also talk of amendment to change "substantially met" performance standard called for in Commerce Committee bill.

There may be new ball game on format changes: Court remands WEFM sale to commission, stays Starr's WNCN switch at 11th hour

U.S. Court of Appeals, in what may be landmark opinion regarding format changes, has overruled FCC decision permitting sale of WEFM (FM) Chicago without hearing on proposed purchaser's plans to substitute rock for classical music format station had employed since going on air in 1940. First impact of decision was on Starr Broadcasting's plans to drop its classical format for rock. Court, acting on last-minute pleadings in case that has stirred considerable controversy in New York, stayed format change for WNCN (FM), and asked for additional briefs in case by Thursday (Oct. 10).

Court directed parties — commission, WNCN Listeners' Guild (which was organized to oppose format change) and Starr — to discuss effect of WEFM decision on WNCN case. Court also asked for comment on relation between proposed change in station's call letters — to WQIV — and change in programming format.

Ten judges of circuit court heard case after three-judge panel — by 2-0-two — had originally affirmed commission decision approving Zenith Radio Corp.'s sale to GCC Communications of Chicago Inc. Opinion to overrule was adopted by 8-0-two. Two citizen groups organized "to save WEFM" had opposed sale before commission and fought issue through courts on ground that it had raised questions concerning sale that, at minimum, merited consideration in hearing. Court agreed. It cited two factors FCC should consider — financial losses Zenith said it had suffered as result of maintaining classical music format, and whether GCC was guilty of misrepresentation in connection with its community leader survey.

But opinion also reaches out beyond WEFM case. Court says commission erred in holding in its opinion that entertainment program format matter is best left to discretion of broadcaster because, as matter of economic necessity, he will tend to program to meet preferences of his area and fill whatever void is left by other stations. That approach, court said, is inconsistent with commission's duty to secure maximum benefits of radio to all people of U.S. "We think it axiomatic that preservation of a format that would otherwise disappear, although economically and technologically viable and preferred by a significant number of listeners, is generally in the public interest," court said, in opinion written by Judge Carl McGowan.

Court, in WNCN case, acted on request filed by listener guild's public interest lawyers to maintain status quo at station pending commission action on guild's petition to revoke WNCN license (Broadcasting, Sept. 30). Absent stay, format change and call letter switch would have become effective at 12:01 a.m. last Saturday (Oct. 5).

FCC, Robinson views no help to OTP cable bill

Office of Telecommunications Policy received little support for its proposed cable television bill in two documents emerging from FCC on Friday, both addressed to Office of Management and Budget. One was commission's letter discussing basic philosophical differences between FCC and OTP on cable regulation. Other was separate statement by Commissioner Glen O. Robinson, who found proposed bill "major step in the evolution of regulatory policy" but, nevertheless, "somewhat confusing," and he indicates, disappointing in not discussing some issues, including ultimate role of cable.

Commission position, which incorporates previously reported views of staff ("Commission," Sept. 16), is that proposed bill would remove cable from regulatory scheme that now includes all other communications industries. Matters that now come before commission would become
Pastore congressional responsibility, according to FCC letter. And it would be unwise, it says, to impose on Congress function of regulating dynamic industry.

Commissioner’s statement, more general in approach, points out that although proposed bill is designed to deal with regulatory framework, it deals also with matters of substance — but only selectively — with result that is “somewhat confusing.” (For instance, he notes, draft deals with crossownership, permitting it in some cases, forbidding it in others.) “Certainly, it projects a most unclear vision of the role of cable in, say, 20 years,” he says. “Without some outline of this role, it is difficult to appraise the soundness of the regulatory framework which it proposes.”

Statement contains some insight into Commissioner Robinson’s views of cable regulation. For instance, he notes that “over-all tenor” of bill is that cable regulation should be reduced — “and with that goal I agree” — although he does not think it practical to discuss wholesale curtailment at this time. Commissioner agrees with OTP that it is not necessary or desirable to impose on cable type of content regulation now imposed on broadcasting. He also doubts it would be constitutional. He also agrees on ban on free access channels, and says he cannot understand why OTP would require minimum channel capacity.

Drawing up battle order against pay cable

National Association of Broadcasters pay TV committee assembled last week to talk strategy for upcoming FCC oral arguments on pay cable antisiphoning rule (Oct. 23-25). NAB testimony will be delivered by Vincent Wasiel- ski, NAB president, and John Summers, general counsel. Also testifying will be Wilson Wearn of Multimedia stations, chairman of NAB TV board, and Willard Walbridge of Capital Cities Communications, chairman of NAB anti-pay TV committee. NAB will also coach other broadcasters who seek help with their testimony. Association anticipates big broadcast turnout, noted increased interest on part of small-market and independent stations which in many cases use old movies as primary programming staple.

Pay TV committee also discussed funding for campaign against alleged siphoning by pay cable, has mailed letters to all TV stations that have not contributed to fund. Next step will be to hit again ones that have contributed. Committee has raised $480,000 so far, is shooting for another $400,000 or more.

Campaign compromise postpones 315 repeal

Compromise on measure to reform political campaign spending has gelled, with House and Senate conferees to hold wrap-up session today (Oct. 7) to review finished product before sending back to both houses for passage. Among actions last week was decision to put off until next year Senate-passed provision to repeal Section 315 — equal-time provision of Communications Act — for candidates for President, Vice President and Congress. Senator John Pastore (D-R.I.), chairman of Senate Communications Subcommittee, and Representative Harley Staggers (D-W.Va.), chairman of House Commerce Committee, have said they will introduce separate measure in respective houses early next year to repeal equal time for presidential and vice presidential candidates.

On the verge. Sources at Television Bureau of Advertising appeared confident Friday (Oct. 4) that new president of TVB would be selected and set “within a week.” They would not speculate on identity. Two reported earlier to be in contention — before Edwin Pfeiffer of WPRO-TV Providence, R.I., was offered job and turned it down (Broadcasting, Sept. 30) — were Roger Rice of Cox Broadcasting and Don Durgin of NBC (early story page 59).

Sitting this one out. Seven scheduled sponsors and four ABC-TV affiliates have disassociated themselves from tomorrow night’s (Oct. 8, 10-11 p.m.) Marcus Welby, M.D. episode dealing with sodomy and pedophilia. Sponsors: Sterling Drug, Colgate-Palmoive, Lever Bros., Shell Oil, American Home Products, Breck shampoo and Gillette. Affiliates: WPVI-TV Philadelphia, WCWB-TV Boston, WHYN-TV Springfield, Mass. and KATC-TV Lafayette, La.

Resuscitation. ABC-TV, which earlier announced pre-emption on Oct. 11 of three of its regular Friday shows for John Wayne movie “True Grit” (Broadcasting, Sept. 23), will also cancel entire Friday night schedule on Oct. 18 for blockbuster movie “The Guns of Navarone” and on Oct. 25 for another John Wayne movie “Hatari.” ABC’s regular Friday lineup comprises Kodiak (8-8:30), The Six Million Dollar Man (8:30-9:30), The Texas Wheelers (9:30-10) and The Night Stalker (10-11).

Another nail. Rocky Mountain Broadcasters Association wrote National Association of Broadcasters last week opposing NAB TV board decision to make TV code subscription mandatory for all members by April 1, 1976. Regional association took action after all four of its member state associations voted against NAB board decision (“Closed Circuit,” Sept. 30). Those four: Montana, Wyoming, Utah and Idaho. TV board may amend or could repeal rule at regular meeting next January.

Looking for trouble. U.S. Consumer Products Safety Commission, Washington, in open meeting last Thursday (Oct. 3), formed steering committee to develop model communications program to be adopted by companies in face of product recall such as last month’s “trouble light” (which resulted in three-network notice of defective product). Ron Eisenberg, public information officer for commission, will chair committee comprising: Norman Cash, Television Bureau of Advertising; Carl Hawver, Public Relations Society of America; Lou Shollenburger, Advertising Council; Terry McGuire, National Newspaper Alliance; William Heimlich, Association of National Advertisers; Sanford Ullman, National Association of Broadcasters, and Lawrence Reedy, American Association of Advertising Agencies.

Attorney general fingers TV. Attorney General William Saxbe cited “violence on television” as one of two possible causes for current 16% increase in crime reported by FBI for first half of 1974. Mr. Saxbe said he could do nothing about people watching television — “If that’s what sells soap that’s what they’ll watch” — but added he is taking steps to “turn around” what he believes is second factor: people thinking they can get away with crime and succeeding.
Only one TV station in Minneapolis-St. Paul caught these big stories on film.

ACCUSED KRONHOLM KIDNAPPER TALKS!  LITTLE KELLY JO FOUND SAFE IN BASEMENT!

POLICE FIND $50,000 WAVERLY RANSOM!  CIRCUIT COURT CONSIDERS FATE OF RESERVE!

FBI CAPTURES KRONHOLM INTRUDER!

Are we just lucky?

No. It’s more than luck when an accused kidnapper grants WCCO-TV a 4-hour filmed interview when he won’t even talk to anyone else.

Or when WCCO-TV is the only Minneapolis-St. Paul TV station who cares enough to cover the joyful reunion of a lost child with her parents after a harrowing night-long search.

It’s more than luck when only WCCO-TV has a news team thorough enough to be there when the police discover a $50,000 ransom in another kidnap suspect’s apartment.

Or when WCCO-TV has the only TV cameras on hand to witness a dramatic FBI capture of a mysterious intruder into the home of a recently released kidnap victim.

It’s more than luck when only WCCO-TV thought it was important to send a news team to St. Louis to cover, live, the circuit court decision on the Reserve Mining Company, a company employing and affecting thousands of Minnesotans.

No wonder both ARB and Nielsen* have named us Number 1 in news for 6 years in a row.

No wonder we received 3 out of 4 Midwest Regional RTNDA Awards for 1974.

Luck? That many coincidences would have put Las Vegas out of business years ago.

P.S. Speaking of luck, if you need some—give a call to the WCCO-TV Sales Staff.

Or Peters, Griffin & Woodward, Inc.

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

*Check any ARB or Nielsen since Jan. ‘68. Audience ratings are estimates only and subject to the limitations thereof.
WHAT IS A CONSULTANT?

There are as many answers to that key question as there are consultants. It is the very nature of competent consultants to be highly individualistic and to call upon not only their own professional life input, but that of their staff, in order to arrive at their recommendations. These recommendations come about only after there has been assembled all the possible facts that research can uncover in a given market.

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

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

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

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

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

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Communications Consultants
7900 Westpark Drive
McLean, Virginia 22101
Area Code 703 790-5050

Oct. 4-20—National Association of Broadcasters fall conference. Hilton O’Hare hotel, Chicago.
Oct. 5-1—National Association of Broadcasters “Annual Convention.” Fairmont hotel, Chicago.
Oct. 8-9—National Association of Broadcasters fall conference. Hyatt O’Hare hotel, Chicago.


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


November

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


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

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

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


Nov. 8-10—Educational Foundation, American Women in Radio and Television board of trustees meeting. Four Seasons Sheraton Hotel, Toronto.


Nov. 15—Federal Communications Bar Association dinner celebrating 40th anniversary of FCC. Sheraton Park Hotel, Washington, D.C.

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


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


December


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

Give it up
EDITOR: Your editorial of Sept. 23 ("Short of First Down") hits the mark. The Pastore bill in its second version is another example of how broadcasters have been jerked around by Congress the past 10 years. We hope the National Association of Broadcasters will let the bill disappear with the 93rd Congress. After all, the original idea was to extend the term of licenses to five years and make it possible for broadcasters to concentrate on serving the public.—Don C. Dailey, vice president, KGBX(AM) Springfield, Mo.—KOMO(FM) Hannibal, Mo.

The automated special
EDITOR: Your feature article on automation in the Sept. 23 issue is certainly the most comprehensive survey of the subject to date. Congratulations on a fine job and a beautiful piece.—Howard Greenlee Jr., president, Fun Music Radio, Scottsdale, Ariz.

Miffed
EDITOR: Am shocked and appalled—and not only that, but I am angry, too—at your publication’s continuing policy of excluding my reviews of the new season from your review of the reviews. This is my favorite part of your magazine, and I look forward to reading your excerpts. It tells the critic what was significant in all the thousands of words the writers here also need this valuable insight.—Marvin Kitman, Newsday, Garden City, N.Y.

Misplaced chair
EDITOR: We were very pleased to see the detailed story in your Sept. 16 issue, covering the hearings on foundation support of public broadcasting before Senator Vance Hartke’s subcommittee. There is just one small error we would like to call to your attention—the crediting of the chairmanship of this subcommittee (in the last paragraph) to Philip Hart.—George W. Baker, executive associate-communications, Council on Foundations, New York.

Point of view
EDITOR: I probably have to get in a queue to bring your attention to the error in the third paragraph of your “Finance” column of Sept. 16. With profits up and market prices off, price-earnings ratios have never been worse, not better. You can see the sad news in that third-from-the-end column in your own stock index, where single digits have replaced practically all of the double-digit P/E’s of yesteryear.—Fred W. Baker, vice president, corporate relations, Harris Corp., Cleveland.

Information inflation
EDITOR: For many years, I’ve been subscribing to the FCC Reports issued by the U.S. Government Printing Office. A few years ago, this annual subscription cost $6. Then a year or two ago it went to, I believe, $12. A short while ago, I received a renewal notice from the government for this subscription, with the price now stated as being $37.40 annually. Can you envision the cost being increased over 1000% in a matter of three or four years? Sic semper inflationus.—Murray Arnold, Palm Springs, Calif.

No change
EDITOR: In your Sept. 23 “Media Briefs,” subhead “Switch,” you have included a story concerning NBC News promotional announcements appearing on KIRO-TV Seattle “as result of station’s [kiro-(AM)] affiliation switch to NBC Radio.” KIRO has not switched to NBC Radio. It still remains the basic Mutual Broadcasting affiliate in Seattle. It is my understanding they added an NBC Radio affiliation because of the extensive news blocks they are now doing.—Gary J. Worth, executive vice president, Mutual Broadcasting System, Washington.

He said it
EDITOR: In your Sept. 30 report on the license renewal bill you erroneously attributed to me language in the Senate Commerce Committee report which directs the FCC to process renewals and proceed with renewal hearings as “expeditiously as possible.” Although I consulted with the trade, the language was not suggested by me.—Senator Howard W. Cannon (D-Nev.), Washington.

(Thes language should have been attributed to Senator Robert Griffin (R-Mich.) when the Commerce Committee debated and passed its renewal bill Sept. 17.)

Thanks
EDITOR: You have had a great deal to do with the growth of broadcast news and all of us in the field are in your debt.—Peter S. Willett, vice president, broadcast services, United Press International, New York.

EDITOR: My thanks for the nice mention and kindly treatment in your recent “Closed Circuit,” “Rockefeller Friends.” Your paragraphs flushed out some old friends from other parts of the country, including Burton Paulu of the University of Minnesota, with whom I traveled to the U.S.S.R. on behalf of NBC in 1958 as part of a State Department cultural exchange mission on radio and TV. Dr. Paulu is now an authority on eastern European radio and TV and has a new book coming out on the subject.—Jerry A. Dannig, New York.

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Nothing ordinary about this Gates antenna...

Here's a diplex television antenna broadcasting two VHF signals simultaneously. We custom-built it for WTOP-TV and WMAL-TV in Washington, D.C. This Channel 7 and Channel 9 antenna was built and tested on Gates antenna range in Syracuse, New York. During the last five years more than 100 television antennas have been built and tested on this range.

We customize antennas to fit the specific needs of our customers. No matter how complex. And thoroughly test your antenna before delivery.

Call or write for more information on how Gates can custom-design an antenna for your operation.

HARRIS
GATES DIVISION
Quincy, Illinois 62301, U.S.A.
Opportunity and recognition.

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

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

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

The Fetzer Stations

WKZO-Kalamazoo  WKZO-TV-Kalamazoo  KOLN-TV-Lincoln  KGIN-TV-Grand Island
WWTV-Cadillac  WWUP-TV-Sault Ste. Marie  WJFM-Grand Rapids  WKJF(FM)-Cadillac  WWAM-Cadillac  KMEG-TV-Sioux City
Colgate looks with a new eye at women

Once upon a time, when television was young, innocent and (comparatively) inexpensive, full-program sponsorship was the way to go. Today, you do it only if a whole variety of reasons makes sense.

Colgate-Palmolive thought it made great sense back in January when we sponsored Colgate's Women's Sports Special on ABC-TV in the primest of time, 10-11 p.m. This special was an exciting, often-lyrical tribute to women in sports—Billie Jean King, Princess Anne, golfer Susie Berning and Olympic medalist Cheryl Toussaint, among others.

And Colgate, to put it mildly, is interested in women. Women buy the household and personal and cosmetic and laundryroom products made by our company. They certainly are the dominant purchasers of the 11 products featured in commercials in the special.

Through extensive market research and focus-group communication, we know that the woman we're talking to on the tube today is definitely not the same woman we talked to 10—even five—years ago. Increasingly, our commercials reflect this. But—and this was the big “but”—when Colgate signed for our women's sports special on the basis of a pilot we commissioned, we didn't know if women would really want to watch a show about women athletes. And, even if they did, we didn't know if commercials would be more, less or equally as effective as similar Colgate commercials in another TV environment, notably "regular" prime-time programming.

So, we commissioned a major research study to find out.

We learned some interesting facts about how women become aware of specials as the countdown toward airdate approaches. We found out that 40% of the women we interviewed were aware of the special; 60% were not. More than two-thirds (67%) heard about it through TV promo spots. Publicity stories, features, interviews, listings, etc., in newspapers were the source for "awareness" among 23% of the women. Only 3% of the women respondents heard of the special via word-of-mouth.

There was a definite "awareness skew" among younger (18-34) women; 55% of this group had heard of the special before it went on the air. Compared to the demographics of the total women, these younger women tended to be single, better-educated, readers of sports magazines or sports participants, and better-off financially or with higher incomes. And, they tended to be involved in sports (44%) themselves.

Sally Ann O'Brien joined Colgate-Palmolive in 1961 as a junior statistician in its market research department. From then until 1964, she held positions of increasing responsibility in that department including statistician, senior analyst and section head. At that time she was appointed manager of household products, market research. She assumed her present position, director of market research, in 1968.

The study also found that the viewing decision was made by a female most of the time (57% by female respondents; 5% by a daughter). In some cases (9%) the decision was made by both the female respondent and her husband. A purely male decision happened in 15% of the sample's homes, and in 7% by a "family" decision.

And a post-viewing study in more than three dozen major metro areas found that the special generated definite increases in interest among women in watching TV programs dealing with women's sports. In fact, among viewers, all of the sports listed in the survey showed attitude gains, some more than others.

Horseback riding cleared the hurdles with the highest positive attitude shift among women viewing the special, jumping from a score of 35% before to 48% after the telecast. Tennis made a gain of 10 percentage points, track a gain of nine points and gymnastics a gain of eight points.

Then, in order to compare effectiveness of advertising on Colgate's Women's Sports Special against week-to-week normal prime-time programming, another special test was arranged. Approximately 200 respondents who watched the special were interviewed for commercial awareness and recall on the next day. A separate group of 200 was induced to watch The Rookies (selected as "typical" of Colgate's prime-time vehicles) in which the Colgate dental cream and Palmolive Liquid commercials appeared.

The results underline the value of commercial exposure in a special in which audience interest is high even before it's aired. For the Colgate dental cream commercial in the special, "total awareness" (unaided awareness plus aided) was 61%; for the same commercial in The Rookies, it was 34%. For the Palmolive Liquid commercial in the special, the awareness level was 60%. For the identical commercial in The Rookies, the score was 39%.

It wasn't simple "awareness," either. Viewers of the special recalled copy and message points and the dramatic situation where the commercials much more strongly than they did when the same commercials were seen in The Rookies. (Not, incidentally, that there's anything wrong with the latter show; it's a solid "regular" show. But it just didn't have the kind of involvement for women that the special had to spare.)

Even more important, we discovered that recall levels for all our commercials were higher among viewers who were really "attuned" to the special than among the total viewer sample that saw the hour-long special. In other words, the more women found themselves in harmony with the special, the more they tended to absorb—and remember—the commercials that appeared in it.

Further research showed that women were interested in more programming along the lines of Women's Sports. Specifically, we found that 74% of those queried were "very interested" in a show on the "training of a woman athlete." That was the strongest reaction. Close behind were stories on "women's competition with other women" and "human-interest stories" about women sports personalities. But, despite the celebrated Billie Jean King, Bobby Riggs tennis match, "women competing with men" as a program theme drew the highest negative comment from women. So, you're not likely to see us sponsoring a "battle of the sexes" program.

Reaching today's outward-bound woman is a marketing must, since her collective economic clout is enormous. But we know now that we can do it with commercials that portray her in some never never land, or where she's in that tacky old role that some marketers still think women are playing, or where a product is positioned as some kind of father figure. Housework isn't fun and games. We know it. She knows it.

The programming we will buy to reach this woman may not be revolutionary. But it's certainly going to be evolutionary.
We want kids to learn that "You don't always get what you pay for," before they pay for it.

In California, a student can finance his technical education with a federally insured loan. And the law says he must honor that loan. About nine hundred students of West Coast Trade Schools had taken out loans of between $1500 and $2500. Then, all six branches of the school closed. Because of the quick collapse, students couldn't get the balance of their loans refunded.

Unfair? We thought so. So we launched a six week investigation. And followed it up with an in-depth series of reports on the schools' closing.

We pointed out short-comings in the actions of both the state and federal agencies charged with regulating trade schools. We revealed suspect financial dealings of the corporate offices of West Coast Trade Schools. Three weeks after the schools' collapse, nearly $300,000 of the schools' operating funds was converted to cashier's checks payable to one of the school's officers.

As a result of our probe, things began to happen. The state bureau charged with supervising trade schools is under review, and proposals are being made to prevent other surprise closings.

The Los Angeles County District Attorney has launched an investigation, and preliminary findings indicate there may be a criminal case of theft.

On the federal level, California Congressman Barry Goldwater Jr. is proposing legislation to correct inequities in the government insured loan program. Recommendations are being made that will protect future students from having to pay for something they never get.

It's seldom when in-depth broadcast reporting invokes such quick action. When it happens, it's a very gratifying thing. Particularly when it means a kid can be guaranteed the education he's paid for.

KPOL Los Angeles.
One of the stations of Capital Cities Communications.
We talk to people.
Programing

ACT won't get what it asked from FCC on television for children

Its demand for ban on commercials and standards on program scheduling will be denied as commission adopts policy, not rules, and takes notice of voluntary advertising restraints

The FCC this week will move toward a resolution of its children's television programming proceeding, which has been pending since February 1970 when a group of Boston-area mothers calling themselves Action for Children's Television visited then-Chairman Dean Burch with a request for major changes in children's TV.

The commission, which considered the matter last Thursday, may be ready to act when it meets tomorrow (Tuesday) on a six-point policy statement calling on broadcasters to move voluntarily in the direction ACT had urged the commission to set by rule—to provide a "reasonable amount" of children's programming, including material of an educational nature, to distribute it throughout the week, and to exercise special restraint in the advertising they direct at children.

But the commission is not expected to adopt any rules. Indeed, a draft of the proposed policy statement, prepared by a group of staffers assembled as the Children's Television Committee, is said to express the view that the broadcasting industry should reform itself, that self-regulation affords the industry a kind of "flexibility" that would not be possible if rules were adopted.

But the draft is also understood to leave open the possibility of rules being adopted at some future date. It says, reportedly, that the commission will assess the adequacy of the improvements in programming and advertising the broadcasting industry is "expected" to make. The proceeding would not be terminated.

The commission, which had been bogged down in the proceeding, reached its present perch on the edge of action largely through the jawboning of Chairman Richard E. Wiley. Last May, in a speech in Atlanta, he warned that the commission would adopt its own remedies for the problems it saw in children's programming and advertising unless the broadcasters acted voluntarily to deal with those problems (Broadcasting, May 27).

The National Association of Broadcasters acted a month later. It ratified recommendations of its code review board restricting both advertising time and content of children's programming (Broadcasting, July 18). Nonprogram time in Saturday and Sunday children's programming was reduced to 10 minutes per hour in 1975 and nine and a half minutes in 1976; nonprogram time in weekly programming was limited to 14 minutes per hour in 1975 and 12 minutes the next year.

The board also approved provisions requiring that program and advertising content be clearly separated by an "appropriate device."

Three weeks later, the Association of Independent Television Stations fell into line. The INTV plan calls for an upper limit of 14 minutes per hour, Monday through Friday, and 12 minutes per hour on weekends, beginning Jan. 1, 1975. The maximum will drop to 12 minutes per hour during the week and to nine and one-half minutes on weekends beginning on Jan. 1, 1976.

Since commercial practices was the only area in which commission officials were considering rules, Chairman Wiley last summer was free to proceed with a document that would be limited to a policy statement and would rely on exhortation and possibly warnings rather than on specific rules.

One of the six points in the commission staff's draft statement reportedly calls on broadcasters to set their levels of advertising in children's programming in accordance with the limits established by the NAB and INTV. Commission studies, the draft says, show such limits are "feasible."

The other points are said to call on television broadcasters to:

* Provide a "reasonable amount" of programming for children—a "significant portion" of it "educational in nature."
* Meet the "special needs" of preschool children.
* Air children-oriented programming throughout the week, not only on weekends.
* Avoid "host selling" and "other tech-

ABC off to races in weekend children's ratings

Network leads Saturday morning field; CBS tops weekday daytime schedule; NBC's Carson still late-night king

ABC may be off to a weak start in the prime-time ratings race (see next page), but in the stiff Saturday-morning children's competition, it's finishing first.

National Nielsen's for the first three Saturdays of the season (Sept. 7 through Sept. 21), covering the period from 8 a.m. through 12:30 p.m., give ABC a 6.8 rating and 31 share, compared to CBS's 6.5 and 29 and NBC's 6.1 and 28. (From 12:30 to 1 p.m. every Saturday, CBS has the high-rated Fat Albert and the Cosby Kids, but ABC by choice opts for a teenage rather than a children's audience in that time period with American Bandstand.)

In the nine time periods when all three networks are carrying children's shows ABC is winning five, CBS two and NBC two, based on the composite ratings for the first three weeks.

In Monday-through-Friday daytime, when game shows and soap operas rule the airwaves, CBS is the over-all leader. It starts off with a clean sweep of the time periods from 10 a.m. to 11:30 a.m. when it goes head-to-head with NBC. (ABC does not program the network in this period because of low composite audience levels.) The next two half-hours, when all three networks are competitive, NBC pushes up the marbles with Hollywood Squares and Jackpot, its strongest game shows. With the long-running Search for Tomorrow, CBS comes in with the winner at 12:30 p.m. At 1 p.m., ABC's strongest drama, All My Children, soars in the ratings because CBS and NBC don't service the network in that half-hour, and during the next 30 minutes CBS is first with its strongest drama, As the World Turns.

From 2 to 3:30 p.m., NBC dominates the competition with, respectively, Days of Our Lives, The Doctors and Another World. CBS gathers in the last hour of the day against its rivals with the popular game shows Match Game '74 and Tattle Tales.

In Monday-through-Friday late-night, Johnny Carson is still unbeatable, with a season-to-date rating (based on 202 shows through Sept. 14) of 9.3 and a 34 share. Over the same period, the Late Night CBS Movies were averaging a 6.6 rating and 29 share. ABC's various Wide World of Entertainment mysteries and variety shows were getting 5.4 ratings and 19 shares, on the average.
Nine newcomers, two holdovers head for plank at networks

New season's prospective comedy list includes seven shows on ABC

Although the networks claim that no firm decisions have yet been made, at least 11 shows are presumed to be almost certain bets for cancellation (baring a miraculous turnaround in the "ratings") now that three full weeks of national Nielsen's have been read and wept over.

Seven of the 11 are ABC shows: The New Land, Kodak, The Texaco Wheelers, The Night Stalker, The Odd Couple, Paper Moon and The Sonny Comedy Review. Three are on CBS: Sons and Daughters, Planet of the Apes and Apple's Way. NBC's one loser is Sierra. The only holdover from last year among this group are The Odd Couple and Apple's Way.

The quickest hook will probably go to CBS's Sons and Daughters (Wednesday, 8:30 p.m., NYT), production of which has been stopped (on orders from CBS) with the completion of the ninth episode last week, according to a network source.

Tony Orlando and Dawn, the variety hour that scored a hit last summer in that same time period, is being whipped into shape as the probable replacement.

In the national Nielsen's for the week ending Sept. 29, CBS widened the gap a little on NBC with a 21.0 rating, compared to NBC's 19.7. In season-to-date national for the full three weeks, CBS is averaging a 20.3 to NBC's 19.9. ABC is a distant third, with a season-to-date 16.8 rating.

ABC officials lifted their heads from their hands long enough to mention some of the hotter situation-comedy prospects being readied for second-season duty: Metromedia's Where the Fire?, Columbia's Everything Money Can't Buy, 20th Century-Fox's The Karen Valentine Show, and two independently produced half-hours, The Life of Capt. Barney Miller and a Dick Van Dyke sitcom. The one drama being touted by ABC is McNell, starring Andy Griffith as the sheriff of a small western mountain resort community, who gets involved in "warm and human" situations.

Chico and the Man (NBC) continues to be the hottest new show, with a 28.3 rating and 47 share on Sept. 27, good for a fourth-place finish for the week. However, only one of the new shows looks like unqualified hits: CBS's Rhoda (an 11th-place finish) and NBC's The Little House on the Prairie (which finished 12th).

 Otherwise, with the frontloading of movies and specials proving to be less of a factor as the week went on, most of the familiar high-rated shows are beginning to claim their runs on the top-10 Nielsen ladder, among them: All in the Family, Sanford and Son, M*A*S*H, Hawaii Five-O, Good Times, The Mary Tyler Moore Show, The Bob Newhart Show and The Waltons.

NATPE at fall regionals

The National Association of Television Program Executives will produce a 90-minute programming seminar at the six regional meetings of National Association of Broadcasters. The panels will be TV station program managers and independent producers and distributors. Topics will include local origination, syndicated programming, children's shows and prime-time access rule.

The first seminar is the first announced activity of NATPE which set up a blueprint for cooperative projects between it and other key industry organizations, including the National Academy of Television Arts and Sciences, American Women in Radio and Television, National Cable Television Association, Broadcast Promotion Association and International Radio and Television Society.

Chicanos against 'Chico'

Not everyone is happy with NBC-TV's high-rated new series, Chico and the Man; two Los Angeles organizations have protested the show. The Model Cities Center for Law and Justice in Los Angeles says the program shows a chico in a "totally subservient and childlike role." The Hispanic Urban Center says the shows present a step does "great disservice" to Mexican-Americans. A network spokesman said last week that NBC was preparing responses to these and other charges against the program.

Help wanted. Search continues for successor to Barry Diller, 32, newly named (as of Oct. 1) chairman and chief executive officer of Paramount Pictures, as chief prime-time program executive of ABC Entertainment, with ABC Entertainment, among those mentioned: Michael D. Eisner, vice president for prime-time program development and production; Anthony D. Thomopoulos, vice president, prime-time programming (both with ABC Entertainment), and even Roone Arledge, now president of ABC Sports.

Mr. Diller takes over Paramount's top job from Charles G. Bluhdorn, chairman of parent Gulf & Western Industries Inc. Frank Yablans, 38, remains president and chief operating officer.

NAB to underwrite children's TV clinic

The National Association of Broadcasters' executive committee has given the go-ahead to a proposal that an NAB-sponsored national seminar on children's television programming. The seminar will be in Washington in the early spring.

Robert Gordon, vice president and general manager of wcpo-TV Cincinnati, had led the committee on children's programming that will plan the seminar. Mr. Gordon has been campaigning for such a project since he organized a national workshop on children's programming in Cincinnati last year.

Mr. Gordon said he will gather his committee Oct. 15 to start planning. He said he hopes to continue the theme of the Cincinnati workshop, gathering station managers, children's program producers and hosts to exchange ideas on techniques of producing local shows. He added that he is particularly interested in involving station management to increase commitment to the scheduling of children's programs.

Techniques that confuse the distinction between programming and advertising content.

Provide for "clear separation" between programming and advertising.

ACT initiated one of the most controversial FCC rulemakings—and one that drew an avalanche of mail from the thousands of simple people calling on the commission to perform radical surgery on children's programming. It asked the commission to ban all sponsorship of children's programming, to prohibit performers in children's programs from using or displaying products, services or stores by brand name, and to require broadcasters to broadcast specified amounts of programming weekly for children of different age groups (2-5, 6-9, and 10-12).

The commission staff's draft would reject this proposal. Reportedly, the document contends the proposed programming requirement would not only be unnecessary but would raise serious First Amendment questions. And it is said to note that the proposed ban on advertising is concerned, the commission considers advertising the basis for the present commercial broadcasting system and feels it should not be withdrawn in the absence of a compelling public interest in doing so.

But the draft also indicates that Chairman Wiley's success at jawboning did not end with the adoption by NAB and INTV of new restrictions on advertising in children's programming. It points out that the NAB code review board was meeting last week to consider the adoption of language dealing with violence on television and with broadcasters' responsibilities for providing educational materials (see story page 61).

The draft is also said to contain a considerable amount of hortatory language—noting, for instance, that television as an industry cannot live up to its responsibility in children's programming until individual broadcasters are prepared to put children first and profits second.

Although listed as a staff document, the draft is tied to Chairman Wiley through one of its principal authors, Leonard Secrest, the chairman's executive assistant. Another of the principal authors is Louise Sunderland, of the general counsel's office. Other members of the Children's TV Committee are Wallace Johnson and Harold Kassens, chief and assistant chief, respectively, of the Broadcast Bureau, Jonathan David, a Broadcast Bureau staffer, and Dr. Alan Pearce, of the Office of Plans and Policy.
$200,000,000
COMMERCIAL & INDUSTRIAL
EXPANSION
IN MACON, GEORGIA

and we're right in
the middle
of it!

205-ACRE INDUSTRIAL PARK WILL HAVE AN
INITIAL INVESTMENT OF $146 MILLION . . .

<table>
<thead>
<tr>
<th>Company and Product</th>
<th>Initial Investment* [Approx.]</th>
<th>Initial Employment</th>
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<tr>
<td>Brown &amp; Williamson Tobacco Corp.</td>
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<td>YKK Co, of Japan (major zipper manufacturer)</td>
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<td>Hawaii Corporation (fabric printing)</td>
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<td>Singer Co. (electronic &amp; mechanical aircraft equip.)</td>
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<tr>
<td>North American Research &amp; Development Corp. (NARAD) (corrugated dividers)</td>
<td>0.5</td>
<td>40</td>
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*In millions of dollars **Total investment $211.0 million

AND A $30 MILLION-PLUS SHOPPING CENTER . . .

To be completed in 1975, the 1.2-million square foot shopping center will have four major department stores (Belk's, Davison's, Penney's, and Sears) and 120 other shops.

MULTIMEDIA

Represented by KATZ
WFBC AM-FM-TV, Greenville, S.C.
WBBR AM-FM-TV, Knoxville, Tenn.
WMAZ AM-FM-TV, Macon, Ga.
WXII-TV, Winston-Salem, N.C.
WWNC, Asheville, N.C.

WMAZ
AM-FM-TV • MACON, GEORGIA
Mexico bans imports, it considers violent

Outbreak of crimes in Americas said to be reason for outer of 37 series

Mexico last week put into effect a directive banning from television 37 imported series—mainly from the U.S.—that are considered “violent” in content. Among the series are Ironside, The Fugitive, The FBI, Dragont, Combat, Rat Patrol, King Fu and Mannix from the U.S. and The Avengers and Ultraman from Britain and Japan, respectively.

Industry sources here say this is the first time that a country has pulled a large number of series it considers “violent” off the air once they have started telecasting. They said Argentina is veering in that direction. They attributed the action to the rash of kidnappings and other violent crimes that have swept Mexico and South America in recent months.

According to U.S. exporters of TV programs, the effect of the Mexican ban will be to substitute the so-called violent series with imported product other than action-adventure. They do not believe that Mexican production will increase because of its high cost vis a vis imported programming, which is dubbed locally.

Latin America as a whole, including Mexico, accounts for an estimated $20 million in U.S. exports, about 15% of the total international business.

Program Briefs

To Fox. Jack Webb and has Mark VII Productions have joined 20th Century-Fox Television as independent production company to develop new projects for Fox. Mark VII currently is producing three NBC network series: Adam 12, Emergency, and Sierra, all with Universal TV.

Golden specials. Golden West Broadcasters, Los Angeles, group broadcaster, announces formation of Golden West Television Productions to develop, produce and network TV program specials for regional and network sale. Gary Blair, producer of former Smothers Brothers Comedy Hour and Glen Campbell Show, named executive producer; Steve Eckstone, formerly vice president-sales, Entertainment Media Productions, named general sales manager. Already sold, GWTB announced, is group of specials for International Doby Queen, Minneapolis, to be syndicated in 85 markets; single special for midwestern food channel to run in 100 markets, to be produced in Hawaii, and co-production venture with Human Behavior magazine for series of specials on psychological themes. First is Psychology of Rock and Roll, to air in December.

MPC and Hall. Metromedia Producers Corp., Los Angeles, announces prime-time TV program development contract with Montly Hall Enterprises Inc., to develop movie-of-the-week projects and prime-time TV series primarily for ABC.


Turnabout. Paramount Pictures Corp., New York, has sold distribution of its feature films intended for theater showing in Iran until price for each movie is raised 400%. Company noted Iran has boosted price of its oil exports by 400% over past five years, while price it has asked for films has remained same for ten years. In response to query, spokesman said Paramount also will seek 400% increase for its TV programing. Iran buys about $2 million annually in TV programing, including feature films.

Quit. Minnesota Broadcasters Association is coordinating campaign of public and private networks to urge audiences to give up smoking for at least today (Oct. 7). Effort grew out of “Don’t Smoke Day” held last January in Monticello, Minn., that was covered nationally by CBS News.

Rebuked. National Labor Relations Board has ruled that Writers Guild of America, West, acted illegally when it attempted to restrain “hyphenate” members (producers, directors, story editors) from crossing picket lines during last year’s WGA strike against TV program producers and networks. These hyphenate members perform supervisory duties unrelated to writing and may not be prevented from performing them, board said. Guild also must rescind any fines or penalties imposed on hyphenates during strike.

Irked over access. Noncommercial WHYY-TV Philadelphia reports receipt of more than 300 letters—most negative—following Sept. 11 airing of public-access series featuring members of National Socialist White People’s Party (formerly American Nazi Party). Philadelphia chapter of Anti-Defamation League of B’nai B’rith called program “glaring example of irresponsible broadcasting.” Station officials, however, said program, Take 12 (which has been opening WHYY-TV’s facilities to nonprofit groups since May 1973), violated no license provision and, while deplorable in content, advanced First Amendment principles.

Melting-pot of gold. Department of Health, Education and Welfare’s $811,000 grant to noncommercial WTTW-TV Chicago to produce ethnic/racial diversity public service announcements has yielded Be Yourself package. University of Chicago task force, Grey-North Inc. and Leo Burnett U.S. acting as WTTW effort. Spots are to be distributed to 500 commercial and public TV stations nationally.

DST being pared to eight months

U.S. is to revert to former six-six split in fall of 1975, barring action by Congress in wake of hearings set by Magnuson for next year.

The Senate passed by unanimous voice vote last week a measure (H.R. 16102) that would end the nation’s experiment with year-round daylight saving time. The bill would restore standard time for four months this winter—fourth from the last Sunday in October until the last Sunday in February 1975. It has now passed both houses and proceeds to President Ford who is expected to sign it into law.

The bill amends the Emergency Daylight Saving Time Energy Conservation Act, passed in December 1973 as an energy-saving measure. All other provisions of the emergency law will remain in effect until it expires the last Sunday in April 1975. That includes the section from which the FCC derived its authority to grant emergency relief to daytime radio stations which suffered from the loss of a morning hour of broadcast time. In all, about 1,165 daytime stations were given emergency authority to sign on in the early morning darkness last winter while many people were on their way to work or school. That relief will continue during March and April next year when daylight saving will again be in effect.

When the 1973 emergency act expires the country will return to the former system of six months standard time and six months advanced time. Barring further legislation, March and April will again come under standard time.

Many daytime stations—those on Canadian clear channels—did not receive emergency relief last winter because of treaty arrangements with Canada. An FCC spokesman said a tentative agreement has been made between the U.S. and Canada to allow some 200 of those stations to sign on before sunrise during winter daylight saving. The spokesman did not know, however, how that agreement would be affected by the new bill. The spokesman said an agreement has been signed by the Bahamas so that American stations on the Bahamian clear channel can sign on before sunrise during winter daylight saving as long as they do not interfere with the signals of Bahamian stations.

One broadcaster who was outspoken last winter against the adoption of year-round daylight saving, Clint Formby of KPN-A-AM-FM Hereford, Tex., said the reinstatement of standard time for four months would be good, but would not solve the whole problem created by the emergency act. He would prefer a return to the old system of six months standard time. KPN is a daytime station on a Canadian clear channel and was one that did not receive emergency relief last winter.

Mr. Formby, who retired two months
KGO-TV’s news scene at 6 pm is the number one local news in the San Francisco Bay Area.

Based on the May, 1974 NSI, KGO-TV’s lively News Scene at 6 is the top local news with a 33% advantage over KPIX and a 20% advantage over KRON-TV. We’re also number one according to May, 1974 ARB.
It even outscores CBS network news with the 18-49 group, according to Nielsen.
If you’re buying this big Bay market, don’t ignore the books.

Before you buy the San Francisco market, talk to the owners.

Percentages cited are May, 1974 NSI. Audience information subject to qualifications available on request.
ago as radio board chairman for the National Association of Broadcasters, said the added daylight hour in the evening last winter did not compensate for the lost morning hour, which his station needed to broadcast weather and market information to early-rising farmers. KPAN is the only AM, he said, in one of the most agriculturally productive counties in the nation. "Sometimes Washington misses the point...of that one hour in the morning," he added.

Senator Commerce Committee Chairman Warren Magnuson (D-Wash.) has said his committee will hold hearings next summer to study the merits of continuing a system of four months standard time and eight months daylight saving. That meeting, according to a committee aide, will follow a report the Department of Transportation is to make to Congress by next Aug. 1 assessing the successes and failures of the daylight savings experiment.

FCC warns NOW on KCST buyer's concessions

Commission, approving sale to Storer, reminds that discretion of licensees supersedes all agreements

The FCC is treading a tight line between continuing to encourage broadcasters to reach agreements with local groups and at the same time warning them that they retain ultimate responsibility for the operation of their stations. But if the commission falls over on either side, it is on the side of licensee responsibility; for it makes clear that it will not enforce agreements that "improperly" hobble licensee discretion.

The preference, reflecting the kind of concern that FCC Chairman Richard E. Wiley expressed in a Sept. 27 speech to the Commerce Committee in Phoenix (BROADCASTING, Sept. 30), was evident in the position the commission took in approving Storer Broadcasting's purchase of KCST-TV San Francisco.

At issue were agreements by which Storer had persuaded the National Organization for Women and the Ethnic Community Coalition of San Diego to withdraw petitions opposing the $12-million sale by Bass Brothers Enterprises.

The agreements provided for the creation of advisory councils, the presentation of certain types of programming, and the broadcast of certain amount of public service announcements. (The NOW agreement, for instance, includes the promise to devote at least 12 prime-time programs to women's issues in the first two years it operates the station.) Employment practices are also prescribed in the agreement.

Generally speaking, the commission said in a unanimously adopted letter to NOW's counsel, Tracy Westen, agreements that call for the creation of an advisory council or that seek the presentation of programming material aimed at a particular segment of the community come within the discretion of the licensee in meeting the needs and interests of the public.

But, it said, "the ultimate responsibility with respect to the selection and presentation of programing matter and other station operations must rest upon the licensee and "cannot be delegated." "As we understand it," the commission added pointedly: "the agreement reached expresses what the transferee believes would serve the public interest under current circumstances. Should those circumstances change, it would be [Storer's] right, and, as a public trustee, its duty to effect programing and operational changes which it believes will better serve the public interest."

The commission added that a licensee's view of what serves the public interest must "always be paramount." As a result, "any provision of the agreement that would operate to curtail improperly [Storer's] discretion to make programing and operational judgments in the public interest would have no force and effect before this commission."

Chairman Wiley, in his address in Phoenix, said he understood the problems that licensees may have in meeting their obligations to confer with local groups while retaining ultimate responsibility for their stations' operations. He said the commission should in the near future issue a statement indicating the kind of provisions that it would consider contrary to the public interest and that it would feel obliged to reject.

Commissioner James H. Quello also has expressed concern about the direction that he sees talks between community groups and stations taking. In an address to the Pacific Northwest Cable Association, in Boise, Idaho, last week (see page 33), he said he was disturbed by the fact that the commission policy of "encouraging is sometimes perverted to force some broadcasters to abandon their responsibilities in programing." He said he is opposed to nationally affiliated local groups setting themselves up as experts on programing as he was to commission assuming the role of arbiter of taste and propriety in programing.

One agreement on which the commission has been unable to reach a judgment was signed by Metromedia's KTTV (TV) Los Angeles and local groups there. At issue are specific children's programs the station has agreed to keep from its schedule on the grounds they are too violent. The staff had recommended approval but with a statement—not unlike that contained in its letter on KCST—that Metromedia is not foreclosed from programing the station as it sees fit ("Closed Circuit," July 8). However, a majority of the commission at least was still uncomfortable with the agreement, and asked the staff to reconsider the matter and suggest different language for a statement on the agreement.

Macdonald reportedly talks of hearings on CPB money supply

They could be held after election; no chance seen for bill this year

A possibility of House consideration of a proposed long-range funding bill for public broadcasting—which had been considered all but nil—was revived last week.

Congressman Torbert Macdonald (D-Mass.), chairman of the Communications Subcommittee, reportedly remarked at a Monday (Sept. 30) meeting that the subcommittee might take up the legislation after Congress returns from the election recess Nov. 11.

Only two weeks beforehand, Mr. Macdonald was said to have told Henry Loomis, president of the Corporation for Public Broadcasting, that hearings on the bill "would be unlikely. Mr. Macdonald's reported change of heart was attributed to the continued efforts of public broadcasting interests to get the bill moving in the House during the current session. The
No. It's not a retired newsman living on a pension.

It's a Janus Award for Excellence in Financial News Programming. The statuettes are presented annually by the Mortgage Bankers Association of America (MBA) to recognize commercial radio and television stations and networks that produce and broadcast outstanding financial and economic news programming. A distinguished panel of judges from the academic, business and journalistic communities will evaluate which entries are the most comprehensive, informative, authoritative, and interesting. Heavy emphasis is also placed on regularity and frequency of the programming. The Awards will be presented May 5, 1975 at MBA's national conference in New York City. Winning stations or networks may exploit the awards in any appropriate promotion they wish. If your station or network produces financial programming that you're proud of, enter it in the Janus competition. It might be a winner.

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Senator Commerce Committee has already approved the legislation. Meanwhile, House and Senate conferences continued to haggle last week over the fiscal 1975 appropriation for the Departments of Health, Education and Welfare and Labor, in which CPB's federal allocation is contained. The House has allocated $60 million for CPB, $55 million for facilities. The Senate has approved $65 million and $17 million, respectively. Additional consideration is being given to an extra allocation to the U.S. Office of Education which, among other things, would help finance the production of the Children's Television Workshop's Sesame Street and The Electric Company.

**Lebanon denial back to FCC**

The U.S. Court of Appeals has reversed an FCC order of March 6, 1973, which denied a petition by Lebanon Valley Radio Station WLBZ for a license to operate a station at Lebanon, Pa.-Catonsville, Md., to proceed. The board had denied the mutually exclusive applications of Lebanon Valley and Radio Catonsville Inc., for construction permit for AM stations to operate at Lebanon and Catonsville, respectively. The Lebanon denial was proposed by Hearing Examiner Millard French who had found the transmitter site on the application was no longer available and alleged that Lebanon Valley was guilty of misrepresentation.

Later, in a civil law suit between the owners of site and Lebanon Valley, a local court directed Lebanon Valley to execute a deed to the land in question. The review board then reopened the record but affirmed Examiner French's denial on grounds that the group's principals had failed to meet FCC standards of truthfulness and integrity.

In the case to the FCC, the appeals court questioned the hearing examiner's findings and said the review board's findings were not supported by substantial evidence.

**Houston bottom line**

The National Association of Broadcasters made 54 cents on the dollar at this year's annual convention in Houston. Its final audit shows a net of $328,186 against a gross of $608,842. The numbers flesh out preliminary figures reported earlier ("Closed Circuit," June 24).

The total income breaks down into $412,500 from exhibit space sales and $196,342 from registration fees. There were 2,479 management registrations and 1,407 engineering for a total of 3,886 paid registrations. Free attendance was 717, for a total attendance of 4,603.

The remainder of $55,754 was spent on exhibits, $13,428 for the engineering conference and $211,474 for the over-all convention. The last category is an umbrella for expenditures on printing, speakers, exposition hall rental, exhibit manager, management luncheons, shuttle buses, guards and staff expenses.

**Media Briefs**

**Sportscenter leads runoff.** Jeff LaCaze, news reporter and sportscenter, WBRZ-TV Baton Rouge, turned politician, defeated U.S. Representative John Ranick for Democratic nomination for Louisiana's 6th congressional seat. Mr. LaCaze, 29, left his job of four years to enter race against ultra-conservative incumbent.

**Tiernan defeated.** Representative Robert Tiernan (D-R.I.), sometime critic of broadcast industry, lost his re-election bid in Rhode Island primary. Representative Tiernan has served for three years, was defeated by Edward Beard, Rhode Island state legislator, by 22,023-to-23,787 vote. Until early 1973, Mr. Tiernan was member of House Communications Subcommittee, then moved to Appropriations Committee.

**Issue added.** FCC review board has denied all but one issue advanced by Post-Newsweek Stations (WPLG-TV Miami) against mutually exclusive application by Tropical Florida Broadcasting Co. Motion to enlarge issues, filed by Post-Newsweek, included charges that Tropical's coverage was "impossible" with suggested staff, that two principals in Tropical did not include all their business interests in application, and that Michael Wientraub, 10% stockholder in Tropical, failed to report two lawsuits filed against him. Last issue was one accepted by review board for inclusion in hearing.

**OK, but.** FCC has granted conditional license assignment of WLDB(AM) Atlantic City from Dorothy Bremmer to Atlantic Business and Community Development Corp. for $250,000. Grant is conditional on outcome U.S. Court of Appeals case involving Abraham and Sheldon Hofferman, principals in Better Broadcasting of Atlantic City for review of commission's earlier denial of their attempt to buy WLDB, whose permit for facilities of WLDB.

**Ways for women.** National Association of Broadcasters, in conjunction with American Women in Radio and Television, is conducting series of six weekly sales workshops for women. Sessions will be held at NAB headquarters in Washington on successive Wednesdays through Oct. 30.

**Correction.** In a study of broadcast industry contributions to 1974 congressional campaigns, it was reported (Broadcasting, Sept. 23) that the National Committee for the Support of Free Broadcasting and National Association of Broadcasters, gave $500 to Senator Frank Moss (D-Utah) and $1,000 to Representative Donald Brotzman (R-Colo.). NCSFB has given no money to Senator Moss, but did give $500 to Rep. Brotzman (D-Calif.), who is a member of the House Commerce Committee. Representative Brotzman received only $100 from NCSFB. In all, as of Sept. 10, NCSFB contributed to the campaigns of three members of the Senate Commerce Committee and 18 members of the House Commerce Committee.

**Crossownership and the evidence**

Rand and Barnett add odds over whether there is any valid proof of harmful multimedia combines

As the FCC moves toward the conclusion of its long-pending rulemaking concerning the break-up of multimedia holdings in individual markets, a behind-the-scenes dispute has broken out between some think-tank thinkers and a law school professor over a fundamental question involved in the proceeding: Is the effect of such crossownership harmful to the public?

Rand Corp. staffers have been studying the literature on the subject since 1973 and have drafted two reports in which they conclude that there is "no concrete evidence of harm"—or of benefits either—resulting from crossownership.

Neither report has been formally released (both may be out this week). But in draft form they have been distributed to various interested parties for comment. And one of these, Stephen R. Barnett, professor of law at the University of California at Berkeley, who spoke in favor of the commission's proposed rule at the oral argument the FCC held on the subject in July, disagreed strongly.

Now, with the help of a grant from the John and Mary Markle Foundation, he has just digested the arguments and views in a 64-page report of his own—"A Critique of, and Supplement to, the Prospective Reports of the Rand Corp." (The foundation thus helped air both sides of the debate. Although the National Science Foundation funded Rand's first study, an assessment of the state of knowledge on the question, the Markle foundation funded the second, which deals with options for federal action.)

One of the controversial points, whose authors include Walter S. Baer, Henry Geller (a former FCC general counsel), Joseph A. Grundfest and Karen B. Possner, cited the difficulty of the research problem as a reason that the "evidence relating media ownership to economic or content performance is weak and unconvincing . . . To yield valid results, studies must control for many other variables that are likely to have far stronger effects than ownership—market size, circulation and audience shares, competitors in the market and so forth."

But Professor Barnett, in his report, contends there is "a considerable amount of concrete evidence of harm from crossownership" which in the aggregate "demonstrates not just substantial and widespread harm but a clear tendency to produce it." Rand, he said, has ignored the evidence he has found in a variety of published sources.

These include national and local journalism reviews, broadcast and newspaper industry trade journals, "city" magazines, weekly and "alternative" newspapers which he said, "tend to be the only local publications that are not controlled by the newspaper-broadcast combines and

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Federated Media
set to disappear

Former group owner will distribute proceeds beginning next month
from sales of its three stations

Federated Media Inc., one-time multiple
station owner, plans to liquidate the com-
pany at a value of about $5.5 million,
said to be more than triple its market
value of one year ago.
A company spokesman said last week
that prior to the announcement in Au-
gust 1973 of the intention to liquidate,
FMI stock was quoted in the over-the-
counter market as approximately $2.50
per share for a market value of about
$1.8 million, based on 701,000 shares
outstanding. The $5.5 million liquidation
value is based upon sales of its properti-
es (WBNW-TV St. Thomas, V.I., for
$821,000 in cash and a long-term note;
WKJO-TV Fort Wayne, Ind., for $4 mil-
lion in cash and a short-term note and
KNWA[FM] Fayetteville, Ark., for $140,-
000 in cash), certain closing adjustments
and cash on hand of $500,000.
Since the liquidation plan was an-
nounced last year, FMI shares have
risen in value and have been quoted re-
cently in the $7 range. The distribution of
proceeds, totaling about $7.75 per
share, will begin in November with an
initial payment of more than $7 per share).

John F. Dille Jr., president of the
Communicana Group, Elkhart, Ind., has
been chairman of FMI and will continue
in his executive post with Communicana.
Paul E. Van Hook, who has been presi-
dent of FMI since 1972, will become
president of The Wyndmoor Co., a New
York investment management firm.
Harte-Hanks Newspapers Inc. has begun the acquisition of WTLV (TV) Jacksonville, Fla. (VHF Channel 12), Aug. 26, by signing a contract to purchase 51% of the stock in the licensee corporation, Television 12 of Jacksonville, for $5.4 million.

According to a sales contract filed with the FCC, Harte-Hanks hopes to buy all stock now outstanding. If more than 50% of the stock is acquired by the time of closing, the per-share price now set at $354 will increase to $358.33 for all shares traded. Acquisition of all the stock would cost Harte-Hanks a grand total of $10.7 million.

Television 12 is owned by 74 stockholders, holding a total of 30,000 shares. Among those making up the 51% designated in the present contract are: Wometco Enterprises (12%); Frank Pellegrin, former partner in H-R Representatives (3.3%), and former Florida Governor Farris Bryant (3%).

Television 12 resulted from a merger of four competing applicants for the station — Florida-Georgia Television Co., the New Horizons Telecasting Co., Florida Gateway Television Co. and Community First Corp. (BROADCASTING, June 28, 1971). The merger ended a contest stemming from a 1970 investigation of off-the-record contacts with FCC members by winning TV station applicants. After a hearing, the original grant to Florida-Georgia, then owner of the station, was affirmed by the FCC. A new hearing was set after the FCC was reversed by the U.S. Court of Appeals.

The commission in 1967 designated for hearing the four applicants that later merged into Television 12, allowing Florida-Georgia to continue to operate the station on an interim basis. Again the court intervened, overruling the interim grant, proposing either to establish a new interim operator not involved in the comparative hearing or to let the station go dark. At that time the four applicants were granted interim authority as a joint venture, which later resulted in the formation of Television 12 of Jacksonville.

WTLV, an NBC-TV affiliate, is on ch. 12 with 316 kw visual and 60.9 kw aural and antenna height 940 feet above average terrain.

Harte-Hanks stock is traded on the New York Stock Exchange. The firm owns 46 newspapers, including 21 dailies, and owns KENS-TV San Antonio, Tex.

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**Contact: Milton Q. Ford — Washington Office**
P. Wheeler, president. Principal in buyer is Robert E. Davis who owns and manages KWIAM (AM) Pocatello, Idaho. KLO operates full time on 1430 khz with 5 kw.

- KBYG (AM) Big Spring, Tex.: Sold by Howard County Broadcasting Inc. to Tentex Broadcasting Inc. for $221,000. Principals in seller are John H. and Madelyn O. Hicks (46.6% each) who own KLVI (AM) and KPOO (FM) Beaumont, Tex., and have interests in KLUF (AM) LuSkin, KRRV (AM) Sherman and KLAR (AM) Laredo, all Texas. Principals in buyer, which owns KTFS (AM) Texarkana, Tex., are Hugh D. Frizzell, president (33.3%), and Robert Williams Jr., treasurer (33.3%). KBYG is on 1400 khz with 1 kw day and 250 w night.

- WWFL (AM) Clermont, Fla.: Sold by J. Olin Tice Sr. and Jr., to Leisure Time Communications Inc. for $165,000. Sellers also own WCAY (AM) Cayce, S.C. Principals in buyer are Joseph P. McInerney, Henry A. Berliner Jr., and Richard M. Messina (one-third each), who also own WDMV (AM) Pocomoke City, Md., and WIVI-FM St. Croix, Virgin Islands, and have contracted to buy KGLR-FM Reno (see below). WWFL is on 1340 khz with 1 kw day and 250 w night during specialized hours.

- KGLR-FM Reno: 80% interest sold by Pendor Communications to Leisure Time Communications Inc. for $128,000. Principals in seller are Phillip D. and Penny Doersam. Mr. Doersam will continue as station's general manager and Mrs. Doersam as sales manager and together will retain 20%. Principals in buyer are Joseph F. McInerney, Henry A. Berliner Jr., and Richard M. Messina (see above). KGLR-FM is on 105.7 mhz with 31 kw and antenna 390 feet below average terrain. Broker: Blackburn & Co.

Approved

The following transfers of station ownership were approved last week by the FCC (for other FCC activities, see page 71):

- KAUZ-TV Wichita Falls, Tex.: Sold by Bass Brothers Telecasters Inc. to Wichita Falls Telecasters for $4,250,000. Parent of seller, Bass Brothers Enterprises Inc., owns KNTM (AM) Denton, Tex., WSLC (AM) - WSLQ (FM) Roanoke, Va., and has 48.42% interest in KFDW-FM Clovis, N.M., KFDO-FM Sayre, Okla., and KFDA-FM Amarillo, Tex. Buyer is partnership of Wichita Falls Television Inc. (80%) and White Fuel Corp. (20%). Wichita Falls TV is new company headed by William Hobbs, president, who is general manager of KAUZ-TV. Principal in White Fuel is W. Erle White, president (49%), who also owns KOAP (AM) Gainesville, and KORC (AM) Mineral Wells, both Texas. KAUZ-TV is CBS affiliate on ch. 6 with 100 kw visual and 20 kw aural and antenna 1,020 feet above average terrain.

- Other sales approved last week include: KNLT (FM) Truckee, Calif.; KFTM-AM-FM Fort Morgan, Colo.; KCHI-AM-FM Chillicothe, Mo.; WCTM-FM Eaton, Ohio; WEZL (FM) Charleston, S.C., and WBRY-AM Woodbury, Tenn. See page 71 for details.

Back in January 1965, when Vietnam was the big story, the NBC press-relations department put out a picture of one of its correspondents, 32-year-old Ron Nessen, in action over there. Dressed in fatigues and lying in a water-filled hole scratched out of the dirt and reeds, he was talking into portable tape recorder, apparently describing action at which he seemed to be peering. A Hollywood view of the television war correspondent at work, it seemed. About 18 months later, reality intruded into the picture. Grenade fragments entered his chest and punctured a lung as Mr. Nessen suffered a battle between the 101st Airborne and North Vietnamese troops in the Central Highlands.

Two weeks ago, President Ford had just announced Mr. Nessen's appointment as White House news secretary, and Mr. Nessen, now 40, was describing his vision of the job in a statement in the White House briefing room. His role was to get the news out, and he would never lie or misunderstand his former colleagues. A veteran newsmen's view of a news secretary's job, it seemed. Eleven days later, some of his former colleagues were questioning his integrity; reality had intruded again.

The question of Mr. Nessen's integrity had arisen over his reporting of a telephone conversation between former President Nixon and President Ford. Mr. Nessen had said that the former President made "a passing reference" to the public reaction to the presidential pardon he had received. But it was not until Hugh Sidey's column appeared in Time...
The night before . . .
A Bar & Grill is scheduled from 5:30 to 7:30 the evening before the Conference so you can meet informally with program participants. It's a great opportunity to discuss your specific problems with experts from the FCC, RAB, NATPE, Chuck Blore Creative Services, equipment manufacturer representatives and NAB personnel.

The first day . . .
Engineering Conference (9:00-11:00)
Interconnection of Program Facilities Is Quad in Your Future?
New Advancements in Audio/Video Switching Techniques
Radio (9:30-11:00)
Let's Create a Commercial Chuck Blore Creative Services will show you how to utilize creative thinking and production techniques to create highly effective spots at your station. All delegates will be involved in making a spot from scratch.

Television (9:30-11:00)
The Product is Programming Spokesmen for the National Association of Television Programs Executives will debate and take questions on the prime time access rule, children's programming, and locally-originated and syndicated programs.

Joint Session (radio, TV, engineering) (11:00-12:00)
NAB Playbook Join NAB at the conference table for an informal discussion of the major areas of concern for today's broadcaster. President Wasilewski will preside and you will participate.

Joint Luncheon (radio, TV, engineering) (12:00-2:00)
Creativity Can Work in Your Station Dr. Herb True shows how creativity and motivation can help you at your station. He makes learning fun and ideas come alive.

Engineering Conference (2:30-4:30)
FCC Rules and Regulations Transmitter Maintenance Principles of Microphone Utilization
Radio (2:30-4:30)
Legal/Management Workshop A free-wheeling discussion to bring you up to date on current problems in both legal and management fields.
Sales Workshop RAB will provide some proven tips on how you can increase income by 10% in January and February.

Television (2:30-4:30)
Television Today and Tomorrow
- Children's Television and Broadcast Self-Regulation . . . What the industry is doing about children's programs and commercials and how it affects you.
- Dangers of Siphoning . . . Pay-cable is after those top programs . . . including sports and block-buster movies. Where will you be if it happens?

The second day . . .
Joint Session (radio, TV, engineering) (9:00-11:00)
The Buck Stops Here Your chance to answer questions about specific situations facing the local broadcaster and to check your answers against the experts.

The View from the Commission A Commissioner's views on what you can expect from the FCC with plenty of time for your questions.

Adjournment (11:00)

How to pre-register . . .
Fee for first delegate from a station or group @ $45.00. Additional delegate(s) from same station or group pre-registered for same conference at same time @ $25.00. Extra luncheon and reception tickets @ $8.00 each. Specify conference you plan to attend, name, station, address, city and state. Also indicate hotel accommodations (single, double, twin, one or two bedroom suite); name(s) of other occupant(s) of double, twin or suite; minimum, medium or maximum rate; arrival date and time and departure date.

Check in full payable to National Association of Broadcasters must accompany your request. Mail to NAB, 1771 N St., N.W., Washington, D.C. 20036.
last week that the world learned that the former President had offered to return the pardon.

Why hadn’t Mr. Nessen volunteered that information, the reporters wanted to know, at the news briefing on Monday? Didn’t he, as a former reporter, realize the newsworthiness of the offer? “You said,” one reporter recalled, “you wouldn’t mislead us.”

Mr. Nessen, who despite a reputation for being short-tempered has thus far at least demonstrated considerable coolness in his new job, did not spend much time brooding on the challenge to his integrity. Back in his office in the west wing of the White House, near the President’s, a few hours after the confrontation, he seemed more concerned with getting on top of new responsibilities, which were greater than he expected.

Asked how he felt, he said: “Almost whipped. I leave the house at 7 a.m., read the papers in the car coming down, eat breakfast in the office—at that table over there—lunch, too, and get home at 8:30 or 9 p.m. And I have one or one and a half hours of work to do at night. Yesterday [Sunday] I had the first half day off since I took the job. The President was visiting his wife at the hospital, so I asked if I could take some time off if he didn’t need me.

Mr. Nessen, who lives in suburban Bethesda, Md., took his wife, the former Young Hi Song, a native of Korea, and their 18-month-old son, to the park. (An 18-year-old daughter by an earlier marriage is at the University of Iowa.) However, it was not the beeper paging unit he wore began sounding off; his office said he was in demand. The Sidey piece was circulating, and correspondents wanted clarification and comment.

Mr. Nessen sees his job, like Gaul, divided into three parts. The most visible part of it is the daily 11 a.m. (or later) news briefing, for which he spends about four hours preparing, some of that time in conference with the President. He is also a presidential adviser, consulting on such matters as how various actions or decisions should be announced. And, finally, there is the part that would terrify most men who had never had to worry about administering the work output of a larger group than that consisting of himself, a cameraman and a soundman—administration. He found he was the boss of a 45-member staff. There is also the usual harvest of daily problems and the time spent talking to reporters.

“But there are compensations,” he says of the heavy load. “It’s very interesting, very exciting to be on the inside, to see how the White House works.”

As for the sharp and hostile questioning that morning, he said he did not expect favored treatment. “I wouldn’t let up if I were in their position,” he said. “It’s the legacy of five years. I wouldn’t give anyone the benefit of the doubt. I would hope they’ll do their job, and I hope that after seeing me for a while, they’ll believe what I said about not lying.”

Mr. Nessen’s defense of his handling of the Nixon-Ford telephone conversa-

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tion was that the offer was not considered to be a serious one. But probably more important was the policy reason he gave: “I didn’t feel I should paraphrase or quote observations between the President and the White House.”

Thus, he was demonstrating the accuracy of an observation that Bill Moyers, one of the former presidential news secretaries on whom Mr. Nessen has said he would try to model himself in his new role (Pierre Salinger and Jerald F. terHorst, his immediate predecessor, were the others) made in a column in Newsweek: “The reporter in him [Mr. Nessen], will tug one way while the President’s interest will tug another, and he will feel the acute symptoms of being caught between a President and press corps both trying to do their duty while his duty is to serve them both.”

White House reporters generally say it is the feelings among White House reporters concerning Mr. Nessen personally appear to be mixed. Some network correspondents who have known him over the years are generous in their comments. They say he was a “good” reporter, solid, “easy to get along with.” Then there are those who, as one veteran correspondent put it, feel that “public-relationswise, the Nessen appointment was a mistake,” that Mr. Nessen has been something of an “opportunist.” In part, at least, some correspondents suggest, that feeling stems from jealousy and resentment, for the White House press corps is not without its prima donnas. And Mr. Nessen, despite almost 20 years in journalism, was an established member of the White House press corps.

But the publicity Mr. Nessen received in connection with the party at his home that President and Mrs. Ford attended (Broadcasting, Sept. 2) did nothing to improve Mr. Nessen’s popularity with his colleagues. For while the party was conceived as one to be given by and for all the reporters who had covered then-Vice President Ford in his travels aboard Air Force Two, some of them felt it emerged in the public mind as the Ron Nessen party. And Mr. Nessen’s former traveling companions appreciate the presence at the party of Mr. Nessen’s NBC colleagues—John Chancellor, an-
An Open Letter to Radio and TV Station Managers

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How does the new program compare to your station's current policy?

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Chairman for the Nightly News: Lester M.
Crystal, executive producer of that pro-
gram, and White House correspondent
Tom Brokaw.

There was little resentment over the
fact that Mr. Ford picked a broadcast
journalist for his news secretary. Times
have changed since President Truman
tried it with Cox Broadcasting's J. Leo-
nard Reinsch. (That appointment
which was neither sought nor made
known to Mr. Reinsch until the Presi-
dent announced it—lasted about as long
as it took the newspaper reporters to
clear their throat and emit howls of
protest.) Indeed, UPI's Helen Thomas
even feels Mr. Nessen is entitled to a
"honeymoon period."

But changing times aside, Mr. Nessen's
experience as a journalist is rich
and varied. As a native of Washington,
D.C., his first media jobs were in small-
town radio and newspaper work in the
region—WEMP(AM) Martinsburg, W. Va.,
WAVA(AM) (then WARS) Arlington, Va.,
and the Montgomery County Sentinel, a
weekly, in Rockville, Md. Then he was a
Washington correspondent for UPI for
five years before hooking on with NBC
News in 1962.

If he did not become one of the net-
work's superstars, Mr. Nessen drew the
kind of assignments journalism students
fantasize about. There were wars in Viet-
nam (five years in Indochina, Bangla Desh,
Biafra, and the Congo; the antiamer-
can riots in Panama, the track of Che
Guevara in Bolivia, a tribal uprising
in Borneo. In addition, he covered the
White House in the early Johnson years and,
only one year before the presidential
campaigns of President Johnson, Richard
Nixon and George Wallace, the vice
presidential campaign of Sargent Shriver.
He was a member of the NBC News
teams that reported from the Democratic
and Republican conventions of 1964,
1968 and 1972. And he anchored NBC's
coverage of the shooting of Governor
Wallace in Laurel, Md., in 1972, and
helped cover the investigation and resig-
nation of Vice President Spiro T. Agnew.

It was a series of assignments that con-
tributed to Mr. Nessen's rise. For when
Representative Gerald Ford of Michi-
gan emerged as Mr. Agnew's successor,
Mr. Nessen was assigned to cover him.
He was there for the nomination, for
the confirmation hearings and for the
inauguration of the new Vice President.
And when Mr. Ford became President,
Mr. Nessen went back on the White
House beat.

President Ford has said that in the
many months he spent aboard Air Force
Two with Mr. Nessen, he came to re-
spect him for his "skill and objectivity"
as a reporter, and to "enjoy his com-
pany." So when Mr. terHorst quit as
Mr. Ford's first news secretary over the
Watergate scandal, Mr. Nessen went back to the
Detroit News, Mr. Nessen's name was
among those that came to the presi-
dential mind as a possible successor.

One of the questions that Mr. Nessen
was asked when he appeared with the
President in the White House briefing
room for the announcement of his new
job was why he was leaving journalism
to become news secretary. "I'm interested
in being a participant in events as well
as an observer," he said. Last week, the
fire he took in briefing his former col-
leagues indicated he had indeed become
a participant in events.

FOI compromises may
not satisfy Ford

Conferences alter bill in attempt
to meet President's objections

A compromise on legislation to strengthen
the Freedom of Information Act has
been reached in a House-Senate confer-
ce, but faces a veto threat from Presi-
dent Ford. The legislation, intended to
make it easier and less costly to gain
access to government documents and
files under the 1966 act, repassed the
Senate last Tuesday and was expected to
pass the House late last week or this
week.

There is a division of opinion within
the executive branch over whether the
President should veto the package, ac-
cording to a Senate aide who participated
in its drafting. Earlier, in an exchange of
letters with the conferences, the President
said he objected to a provision placing
the burden of proof on the government
to satisfy a court that a document has
been properly classified because it con-
cerns military or intelligence secrets.

Said Mr. Ford: "My great respect for
the courts does not prevent me from
observing that they do not ordinarily have
the background and expertise to gauge
the ramifications that a release of a docu-
ment may have upon our national se-
curity."

The conferences attempted to soften
the impact of the section with an explana-
tion in the conference report, but it is un-
certain whether this satisfied Mr. Ford.
Investigatory files for law enforcement
purposes, exempt from mandatory dis-
closure under the present act, would be
required to be disclosed under the new
legislation with a few exceptions. One of
those was added in response to another
objection from President Ford, permit-
ting the withholding of information given
by a confidential source in a criminal in-
vestigation.

In response to another objection from
the President, the conferences agreed to
soften a Senate provision which would have
permitted courts to suspend or other-
wise penalize federal employees
found to have withheld documents with-
out reasonable basis in law. Instead, the
compromise provides that the Civil Ser-
vices Commission shall discipline such em-
ployees.

Shield protects Farr

A California state judge ruled last week
that reporter William Farr could not be
held in contempt of court for refusing to
answer questions in the perjury trial of
a lawyer who had been the prosecutor
in the 1970 Manson murder trial. The
judge ruled that Mr. Farr was protected
under the state's newsmen shield law.

The lawyer was one of two attorneys who had been involved in the Manson trial and were indicted by a local grand jury on charges of perjury. The two, as well as others involved in the Manson case, had sworn they had not given Mr. Farr the information he used for his news story that the Manson "family" plotted to kill Hollywood celebrities. All parties in the case were under a gag order imposed by the case trial judge at that time.

Mr. Farr served 46 days in jail under a contempt citation before being released. He had been under the threat of further jailing but another state judge, under a state appeals court order, found that he could not be punished ad infinitum for refusing to identify his sources. Mr. Farr had said he got the information from two of the six lawyers involved in the Manson case.

AP Radio airborne to plaudits of 210
Another 20 stations indicate interest in new service that started Oct. 1

With minimum problems, AP Radio, the broadcast arm of the Associated Press, commenced operations last Tuesday, Oct. 1. The first cut—an agricultural report by newsmen John Holliman—went down the line to 210 stations at 9:30 a.m.

NYT. It was one of 198 reports filed on opening day.

"Everything went better than we had planned," said APR Managing Editor Bob Bensen of the first day's results. "The complimentary calls were running about 10 to 1 against the problem calls."

The complimentary calls were particularly complimentary about the technical quality of the APR transmission. "The line quality is excellent," said Ron Tyrell of KCIM-AM Carroll, Iowa. "A good line," echoed Paul Maze, WNYD(AM) Sarasota, Fla.

APR uses what it claims to be a revolutionary "spoke-and-hub" transmission system, in which signals are fed from Washington to 12 regional reception centers—each serving four or five states. From those points, the amplified signal is sent to local AT&T test boards for transmission to the member stations. The arrangement, Mr. Benson claimed, "has given us a definite advantage in signal quality."

On the first day of service, APR fed 141 international and national cuts and 37 regional reports. Anchorman for the first five-minute newscast was Tom Martin.

APR is available to any station subscribing to the AP broadcast wire. Its cost is based on a formula depending on several variables, and is tacked on to the sum stations are already paying for the wire service.

Mr. Benson reported that some 30 stations signed up for the service in the last week, prior to the initiation of service, bringing the total line-up to 210. Another 20 stations are said to have expressed intentions to join the network.

RTNDA backs KEYT
The Radio and Television News Directors Association has protested to the Santa Barbara, Calif., city council over alleged attempts to control news coverage of the council on KEYT(TV) Santa Barbara. The city council twice has passed resolutions condemning KEYT's local news coverage and forwarded them to the FCC. RTNDA President Tom Frawley wrote the city council, saying: "The resolution and its transmission to the FCC can only be viewed as an attempt by the council to intimidate and coerce KEYT into presenting a governmentally approved version of news concerning controversial issues before the council."

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AIM's off target again

Accuracy in Media has lost another fairness doctrine case involving NBC, this time before the FCC. The commission affirmed its broadcast Bureau ruling denying AIM's complaint that NBC violated the doctrine in connection with two programs dealing with the Peoples Republic of China.

AIM had held that China Lost and Found, broadcast on Feb. 15, 1972, had contained as its theme "the highly controversial line" that the U.S. had erred in supporting the Nationalist government of China following World War II.

And it had complained that The Forbidden City, broadcast on Jan. 16, 1973, contained portions that were "largely Communist propaganda" and failed to show the actual conditions inside China — both controversial issues of public importance.

But the staff ruling upheld by the commission asserted that, as far as China Lost and Found was concerned, NBC did not appear to be unreasonable in concluding that the historic events portrayed were not currently the subject of controversy.

And in disposing of the complaint regarding The Forbidden City, the staff held that AIM had not shown that NBC was unreasonable in its judgment that the program did not contain a "message" that everyone in China was living comfortably.

The ruling, announced last week, was issued on Sept. 24 — three days before the U.S. Court of Appeals had overturned the commission decision that NBC had violated the fairness doctrine in connection with its documentary, Pensions — The Broken Promise. (Broadcasting, Sept. 30). The commission had issued that ruling on a complaint brought by AIM.

Proxmire keeps after fairness

Senator William Proxmire (D-Wis.) is continuing his foray against the FCC's fairness doctrine.

In his third speech on the issue in two months (Broadcasting, July 27 et seq.), Mr. Proxmire told his Senate colleagues that "the public's right to turn the dial must be the ultimate arbiter of the electronic media as its right not to buy controls the print media." There is no reason, he maintained, why the First Amendment should not apply to broadcasters as it does to publishers. Freedom of the press is defended for newspapers. Why cannot it be defended for radio and television?

Mr. Proxmire noted that of 1,309 fairness complaints received by the commission last year, 94 were pursued through inquiries to stations and five received sanctions. "A reasonable assumption is that such power, although infrequently used, must affect the way broadcast newsmen do their jobs."

Packaged editorials. Bill McKibben, president Webber (AM) - Wrez (FM) Buffalo, N.Y., will supply 10 editorials weekly to subscribers, one per market, to be broadcast as-is or revised. Cost is $5 weekly.

"We don't like labels," says Mr. McKibben, "but generally speaking we're conservatives." McKibben Editorials, P.O. Box 191, Buffalo, N.Y. 14205.

Good eye. Bruce Nasot, Witi-TV Milwaukee newsreel photographer, helped bring about speedy arrest en route to news assignment. Monitoring police radio report and suspect car description, he spotted getaway car. Following it, he reported by two-way radio to Witi-TV which alerted police who made arrest.

Newsworthy. All three commercial TV networks plan to cover live (ABC polling) Thursday's (Oct. 10) appearance of President Gerald Ford before House subcommittee to answer questions concerning his pardon of former President Richard Nixon.

Strip-mining controversy. Representative Patsy Mink (D-Wa)., The Environment Policy Center and O. D. Hagedon, local listener, have charged WHAR (AM) Clarksburg, W.Va., with violation of its "affirmative obligation" under fairness doctrine by not devoting "reasonable time" to discuss controversial issues. At question is station's absence of programming on strip-mining issue. Representative Mink earlier requested what to broadcast 11-minute tape of her comments on issue, but station refused, adding it would not air contrasting viewpoint on strip-mining sent by Chamber of Commerce. Representative Mink previously had written to other stations also receiving Chamber of Commerce program, asking them to air her response (Broadcasting, July 15). Petitioners now argue what should be required to air strip-mining issue.

Nonpartisan time. Public TV in Florida is hooking up for telecast of Politithon '74 repeat of Peabody Award winner in 1970. Qualified candidates for major state offices are offered live prime time four days before Nov. 5 general election, financed by grant from Florida's department of education to WPPT (TV) Miami. Other participating stations are WEDU Tampa, WJCT-TV Jacksonville, WMBF-TV Orlando, WRSP-TV Pensacola, WUFT Gainesville and WFSU-TV Tallahassee.

'Tomorrow' moves east

NBC's late-night 'Tomorrow' show and its host, KNBC-TV Los Angeles anchor Tom Snyder, are moving to New York. Mr. Snyder will also become, in addition to his 'Tomorrow' duties, co-anchor of WNBC-TV New York's two-hour evening newscast and take over the anchor spot on the network's Sunday newscast from Floyd Kalber, anchor for NBC's WMAQ-TV Chicago. At WNBC-TV, Mr. Snyder replaces Jim Hartz, newly named Today show co-host.
Quello positions himself on cable policy

He steers for middle course—less regulation of medium, but not at expense of broadcast interests

FCC Commissioner James H. Quello, who joined the commission in April after a lifetime career in broadcasting, last week began spelling out his views on cable-television regulation. And the cable operators who heard them—he spoke to the Pacific Northwest Cable Association, in Boise, Idaho—had no reason to see Mr. Quello with horns.

Pay cable, network exclusivity, access-channel requirements—on these and other matters Commissioner Quello appeared sympathetic.

As for the pay cable rules the commission is reconsidering, he said he is "not particularly in favor" of the rule restricting the showing of films to those that are less than two years old, or, if more than 10, for only one week each month.

Without committing himself to any position, he said it "seems reasonable" that cable operators should be allowed to obtain film for pay cable showing in advance of its eventual release for over-the-air viewing. "This seems to me to be nothing more than an additional box office for those who wish to pay for the privilege of seeing a film before it finally appears on over-the-air television"—an argument the Motion Picture Association of America makes in urging abandonment of all pay cable rules (see story page 34).

When it comes to sports on pay cable, however, the commissioner is more cautious. He said he sympathizes with the need "to protect the spontaneity and competition engendered by a full stadium in attendance." But, he is also concerned about sports events that are not broadcast and, without pay cable, would be unavailable to viewers.

In discussing network program exclusivity, he said that although he cannot agree there is no need for such protection, "I am beginning to realize that our exclusivity requirements are, in effect, an artificial barrier between competing television signals." He said he is not convinced of the need to provide exclusivity as between local stations based on signal strength when the signals are available over the air. Furthermore, various problems confronting cable systems in connection with exclusivity—notification requirements and last-minute changes in programing, among others—cause cable operators "no end of grief," he said.

Commissioner Quello said he feels the commission needs more data on the degree of use being made of the public, governmental and educational access channels that are required by commission rules. The commission's Cable Tele-

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Designed for audiences 25 years and older, the John Doremus Show provides not merely the finest in MOR music, but also companionship. This singular effect—an intimacy rare in syndicated shows—emerges from a format conducive to Doremus’ almost-lyrical narrative style. Each show consists of four segments during a 60-minute program—with up to 30 hours available each week. The four segments in each show are:

Commentary
3 related uninterrupted musical selections
Commentary
3 minutes open for local segments

The musical selections are based on themes, such as girls’ names, countries, flowers, etc. And Doremus’ low-key approach to the commentary sounds as if he is talking to only one person rather than an entire audience. Unlike much of today’s radio, it is not easy to “tune out.”

Affordable.

Perhaps the most remarkable feature of this show is its cost: most radio stations can buy it for less money than it would cost them to fill the time themselves. Yet the show is a hallmark of good taste. Impeccably produced on tape at Doremus’ own studio (one of the finest recording and duplicating facilities in Chicago), the John Doremus Show is ideal for automated stations.

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John Doremus has long been recognized as one of the finest voices in radio. Doremus has also been the commercial spokesman for dozens of national advertisers, including Sun-Kist, Betty Crocker, Helene Curtis, Campbell Soup Company, Pabst Beer, RCA Whirlpool, Wish-Bone, Kraft, Armour and many more. Voted Chicago’s Top Radio Personality Award in 1967, and currently the narrator of the award winning “Spirit of ’76” radio series for Union Oil of California, Doremus represents an unusual talent opportunity for your local advertisers.

John Doremus, award-winning radio personality... and his writer-producer Al Bland, former VP of Programming at CBS and AVCO; veteran performer/producer, and former President of the Quality Radio Network. “We’ve found that even skeptics who have listened to the audition tape have been interested,” the Doremus-Bland team says. They add, “The show works because it’s appropriate in any size town, at any time, and for any sponsor. That’s because—like any successful show—it’s an idea.”

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Valenti downplays threat of pay cable to over-the-air TV

Jack Valenti, president of the Motion Picture Association of America, called on the FCC last week to repeal the rules that “effectively bar” movies from being shown on pay-cable systems in the U.S.

Speaking at a luncheon meeting of the International Radio and Television Society on Tuesday (Oct. 1), Mr. Valenti also urged the FCC to throw out the prime-time access rule as a “proven failure”—proven because the rule’s “underlying economics" encourages game shows and discourages drama and comedy programs.

On the pay-cable matter, he said that because, by the most “optimistic" pro-
The shocking truth about Lederle Laboratories

We save lives for a profit. Shocking? Only to the naive. If we didn’t, many life-saving medicines used every day might never have been developed. And we wouldn’t be able to provide our many non-profit services. That’s the "shocking truth" that rarely gets into print or on television. For example:

Lederle has an emergency team on call 24 hours a day to provide medicine and advice to the medical community, anywhere, anytime. Expensive. Unprofitable. But important.

We also have a nation-wide symposia program to help doctors stay abreast of the latest developments in their fields, on a person-to-person basis. Plus:

Special programs to alert pharmacists and physicians of new findings on the pros and cons of drugs. And more.

For complete details on all the medical services our profits support, call Paul Stessel, (914) 735-5000, at Lederle.

Call collect. We think you ought to hear both sides.

LEDERLE LABORATORIES
A Division of American Cyanamid Company
Pearl River, New York 10965
jection, only 2.2% of all homes in the country were wired for cable by 1980, pay-TV would not pose a threat to the three networks. With such a small audience, pay-cable would only be used as a "supplemental market" by the major studios for their theatrical movies.

Mr. Valenti referred to pay cable as "family choice cable" on the ground that "the American family has a right to decide whether or not it wants to pay for entertainment" by cable. "That family decision should not be pre-empted by a government agency," he said.

The MPAA position on "family choice cable" is being presented in an 11-minute film featuring Charlton Heston.

Mr. Valenti, who showed it to a group of reporters last week, said the purpose of the film is to inform congressmen and others that they would accept catchwords like 'siphoning' or 'the collapse of television."

NCTA, AT&T still at loggerheads
Neither side budges in negotiations on increase in pole-attachment fees

Despite a renewal of negotiations, AT&T and the National Cable Television Association have reached a stalemate in their attempts to reach a private accord in the CATV pole attachment controversy.

The two sides sat down for the second time last Tuesday (Oct. 1) since AT&T lifted a lengthy negotiation embargo on the issue. However, as one cable official present at that meeting morosely reported afterward: "I would say that we didn't get very far."

At present, neither side has relented from their positions over the basic philosophy to be employed in determining a nationwide formula for determining cable pole-attachment fees. AT&T last month informed NCTA that it views a rate increase as justified under any circumstances. But NCTA negotiators are operating under an edict from its board of directors which precludes any proposal of the telephone interests without cost justification. AT&T, it was reported, has declined to open its books. "Something's got to give," an NCTA official said.

While reporting that the association is "still in the ballpark" in its ongoing negotiations with General Telephone, the second national telco interest involved in the talks, the same NCTA official professed little optimism over the situation with AT&T. Further meetings with Bell System representatives have been scheduled for Oct. 15 and 29. But, said he, "there's obviously the possibility that those two meetings could be canceled if it appears that they would be fruitless."

While the negotiations with the telephone interests have come to an impasse, cable observers are expressing concern over what is being alleged as a "possible conspiracy" among local and regional electrical utilities to raise their pole fees. Attorneys close to the situation have counted at least nine instances of electric companies raising their rates in recent months. Among the companies named were California's Pacific Gas & Electric and Southern California Edison; Arizona Power and Light (serving much of the Southwest); Florida Power & Light; West Virginia's Monongalia Power and Michigan's Consumers Power.

Reportedly, a number of regional class action suits charging the affected utilities with conspiracy and abuse of monopoly power are being contemplated.

Cable Briefs

Policy statement. "Pay cable is a new alternative—an electronic office box—which deserves the opportunity to test and establish its appeal, based on actual marketplace experience."


Newcomer. Ximark Corp., new marketing firm based in Cazenovia, N.Y., is offering to cable systems range of sales packages in areas of subscriber growth, new or less dense commercial and time and programing. Sanford M. Free- man, formerly executive with Teleprompter and Warner Cable, is president of new firm, which expects to open branch office in either Denver or Dallas.

Crash course. Practicing Law Institute, New York, will be offering lawyers two, two-day sessions on "Current Developments in CATV" (Dec. 5-6 at New York's St. Regis hotel; Dec. 19-20 at San Francisco's Sir Francis Drake hotel). Topics range from copyright to basic cable TV contracts. Staff, led by Washington attorney (and former National Cable Television Association's general counsel) Gary Christensen, includes Continental Cablevision's Amos Hostetter, FCC Cable TV Bureau Chief David Kin- ley, NCTA General Counsel Stuart Feld- stein, New York Cable Commission's C. Lynn Wickwire, others. Fee is $175.

Transferred. Hutchinson Cablevision Inc., owner of system in final stage of completion in Hutchinson, Kan., has been sold by Washington attorney (and former National Cable Television Association's general counsel) Gary Christensen, includes Con- tinental Cablevision's Amos Hostetter, FCC Cable TV Bureau Chief David Kin- ley, NCTA General Counsel Stuart Feld- stein, New York Cable Commission's C. Lynn Wickwire, others. Fee is $175.

Migrating. Catel division of United Scien- tific Corp., Sunnyvale, Calif., manufac- turer of CATV signal-processing equip- ment and data communication systems, announced it is moving to larger quar- ters in Mountain View, Calif. New address: 1400 D Sitterlin Road, Mountain View, Calif. 94043. Telephone (415) 965- 9003.

Sold. Suburban Propane Gas Corp. has sold assets of 12,000-subscriber cable operation serving Whippany area of northern New Jersey to Madison Com- munications Inc., New York. Terms were not disclosed.

Turnaround. Paducah, Ky., has award- ed cable franchise to Comsat Corp., Bala Cynwyd, Pa. Award for $1.5-million system came as surprise—it had been ex- pected to go to Cox Cable Communication.

Price going up. Los Angeles City Coun- cil has approved on first reading price hike for Theta Cable of Calif., serving 70,000 customers in greater Los Angeles area. Firm, jointly owned by Teleprompter- er Corp. and Hughes Aircraft Co., now charges $5 monthly; new fee will be $6.95. Installation charge will be reduced, from $19.50 to $10, in new schedule. This is first raise since Theta began oper- ations in 1967.

Building. C-COR Electronics, State Col-
lege, Pa., will build 66-mile turnkey system for Shelby County Cable TV Inc., Shelbyville, Ind. Contract, for facility with 27-channel capacity, is to pass over 5,000 homes, cost $300,000.

Weather warnings. Storer Cable TV's new Sarasota, Fla., cable facility is providing one of nation's most advanced television weather services. Weather channel combines input from National Oceanic Atmosphere Administration, Tampa (Fla.) Weather Service, Sarasota County Office of Civil Defense and Storer's own facilities. Service, running 24 hours per day, was inaugurated last month.

FCC delays tariff hike by United Video
Protest lodged by two of 14 affected customers in Midwest

The FCC has suspended until Dec. 30 a proposed tariff increase by United Video Inc. for microwave service to 14 CATV systems in Illinois and Iowa. The tariff, to have become effective Oct. 1, would have increased United's revenue approximately 35%.

Liberty TV Cable Inc. and Quint-Cities Cablevision Inc., two of United's customers which receive microwaved signals of seven Chicago television stations, contended that United was contractually bound not to increase its rates and had failed to show how the new rate structure had been devised. The commission rejected the cable groups' argument that United was bound by its former contract, since the rates were governed by the tariff and not the contract. However, the FCC noted the proposed tariff does raise questions of lawfulness and has asked for suggestions whether the commission should prescribe tariff regulations.

The FCC deferred establishing procedures for United's investigation because of a similar case pending, which involves rate revisions for microwave service filed by American Television Relay Inc.

Instead, the commission delayed the tariff schedules until Dec. 30 and ordered United to keep an accurate account of all amounts received by reason of any increases, since the commission might later find it necessary to order refunds with interest.

Vikoa-Comcast merger gets a step closer
Letter of intent spells out common interests of each

Vikoa Inc., New York, and Comcast Corp., Bala Cynwyd, Pa., last week said they had signed a letter of intent "setting forth preliminary agreement on arrangements for a merger ...." The transaction is subject to the execution of a definitive agreement and the approval of both boards of directors and the respective stockholders.

Comcast, the nation's 33rd largest multiple system cable operator with 44,
Rocking the ratings.

WQDR's album rock stereo is obviously what the Raleigh-Durham market was waiting for.

We've got 53% more men 18-34 than #2. More men 18-24 than all other stations combined. We're also a solid #1 in adults 18-24. And we've got more teens than the next five stations combined.

Between the fall and spring surveys, we doubled our 18-34 men, nearly tripled our 18-24 men, doubled our 18-49 men, and doubled our 18-24 adults. So we're twice as good a buy—at almost the same cost!

A Durham Life Broadcasting Station
Represented Nationally by the Christal Company
Figures based on Raleigh-Durham Arbitron, TSA, April-May 1974, Mon-Sun, 6AM-Mid, compared to October-November 1973 survey.

The Lands of the Western Reserve never sounded so nice.

WQDR
STEREO ROCK 94

WQDR
Stereo 102
Cleveland's #1 Beautiful Music Station

Potential bad news for cable accounting

Under proposed rule, public firms would not be able to defer costs of starting up systems

A proposal by the Financial Accounting Standards Board for an across-the-board reformation of accounting procedures could shed a negative light on the past achievements of publicly owned cable television firms, analysts are warning.

In essence, the new proposal, which would take effect October 1975, would prohibit internal auditors from deferring a firm's pre-operating costs to the next fiscal year. In addition, it would require that all such deferred costs from previous years be re-stated to make them apply to the year in which they were realized.

Historically, cable firms have carried forward all costs incurred in running systems from the time they become operational until the time that they achieved a level of penetration (usually about 25%) in the market—or until a fixed period of time (usually between 18 months and two years) has expired. The deferred costs are subsequently amortized over a period of years. This practice has had the effect of making corporate income appear more attractive, since the pre-operating expenses would have otherwise been subtracted directly from revenues.

For cable firms which have undergone significant construction in recent years, it is reported, the new arrangement would have the effect of significantly lowering previously reported net income. American Television & Communications Corp., for instance, would have to deduct about $900,000 from its 1974 pretax earnings. Its pre-operating costs for the year were estimated at $11.1 million while its amortization charges were approximately $200,000. The net effect would be to reduce ATC's fiscal 1974 per share earnings from 46 cents to 30 cents. Cox Cable, with $11.1 million in deferred costs and $114,000 in amortization charges, would see its 1973 earnings decreased from $3 to 39 cents per share. Teleprompt's reported 1973 pretax in-
come of $1.5 million (prior to write-offs) would be eliminated, since its deferred expenses in that year amounted to $6.2 million while its amortization charges against revenues were only $2.4 million.

Analysts emphasize that because firms would no longer be amortizing previously deferred expenses each year under the proposed procedures, the effects of the yearly fairing of expenses would be somewhat—but by no means completely—offset.

FASB is currently in the process of evaluating comments on the new proposal. No final decision as to whether it will be implemented is expected before the end of 1974. The board is an industry-sponsored self-regulatory group.

Nuts and bolts at Philadelphia Expo

Issues such as copyright, pay cable and other national political actions—usually the dominant items on regional Cable Expo agendas—will be grouped in a single workshop at the Oct. 13-16 Northeast Expo in Philadelphia. Separate sessions, however, will be conducted on state regulation, on leased-channel operations, and on the process of bringing a system into compliance with the FCC cable rules by the March 1977 deadline.

Speaking at the meeting will be Representative Charles Sandman (R-N.J.), FCC Commissioner Glen Robinson (making his first appearance before a cable group), and National Cable Television Association President David Foster.

The Philadelphia meeting also will emphasize relationships between cablemen and their hardware suppliers. Some 35 exhibitors will display their wares, and the equipment show will feature daily roundtable discussions for manufacturers and delegates in the exhibit hall.

NCTA mulls Foster contract request

The executive committee of the National Cable Television Association will meet Oct. 17 to consider NCTA President David Foster's request for a long-term contract.

Mr. Foster three weeks ago advised NCTA's board of directors that he needs at least a two-year—perhaps a four-year—employment arrangement to insure continued stability at the association.

The matter was discussed briefly at the board's meeting two weeks ago (Broadcasting, Sept. 30), at which time NCTA Chairman Bruce Lovett said he would appoint a special committee to sound out Mr. Foster. Mr. Lovett said last week that he had chosen Continental Cablevision's Amos Hostetter and Cox Cable President Henry Harris—both members of the executive committee—to begin talks with the NCTA president. Mr. Lovett also denied reports that he had intentionally excluded himself from the special committee due to past differences with Mr. Foster.

If you're serious about cost, be serious about quality.

At Schafer, we've built a 21-year reputation of providing reliable equipment with more features for every dollar. With today's inflation, that's more important to you than ever before. So if you're serious about cost...now and in the years to come...be serious about quality.

Be Serious about Schafer. The people who invented automation.

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Goleta, California 93017

Beautiful Music

RPM Contemporary Beautiful Music is a truly exciting blend of contemporary tunes, performed by popular orchestras and groups. Selected vocals by soft MOR artists are also included. The result is a format that is hard to turn off.

As with all RPM services, complete flexibility is the rule. Contemporary Beautiful Music is blended at your station with a reel to reel sequencing system. Spot placement and news are regulated by the needs of your format and market situation. Your RPM service will be custom designed to make a dramatic competitive impact on your market.

RPM has more for you where it counts, on the air quality and continuing service at the fairest possible rates. You'll find full information and demonstration tapes for you. Write or call collect for your copy. Also, ask about the other Automated Programming services, Progressive MOP, Rockin' Gold, and the Quadraphonic Concert.

RPM, THE AUTOMATED PROGRAMMING PEOPLE

RPM Contemporary Beautiful Music

Broadcasting Oct 7 1974 39
ARB RATING SUMMARY—SRP CLIENTS
April/May 1974

The following SRP client station rankings are based on Persons 18+, 6 a.m.-Mid., M-S, Total Area Av. 1/4 Hr. and/or Metro Share for all AM and FM radio stations in each market:

<table>
<thead>
<tr>
<th>Overall Position 18+ Am or FM</th>
<th>Overall Position 18+ AM or FM</th>
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<tbody>
<tr>
<td>Albuquerque</td>
<td>KOB-FM 1</td>
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<tr>
<td>Appleton</td>
<td>WROE 2</td>
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<tr>
<td>Atlanta</td>
<td>WPCH 2</td>
</tr>
<tr>
<td>Baltimore</td>
<td>WLIF 2</td>
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<tr>
<td>Binghamton</td>
<td>WQYT 4</td>
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<tr>
<td>Boston</td>
<td>WJIB 4</td>
</tr>
<tr>
<td>Buffalo</td>
<td>WBNY 2</td>
</tr>
<tr>
<td>Cedar Rapids</td>
<td>WMT-FM 3</td>
</tr>
<tr>
<td>Charleston</td>
<td>WPXI 4</td>
</tr>
<tr>
<td>Charlotte</td>
<td>WBT-FM 3</td>
</tr>
<tr>
<td>Chicago</td>
<td>WLAK 6</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>WVEZ 2</td>
</tr>
<tr>
<td>Colorado Springs</td>
<td>KRDO-FM 1</td>
</tr>
<tr>
<td>Columbus</td>
<td>WBNS-FM 3</td>
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<tr>
<td>Dallas</td>
<td>KOAX 3</td>
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<tr>
<td>Denver</td>
<td>KLYR 3</td>
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<tr>
<td>Des Moines</td>
<td>WWJ-FM 4</td>
</tr>
<tr>
<td>Forth Lauderdale</td>
<td>WLYF 1</td>
</tr>
<tr>
<td>Fresno</td>
<td>KKNU 2</td>
</tr>
<tr>
<td>Grand Rapids</td>
<td>WOOD-FM 1</td>
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<tr>
<td>Hartford</td>
<td>WKSS 2</td>
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<tr>
<td>Houston</td>
<td>KYND 2</td>
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<tr>
<td>Huntington</td>
<td>WHEZ 2</td>
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<tr>
<td>Indianapolis</td>
<td>WXTZ 3</td>
</tr>
<tr>
<td>Jackson</td>
<td>WLIN 4</td>
</tr>
<tr>
<td>Las Vegas</td>
<td>KORK-FM 3</td>
</tr>
</tbody>
</table>

There are: **12** overall NUMBER ONE stations
**13** overall SECOND
**17** in THIRD position
**9** in FOURTH and
**2** ranking FIFTH
among all AM or FM stations in each market.

For rankings by Persons 12+ see our advertisement on page 32 of the September 23rd Broadcasting, or write SRP.

Stereo Radio Productions Ltd 36 East 61st Street New York NY 10021 212-980-3888
Upward bound: FM’s larger slice of the audience in the top-10 markets

<table>
<thead>
<tr>
<th>Market</th>
<th>Stations reported</th>
<th>Base Share</th>
<th>Average station share</th>
<th>Stations reported</th>
<th>Base Share</th>
<th>Average station share</th>
<th>Stations reported</th>
<th>Base Share</th>
<th>Average station share</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>39</td>
<td>23.4</td>
<td>69.1</td>
<td>30</td>
<td>21.8</td>
<td>61.8</td>
<td>22</td>
<td>23.2</td>
<td>56.9</td>
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<tr>
<td>Los Angeles</td>
<td>36</td>
<td>21.2</td>
<td>85.7</td>
<td>30</td>
<td>20.9</td>
<td>60.7</td>
<td>19</td>
<td>30.4</td>
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<tr>
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<td>12.3</td>
<td>78.6</td>
<td>25</td>
<td>23.4</td>
<td>62.4</td>
<td>20</td>
<td>24.6</td>
<td>65.4</td>
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<tr>
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<td>25</td>
<td>19.7</td>
<td>68.3</td>
<td>20</td>
<td>20.1</td>
<td>58.2</td>
<td>15</td>
<td>24.9</td>
<td>64.6</td>
</tr>
<tr>
<td>San Francisco</td>
<td>29</td>
<td>21.3</td>
<td>67.6</td>
<td>24</td>
<td>24.7</td>
<td>60.9</td>
<td>19</td>
<td>34.8</td>
<td>60.6</td>
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<tr>
<td>Detroit</td>
<td>28</td>
<td>20.0</td>
<td>76.0</td>
<td>25</td>
<td>25.1</td>
<td>58.6</td>
<td>21</td>
<td>27.6</td>
<td>65.4</td>
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<tr>
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<td>27</td>
<td>19.0</td>
<td>72.7</td>
<td>21</td>
<td>25.0</td>
<td>67.1</td>
<td>15</td>
<td>31.2</td>
<td>61.5</td>
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<tr>
<td>Washington</td>
<td>31</td>
<td>12.7</td>
<td>85.0</td>
<td>24</td>
<td>23.7</td>
<td>53.3</td>
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<td>39.4</td>
<td>51.7</td>
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<tr>
<td>Pittsburgh</td>
<td>30</td>
<td>14.7</td>
<td>72.5</td>
<td>27</td>
<td>26.9</td>
<td>57.6</td>
<td>32</td>
<td>36.1</td>
<td>62.6</td>
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<tr>
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<td>22</td>
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<td>83.9</td>
<td>16</td>
<td>29.7</td>
<td>52.6</td>
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<tr>
<td>Average</td>
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<td>72.4</td>
<td>24</td>
<td>26.7</td>
<td>64.0</td>
<td>30</td>
<td>32.4</td>
<td>58.5</td>
</tr>
</tbody>
</table>

Source: Arbitron Radio, April-May 6 a.m.-midnight.
90% of U.S. homes are currently FM-equipped, up from about 85% in 1972. And close to 80 million listeners—about half of all listeners—tune to FM during an average day.

So with all those sets and with all those listeners doing all that listening, what is FM’s problem? Why, as an industry, is it still losing money? More specifically why, if it has one-third of all radio listeners, does it have only an estimated 14% of all radio revenue?

The first point that some enthusiasts make is that too many AM-FM owners still treat FM as a stepchild, giving the AM half of their combinations favored treatment. In this line of reasoning, the industry is composed of (1) those who aggressively program and sell FM and (2) those who ride their AM’s and give FM short shrift, with the former group largely responsible for FM’s profits, the latter for much of its losses. As one FM advocate puts it, “FM as an industry is not the heathen—it looks to be—nor it wouldn’t be if everybody was trying. To a great extent it’s a loser by default.”

To many, however, that explanation sounded better a few years ago than it does now. Since then, big-market AM-FM’s have been particularly pushing—and selling—their FM’s more seriously. “Only the dummies are keeping their FM’s these days,” one major-market operator noted last week. And the fact remains that even among FM-only stations where AM-FM favormism could not be a factor—both winners and losers have been increasing in number, as have the sizes of their profits and losses (see table). When the FCC added to the independent’s figures the separately reported FM results from 275 AM-FM combinations, it reached a grand total for the year (1972) of 330 FM stations whose profits totaled $11.9 million, and 335 FM stations whose losses topped $143 million.

By comparison, 1,167 out of 4,221 other AM-FM’s and FM-only stations reported losses for the year, but the AM/AM-FM group as a whole had profits totaling $143 million.

Is there any comfort to be drawn from losses, some may say? In the probability that FM’s are partly traceable to the still steady start-ups of new stations, which under the best of circumstances usually lose money before they start to make money. In addition, the FCC’s figures show that, at least for the last three years, the number of independent profit-makers has increased faster than the number of losers. In 1972 there were two new profit-makers for every new loser.

The profit-makers include such successful FM groups as the Woody Sudbrink stations and the Century Broadcasting group, along with other leading multiple FM operators and individual stations, while those still taking losses include some of those same AM-FM investors in FM. It’s understood that ABC’s FM division is expected to become profitable next year if not this year, but in the past has operated in the red despite some individually profitable stations: WFLJ New York, KLOS Los Angeles and WRIF Detroit reportedly were profitable in 1973 and are expected to be joined by WHEC Chicago in the profit column this year. Chicago’s $15 a share FM stock, in increasing it is showing its ability to take care of itself during the 6-10 a.m. period too. For many FM’s, however, the broadcast day starts at 6 and the commercial day, for practical purposes, at 10.

The reason is a combination of fact and fantasy: Most cars have AM but relatively few have FM; therefore drive time is AM time, not FM time—at least in the minds of many advertisers and agency buyers. What this reasoning ignores is sizable in-home audiences between 6 and 10. Harold L. Neal Jr., president of ABC Radio, is one of those who denounce the “no FM drive time” notion as a myth and a canard. True, he says, FM’s share in those hours isn’t as big as in other day parts, but the audience is still sizable and significant—and ABC stations, he adds, are having success in selling it to local retail advertisers in particular.

Though drive time is the biggest competitive problem area for most FM’s, it is becoming less of a problem for many FM operators—and, apparently, almost no problem at all for some stations. Officials of the Woody Sudbrink group report, for instance, that their WLYP Coral Gables—Miami is number one in the market in combined morning and afternoon drives, and that they have others in top-side contention too. Many other stations can claim 6-10 a.m. as well as 3-7 p.m. ratings ranging from dominant to good.

If the all-channel bill is passed, of course, some of FM’s drive-time problem will be automatically eliminated as future cars come off the assembly lines with FM built in along with AM—unless car manufacturers choose to omit radio altogether. Some sources think they might do just that, on grounds that adding FM is too expensive, but FM leaders for the most part seem disposed to believe that, if the bill becomes law, car makers will drop their objections and begin to comply immediately, probably without waiting for the legal order.

In the meantime, many FM stations individually and through the National Association of FM Broadcasters have been promoting the sale and installation of FM converters in cars at prices well below the factory-installed level. Thousands of low-cost converters have been sold to listeners by stations participating in the NAFMB’s Project FM Auto Radio. A study by ABC-FM Spot Sales earlier this year reported estimates that the total auto radio aftermarket—the sale of units for installation in cars not radio-equipped at the factory—averages some 200,000 FM units a month, totaled about $400 million in volume last year and may reach $450-$475 million this year.

No welcome as an all-channel law would be, many FM broadcasters look upon it more as a bonus than as a necessity. This doesn’t mean they don’t want it or are not working for it. But they regard it as essentially a long-term blessing, not
GROWING GREAT WITH YOUNG AMERICA

1974
3 MILLION LISTENERS EVERY WEEK

1973
3½ MILLION*

1972
3 MILLION*

1971
1½ MILLION*

THE OWNED FM STATIONS OF ABC RADIO

NEW YORK WPLJ • PITTSBURGH WDVE • DETROIT WRIF • CHICAGO WDAI
HOUSTON KAUM • SAN FRANCISCO KSFX • LOS ANGELES KLOS

“YOUNG AMERICA LISTENS”

*ESTIMATES FROM LATEST AVAILABLE ARB DATA (6 AM-12 MIDNIGHT, MON.-SUN., TSA). QUALIFICATIONS UPON REQUEST.
INTRODUCING THE NEW ECONOMICS OF BROADCAST TELEVISION...
AND A PRODUCT LINE THAT BREAKS WITH TRADITION

Here are two important new broadcast television products that make sense for today and the years ahead. They are the result of fresh creative thinking and the belief that today's broadcast environment demands a substantial reduction in equipment operating costs, lower initial purchase price—plus performance that exceeds the best the industry has known. The IVC-9000 Broadcast Videotape Recorder accomplishes these goals by challenging and surpassing existing quad concepts. The IVC-7000 Camera offers performance that equals or exceeds that of the best cameras now in use yet at a mid-range camera price. That's what we mean by "the new economics." Let us help you break with tradition.
"Beautiful Music

There is a difference... just listen.

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A program system for success

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NAFMB Convention

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Telephone: (212) 687-7040

an instant panacea. "It will help, but it won't be a dramatic thing," says Century's Howard Grafman, and one way he thinks it will help is in creating a greater awareness of FM on the part of buyers as well as listeners. Allen Shaw Jr., vice president in charge of ABC-owned FM stations, also regards the all-channel measure as a long-term help.

"Listeners who are interested in what we offer will seek us out," he says. "But many people don't listen to FM because it isn't available to them. If it's available they will try it and use it. So in the long run the all-channel law will be helpful."

Another place where FM's drive time differs from AM's is in the station personality department and in the extent of services rendered. By and large, FM has not yet developed the kind of personality that dominates early-morning radio on countless AM stations across the country. Nor has it developed the strong flow of news, traffic and weather reporting that these AM personalities dispense.

One of the reasons undoubtedly is cost, and as stations become more profitable they tend to expand these services, but since FM's service is essentially music there is some question as to how far they will want to go. Some think they don't need to go far at all. Woody Sudbrink's people say their drive-time rise has been accomplished with only the barest nod toward AM drive-time conventionality:

"A little heavier news—but not excessive news—in the morning." Woody Sudbrink himself says FM doesn't need AM-type personalities and approaches. As things are, he says, "we're eroding AM superiority every day."

Bob Cole says the CBS-owned FM stations devote 5% of their time to news and 5% to public affairs, making at least 10% nonmusic, but that he's found that "if you go much longer than three or four minutes at a time with nonmusic, you've got a tune-out factor." This does not discourage some FM's from offering a generalized service a la AM, but for the most part the most successful ones stick essentially to what FM has always been best known for: music.

FM billings, though still a fraction of AM's, have been increasing steadily. From 1970 through 1972, for example,

### Ten-year tracking of independent FM finances

<table>
<thead>
<tr>
<th>Year</th>
<th>FM stations</th>
<th>Revenues (mil. $)</th>
<th>Profit</th>
<th>Loss</th>
<th>Average profit</th>
<th>Average loss</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>580</td>
<td>$77,424</td>
<td>224</td>
<td>263</td>
<td>$31,557</td>
<td>$266</td>
</tr>
<tr>
<td>1971</td>
<td>527</td>
<td>55.3</td>
<td>182</td>
<td>285</td>
<td>26,598</td>
<td>345</td>
</tr>
<tr>
<td>1970</td>
<td>464</td>
<td>40.6</td>
<td>144</td>
<td>320</td>
<td>22,381</td>
<td>306</td>
</tr>
<tr>
<td>1969</td>
<td>440</td>
<td>34.4</td>
<td>136</td>
<td>306</td>
<td>16,674</td>
<td>306</td>
</tr>
<tr>
<td>1968</td>
<td>433</td>
<td>28.3</td>
<td>148</td>
<td>285</td>
<td>15,308</td>
<td>285</td>
</tr>
<tr>
<td>1967</td>
<td>495</td>
<td>22.5</td>
<td>115</td>
<td>NA</td>
<td>22,000</td>
<td>NA</td>
</tr>
<tr>
<td>1966</td>
<td>381</td>
<td>15.4</td>
<td>111</td>
<td>270</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>1955</td>
<td>338</td>
<td>15.7</td>
<td>102</td>
<td>236</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>1954</td>
<td>306</td>
<td>12.6</td>
<td>93</td>
<td>213</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>1953</td>
<td>294</td>
<td>11.4</td>
<td>86</td>
<td>208</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>1952</td>
<td>279</td>
<td>9.3</td>
<td>71</td>
<td>208</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

Source: FCC reports.

NA—Not available. FCC apparently did not compute profit and loss averages before 1966.
*with one exception...

And that, of course, is WSB-AM. Both are nationally respected for their aggressive, award-winning news coverage...their often-copied bright, melodic music...their community-minded public affairs programming...AND their service to advertisers. Associating with WSB...AM or FM...means adding the Midas Touch to anything, whether it's a fund drive, a new record release, or a sales campaign. And this unprecedented success story has been repeated year after year...since 1922 for WSB-AM and 1934 for WSB-FM. Together they deliver more adult listeners during morning drive than the next five stations combined.* That's some success story, and you can be a part of it. Just call WSB...AM or FM...or phone the Christal Company.
FM's demographic advantages

<table>
<thead>
<tr>
<th>Income</th>
<th>Women FM</th>
<th>Women AM</th>
<th>Men FM</th>
<th>Men AM</th>
</tr>
</thead>
<tbody>
<tr>
<td>$15,000+</td>
<td>22%</td>
<td>16%</td>
<td>27%</td>
<td>22%</td>
</tr>
<tr>
<td>$10,000-14,999</td>
<td>26%</td>
<td>24%</td>
<td>28%</td>
<td>28%</td>
</tr>
<tr>
<td>$5,000-9,999</td>
<td>38%</td>
<td>39%</td>
<td>36%</td>
<td>38%</td>
</tr>
<tr>
<td>$5,000-</td>
<td>14%</td>
<td>19%</td>
<td>9%</td>
<td>12%</td>
</tr>
</tbody>
</table>

| Education     |          |          |        |        |
| College       | 34%      | 22%      | 46%    | 34%    |
| High school   | 61%      | 58%      | 49%    | 57%    |
| Grade school  | 5        | 10       | 5      | 9      |

Source: Pulse LOR 1970 as quoted in N.W. Ayer & Son FM report.

fact that FM is still a growth medium—most FM stations have not reached their full potential.

Peter Greenwald, Eastern sales manager of Century Broadcasting's Century National Sales, which represents the parent company's four FM stations and some 26 other outlets, mostly FM, says business at his shop is running 29% ahead of last year, again with substantially the same number of stations. Along with FM's continued growth, he figures tight money may be working to FM's competitive advantage: "Maybe the dollar squeeze has helped, because FM's are less costly [than AM]."

FM salesmen and executives are also agreed that advertisers and agency people, by now, are virtually free of negative bias—or at least conscious negative bias —against FM. They speak of traces of "marginal" prejudice, or "covert" prejudice, but they seem to regard most of it as unconscious rather than willful. If anything, they say, what buyers need is to retune their thinking, or what Century National's Peter Greenwald calls buying "FM strengths, instead of by the clock."

What he means, he says, is that many media planners are so used to thinking of radio's strengths in clock terms—morning and evening drive times for AM, for example—that they ignore solid audience opportunities at other hours. In FM's case, he notes, they usually concentrate on 10 a.m. to 7 p.m. even though good audience values are available at other times, especially at night. Or, he adds, "if an FM station has as much audience from 7 to 11 p.m. as an AM has from 6 to 10 a.m., chances are the AM would still get the order." But the situation is improving, he says, noting that "buyers will consider weekend time now—a few years ago they wouldn't."

To Robert E. Richer, a pioneer FM rep who now is executive vice president of the Able Communications group, the change in advertiser/buyer acceptance is "the greatest change" that's occurred in FM in his time. "Buyers now have grown up with FM in their ears," he says. "You don't have to explain what it is any more. It's a joy."

(The preceding section of this "Special Report" on FM was written by Rufus Crater, chief correspondent, New York. On the following pages: a look at recent FM station trading—and the high prices involved—and what's up at the NAFMB New Orleans convention.)
Use this media vehicle for the most direct route between 7 million “under 35” buyers and the point of sale.

There are several ways to reach our young adult and teen market. But magazines are not read on a regular basis. TV is viewed only 7% of an average week’s time and daily newspapers are just skimmed. The one medium the 12-34 year old audience is most involved with is radio.

Express Service
Stereo Rock Radio is the media vehicle that takes your message directly to its destination immediately, repeatedly and efficiently. 34 stations in major markets across the country. Programming similar music formats designed specifically for those important under 35 “buyers.

Final Destination
7 million affluent 12-34 year old listeners who spend an average of 22 hours per week with radio. That’s the receptive Stereo Rock audience. And their listening habits influence their product preferences.

The question is: are they buying your brand? We know they prefer the brand of radio we specialize in. The success of the Stereo Rock Radio concept is outlined in a recently completed 5 Year Growth Study. It’s a real eye-opener and it’s yours FREE on request.

Point of Departure
ABC-FM Spot Sales has developed a marketing plan that makes it easy to buy the Stereo Rock stations that deliver 7 million listeners each week. Those under 35’s who want their music in stereo and quad and are listening to Stereo Rock Radio in ever growing numbers.

We’re the one-stop you make before your message starts on a direct route to your market.

Travel Arrangements
We’ve helped many national advertisers who are presently enjoying successful sales trips via our Stereo Rock Radio media vehicle. Call us for reservations. We’ll show you the way.

ABC-FM Spot Sales, Inc.
The American way of radio.

Atlanta (404) 892-1710
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New York (212) 721-7777
San Francisco (415) 679-7110

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Minn.
Minneapolis
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WKTK
WBZN
WDAL
WFGL
WEZ
WEBP
WKPD
WBTC
WJLB
WBBR
WBCN
WKQX
WCLF
WLS
WMR
KROI
KFLS
WSHE
WJEZ
PRK
KWWQ
KJJO
WKYJ
KXNR
WJMR
KREZ
KZLP
KLOC
KCAL
WLR
WLS
WRRS
WMAL-FM
In Detroit, like all other American cities, FM Rock has taken hold. No longer do the AM Contemporary stations dominate that crazy, wonderful, wild spending 18-34 year old market.

In Detroit, the one that's packing them in, is WABX, the Progressive Rock Station, that's doing it with complex, creative, exciting, Contemporary sounds...sounds that have made WABX #1 among all FM stations, regardless of their format.

#1 AMONG ALL FM STATIONS IN ADULTS 18-34
MONDAY THRU SUNDAY 6 A.M. TO 12 MIDNIGHT*
P.S. WABX is also #3 among all AM & FM stations in Men, Monday thru Sunday, 6 A.M. to 12 Midnight.

WABX
Represented by:
Century National Sales
*All shows Total Survey Area / ARB: April/May 1974

One sure indicator of FM growth: high price tags on stations

Million-dollar major-market sales are commonplace as demand soars

General Electric Broadcasting pays $3.6 million for WJIB(FM) Boston. Metromedia picks up WDFL-FM Chicago for $2.75 million. Cecil Heflin offers over $1 million each for three FM stations.

Times were when you couldn't give an FM away—when FM was nothing more than a stereo conduit for the signal of a sister AM. Today, a venturesome buyer must do no small amount of searching to come up with a good property from owners who are willing to part with it. And then he has to be ready to pay top dollar.

Media brokers look to FM as the broadcast service of the future, but add quickly that in many cases, the future is now. "If I had some money a while back," one broker observed last week, "I'd have put it all in FM. I'd be a millionaire today." Few were that optimistic "back then." As another broker put it: "It wasn't too long ago that a lot of people thought FM couldn't stand on its own two feet." But now, he adds, "they're making money hand over fist."

Economic viability, long an unused word in FM operations, has had a dramatic impact on the market value of those properties. A few cases in point: Back in 1970, when FM had just begun to turn the corner in most markets, the price in Cleveland for a "raw FM license" (meaning any given facility regardless of its pro or con attributes) was $700,000. Now, reports a Midwest broker, it would go for $1.2 million. Four years ago, a raw facility would sell for about $500,000 in Miami. Today you couldn't pick it up for less than $1 million.

Earlier this year, the estate of Maxwell Richmond parted with WPGC-AM-FM Morningside, Md. The Marriott family's First Media Corp. paid $5.8 million. On the surface, the price would seem impressive but not awe inspiring. The WPGC stations, after all, are the number-one rockers in the Washington market. But ask anybody who watches the Washington rating books and he'll tell you that without the strength of the FM signal at night, WPGC(AM)—a daytimer—would dominate nothing. "You'd have to say that at least three-quarters of the price would have to be attributed to the FM," one broker observed.

FM is coming of age. The question is why.

"The reason for it," offers Ted Hepburn of R. C. Crieter & Co., "is that the number of profitable FM-only operations is no longer isolated. There's not a single major market that doesn't have at least one, and many have two or three."

As Dan Hayslett, president of Hamil-
6 facts
every broadcaster
should know:

1 Bonneville provides M-O-R music structures, including a new contemporary adult service, for use on AM or FM.

2 Bonneville programs 44 successful radio stations. Several are now beginning their fourth Bonneville year.

3 2/3 of the Bonneville stations are automated. The others operate live.

4 Each Bonneville subscriber is unique—programmatically tailored to best compete and meet individual market needs.

5 Affordable prices for your station using our quality tape music service.

6 Call Bonneville now for a format sampler and more information. The telephone number is 201-567-8800.

Visit our Hospitality Suite during the NAFMB Convention

274 County Road, Tenafly, N.J. 07670
A Division of Bonneville International Corporation
The prices FM's are fetching these days

<table>
<thead>
<tr>
<th>Price</th>
<th>Station</th>
<th>Buyer</th>
<th>Approved</th>
</tr>
</thead>
<tbody>
<tr>
<td>$3,600,000</td>
<td>WBIB Boston</td>
<td>General Electric Broadcasting</td>
<td>12-20-72</td>
</tr>
<tr>
<td>$2,750,000</td>
<td>WDHT-FM Chicago</td>
<td>Metromedia Inc.</td>
<td>3-14-73</td>
</tr>
<tr>
<td>$2,550,000</td>
<td>WLTW-FM Atlanta</td>
<td>Sussewaehha Broadcasting</td>
<td>2-12-74</td>
</tr>
<tr>
<td>$2,460,000</td>
<td>KYND Pasadena, Tex.</td>
<td>Southern Broadcasting</td>
<td>5-30-73</td>
</tr>
<tr>
<td>$2,400,000</td>
<td>WKFM Chicago</td>
<td>RKO General inc.</td>
<td>1-19-73</td>
</tr>
<tr>
<td>$2,080,000</td>
<td>WNNN New York</td>
<td>Starr Broadcast Group</td>
<td>3-21-73</td>
</tr>
<tr>
<td>$2,000,000</td>
<td>WROR Boston</td>
<td>Heftel Broadcasting</td>
<td>8-6-73</td>
</tr>
<tr>
<td>$1,600,000</td>
<td>KFOG San Francisco</td>
<td>General Electric Broadcasting</td>
<td>4-3-74</td>
</tr>
<tr>
<td>$1,450,000</td>
<td>WOCH-FM Miami Beach</td>
<td>Guy Gannett</td>
<td>11-28-73</td>
</tr>
<tr>
<td>$1,350,000</td>
<td>WBLS New York</td>
<td>Inner City Broadcasting</td>
<td>7-25-74</td>
</tr>
<tr>
<td>$1,257,268</td>
<td>KRMP Miami</td>
<td>Southern Broadcasting</td>
<td>5-30-73</td>
</tr>
<tr>
<td>$1,200,000</td>
<td>KFOX-FM Los Angeles</td>
<td>Cosmic Communications Inc.</td>
<td>1-3-73</td>
</tr>
<tr>
<td>$1,100,000</td>
<td>KDNA St. Louis</td>
<td>Heftel Broadcasting</td>
<td>6-29-73</td>
</tr>
<tr>
<td>$1,100,000</td>
<td>KPLX Fort Worth</td>
<td>Radio Metropolex Inc.</td>
<td>1-31-74</td>
</tr>
<tr>
<td>$1,000,000</td>
<td>WMJW Ft. Lauderdale, Fla.</td>
<td>Heftel Broadcasting</td>
<td>3-14-73</td>
</tr>
<tr>
<td>$950,000</td>
<td>WMFM-FM Baltimore</td>
<td>Nationwide Communications</td>
<td>2-4-74</td>
</tr>
<tr>
<td>$786,750</td>
<td>KSJO San Jose, Calif.</td>
<td>Comet Theatre Enterprises</td>
<td>3-1-74</td>
</tr>
<tr>
<td>$761,250</td>
<td>WKRK Louisville, Ky.</td>
<td>Stoner Systems Inc.</td>
<td>4-1-74</td>
</tr>
<tr>
<td>$750,000</td>
<td>WWWW Detroit</td>
<td>Starr Broadcast Group</td>
<td>3-21-73</td>
</tr>
<tr>
<td>$650,000</td>
<td>WHBI Birmingham, Mich.</td>
<td>Greater Media Inc.</td>
<td>5-8-73</td>
</tr>
<tr>
<td>$588,000</td>
<td>WBBN Buffalo, N.Y.</td>
<td>McCormick Communications</td>
<td>1-3-73</td>
</tr>
<tr>
<td>$569,154</td>
<td>WHCN Hartford, Conn.</td>
<td>Beck-Ross Communications</td>
<td>8-12-74</td>
</tr>
<tr>
<td>$500,000</td>
<td>WWQS Orlando, Fla.</td>
<td>R. W. Ronsaville</td>
<td>5-2-73</td>
</tr>
<tr>
<td>$450,000</td>
<td>WHOF Richwood, Mich.</td>
<td>Progressive Communications</td>
<td>4-6-73</td>
</tr>
<tr>
<td>$450,000</td>
<td>KMEF St. Louis</td>
<td>Jefferson-Pilot Broadcasting</td>
<td>5-15-74</td>
</tr>
<tr>
<td>$450,000</td>
<td>WFMN Newburgh, N.Y.</td>
<td>Media Horizons Inc.</td>
<td>3-1-73</td>
</tr>
<tr>
<td>$443,525</td>
<td>WPSP Bridgeport, Conn.</td>
<td>Robert L. Williams</td>
<td>6-11-73</td>
</tr>
<tr>
<td>$440,000</td>
<td>WJMJ Carbondale, Ala.</td>
<td>Charles Smithgall</td>
<td>8-7-74</td>
</tr>
<tr>
<td>$401,500</td>
<td>WQFM Milwaukee</td>
<td>Shannock Development Corp.</td>
<td>4-4-73</td>
</tr>
<tr>
<td>$400,000</td>
<td>KLIO Portland, Ore.</td>
<td>Portland FM Inc.</td>
<td>9-27-73</td>
</tr>
</tbody>
</table>

In addition, following major FM transactions still await FCC approval: WXEX Clearwater, Fla., from Plough Broadcasting to John Rutledge and Joseph Fied for $1.2 million; KEZT-FM Dallas from Crescent Communications to Service Broadcasting Co. for $750,000; KFIO Fresno, Calif., from Universal Broadcasting to Pacific Western Broadcasting for $550,000; KFML Denver from Joseph Going to Jefferson-Pilot Broadcasting for $450,000, and KOFM Oklahoma City from Lloyd Benfield and others to the Robert D. Freeman and others for $450,000.

(1) Sale terminated after court challenge
(2) KFOX-FM transaction was spin-off from larger deal involving Mr. Gloger and Sonderling Broadcasting Corp.
(3) Approved by FCC but not consummated.

If you want the #1 FM station in Washington, D.C., you want WASH.

WASH with the STARS, 97.1 FM

Source: ARB, April-May, 1974, total adults 18-49, average quarter hours, 6 am-midnight, Mon-Sun. total area.

Broadcasting Oct 7 1974 52
WHO SAYS NICE GUYS CAN'T FINISH FIRST?

Look where KLOS is today. *ARB, PULSE, and THE SOURCE all show KLOS is the leading FM station in Los Angeles. And KLOS is No. 1 of all stations, FM or AM, in the market among the important 18 to 34 adult audience according to all three rating services.**

KLOS has been bringing Rock 'n Stereo to Los Angeles for almost three years.

Los Angeles listeners and advertisers love it.

And now radio station owners, general managers, and program directors throughout the nation have honored KLOS with the Billboard Magazine Radio Station of the Year Award for performance in the progressive field.

We at KLOS thank our listeners, our advertisers, Billboard Magazine and our friends in the industry for the recognition.

*ARB/July-Aug., '74/T.S.A./Cum/AOH; PULSE/May-June, '74/R.S.A./Cum/AOH; THE SOURCE/Spring, '74/Metro/Cum/AOH
**ARB/July-Aug., '74/T.S.A./AOH; PULSE/May-June, '74/R.S.A./AOH; THE SOURCE/Spring, '74/Metro/AOH

Estimates subject to qualifications available on request.
have been built. The market is just too small to support a radio station." But even the stations in Podunk, this broker observed, are finding buyers—albeit frugal ones. "They get undercapitalized," he observed, "and the first thing they turn is the local doctor or somebody else who's willing to take over the debt. It's a cheap way to get into broadcasting."

To be sure, FM is in great demand in every locality. "FM is still unquestionably a seller's market," said Bill Walker, Larson/Walker Inc. "It's the old Economics I lesson. The demand for FM outweighs the availabilities. I haven't noticed any appreciable decline in AM prices."

Others point to transactions such as the one executed last February by San Francisco broadcaster—and zealous FM proponent—James Gabbert. Mr. Gabbert and his partner, Ken Favara, sold their AM station, KZTN (AM) there for $1.18 million, and made no bones about the fact that they wanted the AM to complement the operations of their highly successful KQED (FM) San Francisco. Not long ago, scores of broadcasters were doing just the opposite. "It could become a trend," Mr. Walker feels.

There is, however, a new element clouding what might otherwise be a booming market in FM sales, brokers agree. With the price of money sky-high, Crisler's Mr. Hepburn noted, "there are some people who just aren't interested in buying anything. But FM hasn't been singled out in this. It's across the board."

New York broker Howard Stark agrees. "In this money market," Mr. Stark said, "everything has slowed down. . . . With the high interest rates, buyers are very conscious of the cost of borrowing money, which reflects itself in the prices they're willing to pay for stations that are not making a healthy profit." In a sense, Mr. Stark feels, some FM stations could be victimized by this fact, since in many cases an FM buy is predicated more on projections of future profitability than past performance.

Unless a prospective buyer has an extremely enviable bank account, financing a sale could be a rough business. "When you're talking about a $2 million-$3 million deal," Mr. Blackburn noted, "it's almost impossible to get that kind of money from the bank." The answer, then, is to find a seller willing to take back paper and make the sale on terms. That, brokers agree, is what is going on in the majority of cases today, with arrangements typically calling for a 29% down payment and a loan for between seven and 10 years.

While other brokers professed more optimism, Mr. Stark also feels that it will take some time for FM to achieve total parity with its AM counterparts. "National advertisers," he noted, "are still just a little squeamish about putting the big money into FM as long as AM commands the greater audience." Further, Mr. Stark notes, while FM has an advantage over AM in its stereo and clear-signal attributes, "it doesn't have the radiated power of a good AM facility—one in low frequency with a power in excess of say, 5 kw. It's like UHF vs. VHF."

Other brokers note that the incentive to jump into an FM buy has been somewhat deterred with time. "Two or three years ago," observed Mr. Blackburn, "people bought FM in any market where they saw programing holes. There just aren't as many gaps today." Thus, while FM is still viewed as a solid, long-term buy, that potential get-rich-quick arrangement has suffered somewhat.

It could, however, come back. Still being bandied about Congress is a bill that would require car manufacturers to include FM capability in every auto radio sold. "A lot of FM people are going to immediately want more money for their stations," Mr. Hepburn predicted.

**NAFMB opens convention doors to all radio**

Four-day gathering in New Orleans this week is geared to accommodate broadcasters on both sides of dial; nuts-and-bolts work sessions featured

Some 600 radio broadcasters are expected to convene in New Orleans this week for the National Association of FM Broadcasters' 14th annual convention and the first National Radio Broadcasters Conference and Exposition.

The sessions, Thursday through Sunday (Oct. 10-13), at the Fairmont hotel, will include nearly a score of workshops on subjects ranging from programing and sales to news, promotion, ratings and engineering, with a major session featuring FCC officials and Washington attorneys in an all-afternoon examination of "The Broadcaster, FCC and the Law" on Friday.

FCC Commissioner James H. Quello will address the Major Edwin H. Armstrong FM awards luncheon, to be held Friday.

Jack G. Thayer, president of NBC Broadcasting, will open the conference at noon Thursday with a keynote speech on "Sounds That Sell and Motivate." George Duncan, president of Metromedia Radio, will be Friday morning's keynote, on "The National Dollar Scene and What You Can Expect During the Next Few Months," and Edward Little, president of Mutual Broadcasting System, will do the keynote honors Saturday morning.

For the exposition phase of the meeting, more than 50 manufacturers and service organizations have arranged exhibit space or hospitality suites.

Abe Voron, NAFMB executive director, estimated attendance would reach about 600 and, based on early registrations, about 25% to 35% of these would represent AM-only operations, with most of the rest from AM-FM combinations. Some National Association of Broadcasters members have voiced suspicions that NAFMB, in conducting a general radio rather than strictly FM convention, is seeking to encroach on NAB's own radio activity. NAFMB leaders have denied...
FREE. Just one simple number does it!

Estimate the average ¾ hour audience of adults 18-34 years old for WQSR in the Tampa-St. Petersburg ARB Ratings for October - November 1974, fill in the coupon below and put it in the mail.

Some helpful hints:

— After just 3 months of 24-hour stereo rock programming, WQSR was 1st in Men 18-24 and 18-34.
— WQSR's average ¾ hour audience, Monday - Sunday, 6 AM-Midnight, all adults aged 18-34 was 7,100 in the Apr. - May ARB.
— WQSR's average ¾ hour audience, Monday - Friday 7 PM-Midnight, all adults aged 18-34 was 9,200 in the Apr. - May ARB.
— WQSR's average ¾ hour audience, Monday - Friday 10 AM - 3 PM, all adults aged 18-34 was 8,900 in the Apr. - May ARB.
— If WQSR's audience growth for the six months between the Apr. - May and the Oct. - Nov. ARB's continues at just half the rate of growth achieved between Feb. 1st and the Apr. - May ARB, the above figures would nearly double.

Contest rules:
1. Only advertising agency, media buying service and advertiser personnel are eligible.
2. All entries must be received by October 31, 1974.
3. In case of ties, the entry with the earliest postmark will be the winner.
4. Prize winner will be notified within 2 weeks of publication of the Tampa-St. Petersburg Oct. - Nov. 1974 ARB.
5. Offer void where prohibited by law.

TO: Contest Sarasota Radio Company Box 7700 Sarasota, Fla. 33578

Gentlemen:

My estimate of the average ¾ hour audience of WQSR, 6 AM - Midnight Monday - Sunday, Tampa - St. Petersburg ARB for Oct. - Nov. 1974, TSA, is:

Name ........................................
Position ...................................
Company ..................................
Street & No. ..............................
City ............................ State ....... Zip ......
this, insisting that FM is radio and that the inclusion of AM is at the request of AM radio broadcasters.

The complete agenda follows:

Wednesday, Oct. 9
12 noon-8 p.m. Grand ballroom, Welcoming remarks, president of NAFMB and the mayor of New Orleans.

Thursday, Oct. 10
8 a.m. International foyer. Registration.
12 noon-12:15 p.m. Grand ballroom, Keynote speaker, Jack Thayer, president, NBC Radio—"Sounds That Sell and Motivate."
12:30 p.m.-2:30 p.m. Imperial ballroom, Luncheon. Guest speaker, Kevin P. Reilly, member, Louisiana house of representatives, and president, Lamine Corp.
2:30 p.m.-4:00 p.m. Workshop sessions (held concurrently):
Grand ballroom—"Sales—The Name of the Game."
Emerald room—"The Inside Secrets of Better Radio Programming."

Friday, Oct. 11
8 a.m. International foyer. Registration.
9 a.m.-9:15 a.m. Grand ballroom, Greetings. NAFMB Board Chairman.
9:15 a.m.-9:30 a.m. Grand ballroom Keynote speaker: George Duncan, president, Metromedia Radio, "The National Dollar Scene and What You Can Expect During The Next Few Months."
9:30 a.m.-10:30 a.m. Workshop session (held concurrently):
Emerald room—"Problems and Answers for Large Market Radio Broadcasters."
University room—"Problems and Answers for Small Market Radio Broadcasters."
Explorer room—"Minorities and Women—Profits and Community Service."
11 a.m.-noon. Workshop session (held concurrently):
Emerald room—"Promotion That Works On Any Size Budget, In Any Size Market."
University room—"The Creative Side of Radio."

Saturday, Oct. 12
8 a.m. International foyer. Registration.
9 a.m.-9:15 a.m. Grand ballroom, Greetings. President of NAFMB.
9:15 a.m.-9:30 a.m. Grand ballroom Keynote speaker: Edward Little, President, Mutual Broadcasting System.
9:30 a.m.-10:30 a.m. "Solving the Mysteries and Riddles of Ratings and Research."
(Two concurrent workshops will be conducted with each of the three leading radio ratings and research companies. These sessions will be repeated in the next hour. Attend the session of your choice from 9:30 a.m. to 10:30 a.m. and then, after the 10:30 a.m. break, change to the second session of your choice.)
Gold room—"Arbitron (ARB)" (part I).
Emerald room—"The Pulse" (part I).
University room—"C. E. Hooper Inc." (part I).
11:00 a.m.-12:30 p.m. "Solving the Mysteries and Riddles of Ratings and Research."
Gold room—"Arbitron (ARB)" (part II).
Emerald room—"The Pulse" (part II).
University room—"C. E. Hooper Inc." (part II).
12:30 p.m.-2:30 p.m. Imperial ballroom Superstar rap session and luncheon. (The dining room will be divided into large market and small market tables—gold tablecloths and white napkins for large markets and red tablecloths with white napkins for small markets. A broadcaster "superstar" will guide the session at each table for a friendly, casual interchange of ideas, problems and solutions.)
2:30 p.m.-4 p.m. Workshop sessions (held concurrently):
Emerald room—"News—A Neglected Opportunity."
Moderator: Jack R. Gende, KMPH(FM)-WWRW (FM) Wisconsin Rapids, Wis. Panelists: C. Bosworth Johnson, immediate past president, Radio-TV News Directors Association; Thomas O'Brien, radio news, ABC; George Ready, dean, College of Journalism, Marquette University; Gerald B. Trapp, AP broadcast news.
4:30 p.m.-6 p.m. Grand ballroom, "Promotion That Produces and Pays."

Sunday, Oct. 13
Noon-2 p.m. University room. Annual NAFMB membership meeting (NAFMB members only).
2 p.m. Close of conference and convention.
4 SOUND WAYS to reach your 'specialized audience'

CLEVELAND / WLYT-FM
Solid Gold in Stereo.
Cleveland's only total gold station delivering 18-34+ with the greatest hits of the 50's-60's-70's.
(216) 371-3534

Baltimore / WLPL-FM
Baltimore's Stereo Rock. #1 in teens... #2 for adults 18-34
(301) 356-4600

WASHINGTON / WFAN-FM
The only advertising medium in the nation's capital serving the vast Spanish speaking population.
(202) 722-1000

SAN FRANCISCO BAY AREA / KSOL-FM
Stereo Soul in the 6th market. "Black Rock" for the Bay Area, East Bay and the Peninsula.
(415) 347-6638

For Information, Contact
United Broadcasting Sales
New York City (212) 682-1833
Chicago (312) 467-1632
Los Angeles (213) 766-6161
Atlanta (404) 351-9288
America's Greatest FM Group

WRMF
CAPE CANAVERAL

WVBF
FRAMINGHAM—BOSTON

KVIL
HIGHLAND PARK—DALLAS

WNAP
INDIANAPOLIS

FAIRBANKS BROADCASTING CO., INC.
TVB elevates sales sights, reassesses its plan of action

Target of $8 billion set for 1980 with expenditure of more effort in building up understated groups; search goes on for Cash successor

The Television Bureau of Advertising is announcing today (Oct. 7) that its board has unanimously approved a 13-point set of recommendations including one fixing $8 billion as TV’s sales goal for 1980 and making newspaper advertising a prime target in that quest (“Closed Circuit,” Sept. 30).

The recommendations had been drawn up by the board’s steering committee, headed by Walter E. Bartlett of Avco Broadcasting, based on proposals submitted last summer by a select study committee in recommending that TVB change its operating emphasis from selling national advertisers to developing new regional and local business (“Broadcasting,” June 10).

TVB’s search for a successor to Norman E. Cash as president—another recommendation that emerged from the select study committee, leading to Mr. Cash’s election as vice chairman—was reported meanwhile to be continuing last week. The assignment of coming up with a new nominee was handed back to the board’s steering committee, under William B. Faber of WFLA-TV Tampa, Fla., after the committee’s first choice, Edwin Pfeiffer of WPRI-TV Providence, R.I., decided against acceptance (“Broadcasting,” Sept. 30).

The $8 billion set as goal for TV investments by 1980 represents a 77% increase from 1973’s $4.5 billion. Assuming total advertising expenditures increase at current rates, it would lift TV’s share now to just under 20%, according to TVB sources.

Another recommendation calls for TVB to “target its national spot sales calls on understated categories” and said that “to further improve stations’ revenue,” it should allocate its personnel and materials “in this order of importance: (1) local accounts, (2) regional accounts and (3) understated national spot accounts.”

It was agreed that TVB “should encourage specialization and a diversity of expertise in different product categories” among members of its sales staff, and that the bureau’s sales responsibilities should be “totally separated from other bureau areas.” So that there would be two major staff divisions: sales and operations. Research and development of sales-support materials would be a part of the operations division.

Other approved recommendations included creation of two new committees—a “management audit subcommittee to see whether the bureau’s activities and performance are meeting the board of directors’ goals” and “an industry practice subcommittee to help identify and evaluate problem areas in which TVB should be active.” William Walters, president of Peters, Griffin, Woodward, was named chairman of the practices subcommittee. Chairman of the other new panel has not been named.

The board also agreed that TVB should limit its Washington activities, which in the past have been relatively infrequent, “to areas involving only sales problems and then only after a two-thirds vote of approval by the board.” Its press activity is to be limited to “direct areas of the bureau’s sales responsibility,” except for continuing to answer “trade press requests” for information, but officials said this did not signify any plan to curtail regular publication of spot and network billings data.

Another approved recommendation called for TVB’s current sales-training course to be continued and two new ones to be added: one for more experienced sales people and one for sales managers.

The board also approved a new-membership expansion plan presented by Bruce McGorrill of WCBS-TV Portland, Me., calling for greater involvement by the bureau’s sales staff, a regionalized recruiting effort in which TVB members would assist and greater emphasis on smaller markets. Mr. McGorrill is TVB’s new membership committee chairman for 1975.

Broader membership involvement in TVB’s direction was also called for, as was greater individual board member participation in bureau activities.

The recommendations presumably also reflect the thinking of McKinsey & Co., management consulting firm, which conducted a special study for the select committee, led by Marvin L. Shapiro of Westinghouse Broadcasting, during its deliberations last spring. The steering committee, which formulated the recommendations from the select committee’s proposals, includes the following in addition to Chairman Bartlett: Kenneth M. Johnson of KTRK-TV Houston, who is TVB board chairman; Mr. Cash, Mr. Shapiro and Mr. McGorrill; Jack McGrew, KPBC-TV Houston; Arthur A. Watson, WNBC-TV New York; Richard C. Block, Kaiser Broadcasting; D. Thomas Miller, CBS TV stations division; James Rupp, Cox Broadcasting; Jack W. Fritz, John Blair & Co.; and Robert C. Wiegand, WKRC-TV Cincinnati.

A tale of retailers

ABC sales chief plugs local TV as key ingredient in expansion of retailer television buying

Television’s rapid growth among both national and local retailers was underscored last week by James Shaw, vice president, sales, ABC-TV.

He told a meeting of the Arkansas Advertising Federation in Little Rock that only a few years ago, the giant retailers, traditionally print-oriented, be-
The Drake-Chenault #1 Club.

These stations and more than 100 others have used Drake-Chenault formats for automation as a tool for success: increased audience, increased sales and decreased operating costs.

The Drake-Chenault team is ready to go to work for you—at a price which in most markets is less than you would pay one good disc jockey.

Call us collect today at (213) 883-7400 so our experts can get started on an in-depth analysis of your station—free! Or drop in and see us at the Drake-Chenault Penthouse Hospitality Suite on the Crown Floor of the Fairmont Hotel in New Orleans during the National Association of FM Broadcasters Convention October 10-14.

Name ____________________________________________
Title ______________________________________________
Station _____________________________________________
Address _____________________________________________
City __________________________ State ______ Zip ______

Please rush me the new Drake-Chenault demo album and details on your FIVE STEP PLAN FOR A BETTER BOTTOM LINE.

Drake-Chenault • 8399 Topanga Canyon Blvd.
Canoga Park, Calif. 91304 • Telephone (213) 883-7400

STATION RANKINGS FOR TOTAL SURVEY WEEK PER APPLICABLE SPRING 1974 SURVEY BY (+) ARB (+++) PULSE OR (++++) MEDIASTAT. DETAILS AVAILABLE UPON REQUEST.
gan to venture into television, mainly spot. By 1973, he recounted, Sears, Roe-
buck & Co. spent $58 million in TV; J.
C. Penny, $15 million and Montgomery
Ward, $12 million.

Similarly, local retailers have been
moving into TV, Mr. Shaw reported. He
said Macy's - New York has doubled its
1974 TV advertising budget, raising it to
$2 million; May Co., Los Angeles, upped
its investment in the medium from $196-
000 in 1972 to $200,000 in 1973; while
Rich's, of Atlanta and Foley's in Hous-
ton, have bolstered their TV advertising
substantially.

Code review board
adds more teeth
to TV rules for
comparison ads

San Antonio session also discusses
violation and children's programming,
suggests review of wine-beer policy,
votes to accept OTB advertising

New guidelines for TV commercials that compare competing products were adopt-
ed by the National Association of Broad-
casters TV Code Review Board during a
two-day meeting in San Antonio, Tex.,
last week. The guidelines, which regulate
product identification, comparative claims
and support of claims, will become effect-
ive April 1, 1975.

The code guidelines are in many ways
similar to those adopted this year by
NBC, ABC and the American Associa-
tion of Advertising Agencies (Broad-
casting, Feb. 4, March 25, April 8).
The code guidelines provide that com-
petitors be accurately and "clearly iden-
tified," that identification shall be "for
comparison purposes only . . . not to be
used solely to upgrade the advertised
product(s) by association with the com-
petitor(s)," that "disparagement of com-
petitors" shall not be used, and that com-
parisons "must be significant and
meaningful to the over-all performance
of the product."

Regarding comparative claims, they
shall be based on specified differences
"directly related to the product's use;" comparing similar properties "feature to
feature." Comparative claims based on
consumer or professional preference or
on sales data implying "universally su-
perior performance" shall not be made
unless they are "supportable by adequate
substantiation." Comparative claims must
include "all information necessary" to be
understood properly by the average con-
sumer.

The burden of proof, according to the
guidelines, will be on the advertiser to
to show he has "exercised diligence" to
determine that the test of his claims of su-
periority is "fair and accurate." "Accep-
ted scientific and technical procedures"
shall be applied to product testing and
survey evaluation and "government, in-
dustry or other established standards"
shall be used to determine how appro-
piate are the substantiation materials.

Competitive tests should be conducted
by an "objective source, preferably an
independent one." Furthermore, material
used to substantiate comparative claims
shall take into account: "(1) the purpose
for which products -services are intended,
(2) the manner in which they are nor-
mally used by the consumer, and (3) in-
dividual label instructions."

Where claims are based on differences
in compared products' performances the
advertiser must provide substantiation
demonstrating that these differences "pro-
vide material benefit to the consumer."

The code board also suggested new
code language, subject to TV board ap-
proval, addressing the problem of violence
in children's programs. According to the
language, "the depiction of conflict, when
presented in programs designed primarily
for children, should be handled with
sensitivity." It says further that programs
for children should "help them achieve a
sense of the world at large and informed
adjustment to their society."

The board broadened the code's pro-
hibition on children's program hosts de-
ivering commercials during or adjacent to
such programs to include all program
personalities.

After screening a reel of beer and wine
commercials, the board directed the Code
Authority to review its alcoholic guide-
lines and make any changes "considered
necessary." It has been reported that one
board member, whose name was with-
held, believes the industry might face a
situation similar to the dispute that led
to the banning of cigarette advertising on
broadcasting if it does not tighten its
standards for beer and wine advertising,
particularly those ads directed toward
youthful drinkers. He reportedly said
beer and wine advertising can be safe-
guarded by requiring advertisers to mini-
mize sex, athletic and glamour appeals.

In still another action the board voted
to accept off-track betting advertising in
states where it is legal. Its proposed
language, subject to TV board approval,
would permit only "institutional type ad-
vvertising which does not exhibit the pub-
clic to bet." The action followed a presen-
tation by Paul R. Screven, chairman
and president of New York's Off-Track
Betting Corp., and three of his staff.

TV roll-outs seen
for new douches

Success of disposable Summer's Eve
opens market for competitors
though CBS still rejects commercials

Television's unmatched prowess for in-
roducing new consumer goods or ser-
\end{document}
markets. We use both daytime and nighttime programs."

Mr. Brian said Fleet had conducted several studies before and after the TV test in New York to ascertain how women felt about advertising disposable douches and the effectiveness of the TV campaign. He termed the responses "very favorable." Cunningham & Walsh, New York, is the agency.

He reported that two Westinghouse Broadcasting Co. stations (WBZ-TV Boston and KYW-TV Philadelphia) and CBS-TV declined to carry the commercials for Summer's Eve. A Westinghouse spokesman in New York said the company had no blanket policy on personal hygiene products today, but makes a decision on a case-by-case basis, depending on the nature of a specific commercial and the time the advertiser is seeking. CBS-TV, on the other hand, takes a more clear-cut position against accepting this type of advertising.

"We just don't think douche advertising on television is in good taste," asserted Jack Hinton, director of commercial clearance, CBS-TV. "We feel that a majority of our viewers would be offended with this type of commercial. Most of the complaining letters we get from viewers involve the personal hygiene area. We might consider opening up this area if we were convinced by studies that viewers actually are not offended by these commercials."

Commercials for Summer's Eve have been cleared by ABC-TV, NBC-TV and the National Association of Broadcasters Code Authority as have been those for Pure and Gentle (Davol Inc., Providence, R.I.) and Dismiss (Vick Chemical Co., New York, division of Richardson-Merrell Inc.). Pure and Gentle and Dismiss are in test markets.

Albert J. Bouchard, executive vice president for agency services for Creamer, Colarossi, Basford Inc., New York, said Pure and Gentle has just begun TV tests in Minneapolis, Hartford-New Haven, Conn., and Raleigh-Durham, N.C. Though ABC-TV and NBC-TV have approved the commercial, the present strategy is to expand market by market in 1975. Mr. Bouchard said this approach conforms to the anticipated production capacity of Davol until expanded facilities are added. (The agency for Davol is Creamer, Trowbridge, Case & Basford Inc., Providence, R.I., which, like Creamer, Colarossi, Basford is a Coordinated Communications Inc. company.)

Dismiss is being TV-tested in Indianapolis, Minneapolis, Dallas and Portland, Ore. A spokesman for Norman, Craig & Kummel Inc., New York, agency for Dismiss, said national distribution is scheduled to begin early in 1975. He would not reveal plans for network or spot TV for 1975 pending completion of the TV tests.

Beecham Products Division of Beecham Inc., Clifton, N.J., has been testing its Massengill line of disposable douches in magazines for the past two months and is expected to begin national distribution in a few weeks. Neither the company nor the agency, Dancer-Fitzgerald-Sample Inc., New York, would discuss TV plans, but industry sources said Massengill douches will be promoted on TV.

Block Drug Co., Jersey City, N.J., is testing Inner Rinse on the West Coast. An official of SSCIB Inc., New York, would not disclose which media are being used in the test or the plans for the future, but other sources indicated TV would play a major role if Inner Rinse goes into national distribution.

Other companies said to be considering a move into the disposable douche market are Bristol-Myers Co., New York, Alberto-Culver Co., Melrose Park, Ill., and the Warner-Lambert Co., Morris Plains, N.J.

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**Home insulation maker turns up heat with TV**

Owens-Corning diverts main focus from builders to consumers and looks to television to do job

The energy crisis and the drop in new housing starts has provided the incentive for the first major television advertising campaign of Owens-Corning Fiberglas. The Toledo, Ohio, manufacturer of home insulation products has begun a $2-million spot TV effort through the first quarter of 1975 which specifies the dollar savings to consumers who install the company's insulation products.

Joseph J. Doherty, director of advertising for Owens-Corning, explained the reason for not using TV in the past and for its present emphasis on the medium:

"Our business traditionally has been with the construction industry, the builders of homes and business establishments. We were heavily involved with business publications. We decided to test the consumer market two years ago using TV in Milwaukee and Peoria, Ill., and newspapers in Flint, Mich., and Youngstown, Ohio. Television proved to be more effective."

With the energy crunch and the slump in new construction, Mr. Doherty said, the company is beaming its advertising
toward the consumer to fill the void. Ogilvy & Mather, Owens-Corning’s agency, produced 66 30-second commercials, which name the city and give an approximate amount in savings if the firm’s six-inch thick insulation is installed.

Empirin maker expands

Strictly local medical show to be bartered nationally

A major pharmaceutical company, more noted for its prescription drugs than its over-the-counter products, is preparing to spend up to $1 million to sponsor and syndicate a public service medical-health TV program that is now in its fourth broadcast year in Los Angeles.

The company is Burroughs Wellcome Co., principally the maker of Empirin Compound analgesic. It is going to underwrite Medix, a production of Dave Bell Associates Inc., Los Angeles, that has been appearing on KXTV (TV) there under the aegis of the Los Angeles County Medical Association.

The 30-minute program will be offered through Syndicast Services, New York, to TV stations on a barter basis; Burroughs Wellcome will use two out of the five commercial minutes to sell its Empirin Compound and itself institutionally. Burroughs Wellcome last year was a co-sponsor of two TV specials, both from Reader’s Digest Productions (based on that magazine’s features), I Am Joe’s Heart and I Am Joe’s Spine. It was Burroughs Wellcome’s first venture into TV. Agency will be Rolf Werner Rosenthal Inc., New York.

Medix, hosted by Mario Machado, covers a diversity of current health topics (dieting, alcoholism, acupuncture, venereal diseases, heart attacks, sexual problems, etc.). Executive producer is John Cosgrove. It has won among other honors an Emmy from the Hollywood chapter of the National Academy of Television Arts and Sciences, and the Howard Blakesley award of the American Heart Association.

Business Briefs

Renault shifts. Renault Inc., Englewood Cliffs, N.J. (car importer), has named McCaffrey & McCall, New York, as agency, replacing Gilbert Advertising, New York, effective Jan. 1, 1975. Although budget and media plans are not set, account is expected to bill more than $1 million, with substantial portion in TV-radio.

Assessing the problems. Senior executives of U.S. corporations have been invited by J. Walter Thompson Co. to “Consumer in Crisis” seminar, sponsored by agency’s Chicago office and scheduled for Oct. 16-17 at Conrad Hilton there. JWT executives from around world will participate in discussions on consumer reaction to inflation, effect of government controls on sales, shortages and other current topics.

No dog days. Advertisers raised their investment in network television to $140.8 million in August, a jump of 13.5% over August 1973, according to Broadcast Advertisers Reports figures released by the Television Bureau of Advertising. Compared to August 1973, weekend daytime television rose by 22% to $10.2 million; nighttime television grew by 13.5% to $94.4 million, and weekday daytime advanced by 11.2% to $36.2 million. Network TV spending in 1974 through August totaled $1.4 billion, an 11% increase over the comparable 1973 period.

BAR reports television-network sales as of Sept. 22

ABC $453,787,500 (30.4%), CBS $542,418,200 (36.4%), NBC $495,407,200 (33.3%)

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<th>Total dollars week ended Sept. 22</th>
<th>1974 total minutes</th>
<th>1974 total dollars</th>
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<td>Saturday-Sunday</td>
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<td>76,328</td>
<td>$1,491,612,900</td>
<td>$1,352,794,000</td>
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Source: Broadcast Advertisers Reports

MID-SOUTH – EXCLUSIVE FM 1 1/2 X GROSS

Small Mkt. Good owner-operator opportunity. Gross $80,000/yr. Price including tower site—$120,000. Good terms with $30,000 down to qualified buyer.
**Broadcasting**

**Broadcasting with other major interests**

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**Broadcasting Oct 7 1974**

**Cablecasting**

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### Standard & Poor's Industrial Average

- **A-**American Stock Exchange
- **M-**Midwest Stock Exchange
- **N-**New York Stock Exchange
- **O-**Over the counter (bid price shown)
- **P-**Pacific Coast Stock Exchange

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

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

**Note:** Stock split.

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<th>Low 1974</th>
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**TOTAL** |       | 85,609 | 503,295 |
Music

Breaking In

My Country—Jud Strunk (Capitol) * Comparisons to Gordon Sinclair’s Americans may be inevitable, but Jud Strunk’s country-tinged recital takes a much more personal, impressionistic approach to patriotism. With a background of American standards from the Civil War to the present, Mr. Strunk’s is a first-person recounting of what makes America what it is. Produced by Glen Campbell, the single has picked up airplay outside the C&W market, with w CBC(AM) and WNEW(AM) New York playing it, along with KLUF(AM) Houston.

Doraville—Atlanta Rhythm Section (Polydor) * This rhythm-and-blues-tinged rocker may be the latest in a string of hits from new Southern bands. It features the slide guitar accompaniment made familiar in recent hits by the Allman Brothers Band and Lynyrd Skynyrd. Early radio reaction has been strongest in the South, as might be expected, with WQXI(AM) Atlanta, WSGA(AM) Savannah, Ga., WHYY(AM) Montgomery, Ala., playing it, as well as WCOL(AM) Columbus, Ohio.

Give Me a Reason To Be Gone—Mau- reen McGovern (20th Century) * The strength of Ms. McGovern’s songs seems to be their potential for play on MOR and country-western as well as top-40 stations. Her production, as always, emphasizes the clear voice and rather loopy lyrics that characterize her material. Stations adding the single include WLEE(AM) Richmond, Va., WCOL(AM) Columbus, Ohio, and KQWB(AM), Fargo, N.D.

Together again

One of the more successful singer-composer teams of the last decade has been reunited, with the announcement this week of the completion of the album, Reunion, Glen Campbell’s new collection of Jimmie Webb songs. Messrs. Campbell and Webb had a string of popular hits in the late sixties including By the Time I Get to Phoenix, Galveston, and Wichita Lineman. Mr. Webb has taken to recording his own songs lately, while Campbell has scored a new success as a producer with Jud Strunk’s My Country (see “Breaking In”). The new album, to be released on Capitol Records, features Webb tunes exclusively (along with one by Webb’s wife Susan), all in the country-rock style Campbell has helped to popularize.

A better ’74 for ASCAP

The American Society of Composers, Authors and Publishers took in $47,296,000 in receipts during the first eight months of 1974, Stanley Adams, ASCAP president, reported to western members at a Sept. 19 meeting in Beverly Hills, Calif. Receipts, up fractionally from 1973’s $47,240,000, included $45,691,000 from licenses, down slightly from last year: $1,147,000 from investments, and $258,000 from membership dues. Available for distribution, after deducting salaries and other expenses, was $36,724,000, down slightly from last year’s $37,417,000. Not included in receipts, it was noted, was $190,000 from NBC for an escrow account established under a court order pending the outcome of rate negotiations with that network and CBS.

Extras. The following new releases, listed alphabetically by title, are making a mark in Broadcasting’s “Playlist” reporting below the first 75:

- CANDY’S GOING BAD, Golden Earring (MCA).
- COLD HIGHWAY, Elton John (MCA).
- COUNTRY SIDE OF LIFE, Wet Willie (Capricorn).
- DORAVILLE, Atlanta Rhythm Section Band (Polydor).
- EASY STREET, Edgar Winter (Epic).
- GIVE ME A REASON TO BE GONE, Maureen McGovern (20th Century).
- I DID WHAT I DID FOR MARIA, Errol Sober (ABC/Dunhill).
- JAMES DEAN, Eagles (Asylum).
- MY MELODY OF LOVE, Bobby Vinton (ABC/Dunhill).
- PENCIL THIN MUSTACHE, Jimmy Buffett (ABC/Dunhill).
- PRETZEL LOGIC, Steely Dan (ABC/Dunhill).
- SURFING, U.S.A., Beach Boys (Capitol).
- SUZIE GIRL, Redbone (Epic).

Tracking the ‘Playlist.’ Once again mobility in the upper end of this week’s “Playlist” is slow, as Olivia Newton-John’s “I Honestly Love You” takes over the first position. Life Is a Rock (But the Radio Rolled Me), Reunion’s fast-talking novelty hit, moves closer to the top, bolstered at 23. John Lennon’s Whenever God You Thru the Night, bolstered at 29, continues its rapid climb. Latimore’s Love’s Straighten It Out and Billy Swan’s I Can Help, also gaining rapidly on R&B and country charts, respectively, rise to 45 and 47. Most dramatic of this week’s developments are the strong showings of a number of new releases, led by Al Green’s Sha-la-la (Make Me Happy), which marks the return of the Philadelphia singer to the chart after several months absence. The Air That I Breathe from the Hollies has seemingly gained a second wind in some markets, and is bolstered at 50. Neil Diamond’s Longfellow Serenade, Marvin Gaye’s Distant Lover, and Harry Chapin’s latest musical drama, Cats in the Cradle, all make strong first week showings. Perhaps the biggest surprise on the “Playlist” is the appearance of Frank Zappa’s Don’t Eat the Yellow Snow at 70: rock iconoclast Zappa’s trademark, which has been “no commercial potential” for many years, may have to be amended.

Broadcasting Oct 7 1974

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Satellites are called counter to inflation

Hawkins cites telecommunications' benefits to business world

Satellites and other telecommunications services were lauded by Howard R. Hawkins, RCA executive vice president, for improving business efficiency and lowering costs despite the pressure of inflation.

He told the annual conference of the Tele-Communications Association for Satellites and Systems, Sept. 25 that as larger and better systems come into operation, costs will decline even more sharply. He noted that the monthly charge for leasing a voice-record circuit between New York and Paris has decreased 54% over the past decade while domestic satellites have reduced the cost of a circuit between New York and San Francisco from $2,800 to $1,000.

Mr. Hawkins noted that the Early Bird Satellite, launched in 1965, had 240 voice-grade circuits and an estimated design capacity of 360 circuit years at a cost per circuit of more than $35,000. In contrast, he continued, the RCA Satcom, scheduled to be launched in 1975, will have a capacity of 240 full color television channels or 12,000 voice-data circuits each, and an estimated 96,000 circuit years at a cost of about $300 per year.

"Transcontinental and transocean video conferences are a coming reality," he declared, "So is the use of video for sales, marketing and training purposes."

He proposed an annual conference be held at which all segments of the industry would examine problems of common interest. He said these meetings could be instrumental in establishing realistic goals, means, costs, priorities and timetables.

Technical Briefs

It stands. U.S. Court of Appeals has upheld April 23 FCC order requiring AT&T and 22 Bell System companies to provide certain communication services and facilities to other carriers. Involved are MCI Telecommunications Corp., MCI New York West Inc. and all other specialized common carriers which provide private line services to subscribers.

Tiny answer. Amperex Electronics Corp. has developed a three-inch version of Plumbicon color TV camera pickup tube, capable of performance similar to a four-inch camera in use. According to Amperex, several manufacturers are developing hand-held color cameras to use new tube. Electro-Optical Division (Amperex), Slaterville, R.I., 02876.

Automating breaks. RCA reports that RKO General is completing installation of RCA TCR-100 video-tape cartridge recorders to automate station breaks at three of its stations—WNAV-TV Boston, WOR-TV New York and WHIO-TV Memphis. RCA machines are used for sequential "on-air" playback of commercials, station identifications, program promotions and other short taped segments.

Tape machine. Otari Corp., San Carlos, Calif., announces new compact professional tape recorder, Designated MX-5050 mini-pro, price is $1,345.

Moves. National sales office for AM and FM transmitters, CCA Electronics Corp., Greenlawn, N.Y., has been moved to Fresno, Calif., where Robert Sidwell, VP-sales manager, is in charge. New transmitter sales office is 1568 North Sierra Vista Avenue, Fresno.

New rulemaking. FCC has adopted rulemaking inquiry into use of wireless microphones on unsigned television channels. Proposed rulemaking came in response to Vega Electronics' request to permit operation of low-power auxiliary stations, and particularly wireless microphones, in 174-216 MHz band.

Gaw's newest. Gaw Co. has introduced FM signal generator, model 1012, priced at $1,540. Generator features digital frequency readout, eight frequency ranges, low frequency output for I.F. alignment, internal-external modulation—DC coupled, double trace sweep modulation, automatic output leveling, external console to beyond 20. Proposed rulemaking is to fill in between 174-216 MHz band.
Media

Alan Bennett and Herb Victor, general managers, Kaiser Broadcasting Co.'s WBKP-TV Cleveland and KBHK-TV San Francisco, respectively, elected VP's.

Dwight Case, Western regional VP, RKO General Radio, New York, elected executive VP. Jerry R. Lyman, VP-general manager, WABG-AM-FM Washington, elected to additional post of senior VP of RKO General.

Donald F. Snyder, operations manager, WBSG-TV Binghamton, N.Y., named general manager, WLYH-TV Lancaster, Pa., replacing Leo MacCourtney, named general manager of WHTN-TV Charleston-Huntington, W. Va. (Broadcasting, Sept. 30). All are Gateway Communications stations.

Eric R. Lindquist, news director, WSDK-(AM)-WTO(FM) Skowhegan, Me., named station manager, WMCS(AM) Machias, Me.

George Wilson, national programing director, Bartell Media Corp., New York, elected executive VP-broadcast division, succeeding Louis Faust, who resigned.

Russell Wittberger, VP-general manager, KCBQ(AM) San Diego, Calif., named senior VP-broadcast division, Bartell Media.


Charles H. Warner, executive VP, WWSW(AM)-WPEZ(FM) Pittsburgh, named general manager, WMAQ(AM)-WJPO(FM) Chicago, NBS-owned stations, replacing Lee Davis, who has resigned.

Leonard H. Goldenson, board chairman of ABC Inc., received 1974 Gold Medal of The Hundred Year Association of New York in recognition of his "outstanding contributions to the achievement of New York."


Eliot Keller, president, Communicators Inc., Iowa City, named general manager, KRNA(FM) Iowa City.

Jack Sallaska, program manager, KXTW-(TV) Oklahoma City, named to newly created post of administrative assistant.

Jerry Dalrymple, production manager, KXTW, named operations manager.

Thomas Robertson, program director, WEA(AM) Providence, R.I., named operations manager, WEAN(FM) Providence.


Mary Jo Trenkler, assistant to production manager, WJKS-TV Jacksonville, Fla., named promotion manager.

Peter Allen, music director, WVOX-FM New Rochelle, N.Y., named director of sports and promotion.

James Langford, assistant director of advertising and press information, WXXZ-TV Detroit, named promotion manager, WISX-FM Indianapolis.

John T. Schmuhl, assistant general manager, WDEL(AM) Indianapolis, named assistant general manager and program promotion manager, WSFI-TV Montgomery, Ala.


Dick Dunlap, freelance writer-producer, Waterbury, Conn., joins WNAB(AM) Bridgeport, Conn., as commercial copy director and press information editor.

Broadcast Advertising

John A. Gellaty, account supervisor, Grey Advertising, New York, elected VP.

Michael B. Schifferlin, copy supervisor, Gaynor & Daniels, New York, elected VP.


Paul Orlo, part owner, WMMW(AM) Meriden, Conn., named local sales manager, WFSB-TV Hartford, Conn.

Gordon Hall, sales manager, KWB(AM) Baytown, Tex., named to same post, WZAX(AM) Troy-WGNA-FM Albany, both New York.

Austen G. Smithers, director of sales, WEEI-AM-FM Boston, named general sales manager, WEZ(AM) Boston.

David Hoehne, salesman, WINX(AM) Rockville, Md., named sales manager, KRNA(FM) Iowa City.

Dave Sankovich, sales manager in Detroit-Cleveland-Pittsburgh markets for Avco Television Sales, named regional sales manager, WILX-TV Onondaga, Mich.

Charles Powell, VP, Buddmeier Advertising Inc., Baltimore, named local sales manager, WPDC(FM), there.

Dalton Lawrence, weekend sales manager, WTOP(AM) Washington, named assistant sales manager.

Arthur O'Connor, sales staff, WAGA-TV Atlanta, named local sales manager, WXML-TV Atlanta.

Larry States, WNM(AM) Canton, Ohio, named sports director, WBLQ(AM) Akron, Ohio.

Charles Fleschman, on staff, WCWA(AM) Toledo, Ohio, joins WTUU(AM) Toledo, as general sales manager.

Ed Lytle, on staff, KZZZ(AM) KOTE(FM) Lancaster, Calif., joins KMJQ(FM) Thousand Oaks, Calif., as sales manager.

Pete Watkins, VP-marketing and administration, Winters-Rosen Distribution Corp., New York, named general sales manager, WRLU-TV Roanoke, Va. Jerry Holm, sales manager, WLRG(FM) Roanoke, named to same post, WRLU-TV.

Sherwood Hayden, account executive, KING-FM Seattle, named local sales manager.

Carol E. Cohen, director of sales development, WOR-TV New York, named director of research and sales development.

Paul W. Fiddick, account executive, WEZF(FM) Milwaukee, named to newly created position of sales marketing director.

Don Pressman, senior copy editor, Chalk & Dreyer, New York, named broadcast copy chief, Jack Byrne Advertising, New York.

Lee Gleason, art director, McCann-Erickson, Chicago, rejoins Needham, Harper & Steers, Chicago, as art supervisor.

Programing

Ronald E. Bain, director of sports, CBS-TV, New York, named to new post of director of sports administration and planning. Clarence Cross, director of communications, CBS-owned WBMM-TV Chicago, succeeds Mr. Bain. Jane Chastain, sports reporter, WTVJ(TV) Miami, named sports reporter, CBS-TV, based in New York.
Beirut succeeds (BROADCASTING, CBS named executive director, FW-TV Cadillac and WWUP-TV Salt Lake City, New Marie.

Leigh Morgan, program director, WZUU(AM) Milwaukee, named to same post, WEAN(AM) Providence, R.I.

Simeon Smith, sports director, WKRK-TV Mobile, Ala., joins KOAT-TV Albuquerque, N.M.

Bill Kobrin, West Coast photo editor, CBS Television Network, named to newly created position of supervisor, photographic operations, West Coast, ABC Inc.

Chet Copping, voice and director, National Skating Derby, joins WISH-TV Indianapolis, as sports director.

Towle Tompkins, morning show host, WWVO-AM-FM New Rochelle, N.Y., named production manager.

Robert K. Norton, program director, WQXR-FM New York, named program director and chief engineer, KRNA-FM Iowa City.

E. Michael Nail, director of sports and news, KUHI-TV Joplin, Mo., joins KTVK(AM) Tulsa, Okla., named sports director.


Tim Quinn, newsmen, WNAB(AM) Bridgeport, Conn., named sports information director.

Jim Jenkins, production manager, LBJ Productions, Chattanooga, named assistant VP. Harold Coe, producer-director, named production manager.


Ron D. Giles, producer-director, WBNS-TV Columbus, Ohio, named executive producer, WCPO-TV Cincinnati.

Bob Hower, anchorman, WTVI-TVL Tulsa, Okla., named to additional duties as executive producer.

Broadcast Journalism

Richard Roth, CBS News, Chicago, named CBS News Moscow correspondent; he succeeds Murray Fromson, named CBS News Hong Kong correspondent (BROADCASTING, Sept. 23); Mr. Fromson succeeds Don Webster, named CBS News Beirut correspondent; Mr. Webster succeeds Bill McLaughlin, named CBS News Paris correspondent with current Paris correspondent Peter Kalischer, who is expected to remain there.


Miles Resnick, news producer, WWL-TV New Orleans, joins KOAT-TV Albuquerque, N.M., as news director.

Bob Ray, producer and assignment editor, KVTY(AM) Oklahoma City, named managing editor for news.

Tom Hughes, newsmen, WNAB(AM) Bridgeport, Conn., named news director.

Jeff Rossner, newsmen, KDFW-TV Dallas, named news director, KTUL-TVL Tulsa, Okla.

Dave Lieberth, news editor, WHLO(AM) Akron, Ohio, appointed news editor succeeding Steve Fullerton who becomes producer and anchorman of three-hour morning news show. Thomas Mitchell, WTRY(AM) Troy, N.Y.; Jim Carney, WCWA(AM) Toledo, Ohio; Scott Thomas, WHLO(AM) Canton, and Bill Jasso, WAUP(AM) Akron, join WHLO news staff.


Jay Bradbury, newscaster, KBON(AM) San Bernardino, Calif., named news director. He succeeds Don Fulsom, who was named public affairs director.

Frank Allen Philpot, producer, KBHK-TV San Francisco, promoted to news and public affairs director, continuing children's programing duties.

Sylvia Black, reporter, WMPS(AM) Memphis, joins WMC-TV Memphis as field reporter.

Dick Gosselin, announcer-weatherman, WCSH-TV Portland, Me., named anchorman.


Melanie Myers, director of public information, noncommercial WVTI-TV Cleveland, named one of two public affairs specialists, WKLY-TV Cleveland.

C. Burke Moras, announcer, WFMN(AM) Newburgh, N.Y., joins news staff, WPOC-FM Baltimore.

William H. Willson, producer for National Public Affairs Center for Television, Washington, appointed news director, noncommercial KCET(AM) Los Angeles, succeeding Larry Howe who resigned in July to return to graduate school.

Antonio Ruiz, trainee, WTOP-AM-TV Washington, joins news department as general assignment reporter.

Paul Thompson, on news staff, WTVM-TV Columbus, Ga., Ron Olsen, with KBOI-TV Boise, Idaho, and Charles Ely, reporter, WEKE(AM) Cleveland, joins WBNS-TV Columbus, Ohio, as general assignment reporters.

Cable

Timothy P. Neher, assistant loan officer, New England Bank of Boston, named regional operating manager, Continental Cablevision of Michigan, based in Lansing.

Franklin S. Leifer, technical director, Coaxial Communications, Sarasota, Fla., named manager, Fort Benning, Ga., cable system being constructed for Wometco Enterprises.

Gayna Miliate, marketing and customer services coordinator, CableData Inc., Sacramento, Calif., data processing supplier, named assistant to VP, marketing and customer services.

Paul Gilbert, labor relations counsel, Teleprompter Corp., New York, named to newly created post of director of industrial relations.

Equipment & Engineering

Bert Wolf, general manager, distributor sales division, Jerrold Electronics Corp., Horsham, Pa., named VP-general manager.

Paul L. Caffrey, Jr., senior systems engineer, Prodelin Inc., elected VP, to head central division, Bridgeview, Ill.

Floyd Weber Jr., director of video-tape service operations, Byron Motion Pictures, Washington, elected VP-engineering.

Allied Fields


Roy H. Anderson, VP, A. C. Nielsen Station Index, New York, appointed Eastern regional manager, agency and advertiser sales/service, Nielsen Station Index, New York.

Walter C. Miller, attorney, hearing division of FCC's Broadcast Bureau, Washington, named administrative law judge.

Sharon L. Pope, secretary to FCC Commissioner Robert E. Lee, Washington, named his confidential assistant.

Paul Rand Dixon, completing seven-year term on Federal Trade Commission, confirmed by Senate for second term.

Austin O. Furst Jr., chief operating officer, Computer Television Inc., pay-TV company in New York, adds title of president, replacing Paul Klein, who becomes chairman of board and will continue to serve company on advisory basis. J. Richard Munro, VP in charge of Time Inc.'s Video Group, New York, adds title of vice chairman/chief executive officer, Computer Television. Time Inc. is Computer Television's major stockholder.

Norman Wayman, in consumer electronics, named senior VP, Electronic Industries Association, Consumer Electronics Group, Washington. Eugene Kochs-
For the Record

As compiled by Broadcasting, Sept. 23 through Sept. 27 and based on filings, authorizations and other FCC actions.

Abbreviations: AJL—Administrative Law Judge, alt.—alternate, ant.—announced, ass.—antenna, aux.—auxiliary, CH.—critical hours, CP.—construction permit, D.—day, DA.—directed action, E.—effective date, ECL—equal&class, eff.—effective date, FSC—final summary, MEG—maximum effective radiation, MEGV—maximum effective Gaussian radiation, operation value, mhz.—megahertz, mod.—modification, N.—new facility, P.—permit, P.&O.—person in charge, SH.—specified hours, trans.—transmitter, TPO.—transmission power output, U.—unlimited hours, v.—volt, w.—watt, **—non-commercial.

New stations

TV application

- Los Angeles, Calif.—Reginald A. Fessenden Educational Fund seeks ch. 48 (606-680 mhz); ERP 9.4 kw vis., 2.4 kw air., HAAT 911 ft.; ant. height above ground 113 ft, P.O. address: 222 University Ave., Los Altos 95022. Estimated construction cost $49,700; first-year operating cost $52,300. Legal counsel Harker, Bader and Potter, Washington; consulting engineer Hatfield & Dawson, Principal: Cees McGowan, executive vice president. Ann. Sept. 23.

TV starts

- *KENV Portales, N.M.—Authorized program operation on ch. 66; ERP 100 kw vis. 20 kw air., HAAT 1300 ft.; ant. height above ground 1088 ft. Action Aug. 29.
- *KGGF Grand Forks, N.D.—Authorized program operation on VHF ch. 2 (546-630 mhz); ERP 100 kw vis. 20 kw air., HAAT 1300 ft.; ant. height above ground 1461 ft. Action Sept. 11.
- *KPSD-TV Eagle Butte, S.D.—Authorized program operation on VHF ch. 3 (210-216 mhz); ERP 316 kw vis. 52 kw air., HAAT 1710 ft.; ant. height above ground 1716 ft. Action Sept. 16.

TV license

- *WSLA Selma, Ala.—FCC granted application of Central Alabama Broadcasters, for license to cover construction of WSLA. Commission also reaffirmed its 1971 grant of CP and dismissed petition by WCOW Inc., licensee of WCTV-Montgomery, Ala., seeking reconsideration of that action. Commission said WCOW-TV’s charge that WSLA was guilty of misrepresentation or lack of candor was not supported by fact. Action Sept. 16.

AM applications

- *Dayton, Tenn.—Rhea County Broadcasting Co. seeks 1350 kHz, 5 kw, unlimited. P.O. address: Box 591, Crossville, Tenn. 38555. Estimated construction cost $31,550; first-year operating cost $22,300; revenue $60,000. Authorized—diversified, Principals: Millard V. Oakley (51%) and Edward M. Smith (49%). Oakley owns WSSDS/ fiat, and is president of WCSS(M) Crossville. Mr. Johnson is general manager and stockholder of WCSS. Ann. Sept. 19.

FM applications

- *Winona, Minn.—Winona State College seeks to amend application to change frequency from 88.5 to 89.5 mhz. Ann. Sept. 25.

FM actions

- *Milledgeville, Ga.—Georgia State College for Women. Broadcast Bureau granted 88.9 mhz, 10 kw HAAT 70 ft. P.O. address: North Clark Street, Milledgeville 31061. Estimated construction cost $5,812; first-year operating cost $2,000. Principal: Dr. J. W. Whitney Bunting, president. (BPED-1819).

Deaths

Van Patrick, 58, director of sports, Mutual Broadcasting System, owner of WSRF (AM) Fort Lauderdale, Fla., and voice of Notre Dame football, died Sept. 29 in South Bend, Ind., after cancer surgery earlier this year. He is survived by his wife, Evelyn, and one son.


Frank Kowenuc, 45, manager of United Artists Television in Canada, died in Toronto, Sept. 26, after drinking contaminated water. He is survived by his wife, Joy, and four children.

*Authorized program operation.

- WBOC Blackburg, Va.—Authorized program operation on 107.1 kHz, 5 kw DA. Action Sept. 17.

- WCSV, Ann Arbor, Mich.—Authorized program operation on 1110 kHz, 50 kw-AM. Action Sept. 21.

- WAKR, Akron, Ohio.—Authorized program operation on 1460 kHz, 5 kw-AM. Action Sept. 22.

- WJNO, Palm Beach, Fla.—Authorized program operation on 1490 kHz, 5 kw-AM. Action Sept. 22.

- WGGI, Scranton, Pa.—Authorized program operation on 1510 kHz, 5 kw-AM. Action Sept. 22.
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Facilities changes

TV actions

KYTV-FM-TV Fresno, Calif.—Broadcast Bureau granted CP to change studio location to 1810 Briarcliff Rd., Atlanta (BMCT-5747). Action Sept. 23.

WFAA-TV Dallas—Broadcast Bureau granted mod. of CP to change studio location to 1810 Briarcliff Rd., Atlanta (BMCT-5747). Action Sept. 23.

KWAB-AM Atlanta—Broadcast Bureau granted mod. of CP to change ERP to 490 kw (vis.), 49 kw (aur.); change type trans. and ant.; make changes in ant., structure; and height 156 ft. (BMPT-482). Action Sept. 20.

WCDC Adams, Mass.—Broadcast Bureau granted CP to change ERP to 316 kw (vis.); change type trans. and ant.; height 2090 ft. (BPCT-4758). Action Sept. 20.

WTWV Tupelo, Miss.—Broadcast Bureau granted CP to install all trans. (BPCT-4769). Action Sept. 20.

KIVA-TV Farmington, N.M.—Broadcast Bureau granted mod. of CP to change studio location to 1810 Briarcliff Rd., Atlanta (BMCT-5747). Action Sept. 20.

WMAE-TV Milwaukee—Broadcast Bureau granted mod. of CP to provide alternative transmission equipment (BPET-495). Action Sept. 20.

KAVU Victoria, Tex.—Broadcast Bureau granted CP to change studio location to 1810 Briarcliff Rd., Atlanta (BMCT-5747). Action Sept. 20.

AM applications

KLYZ Hamilton, Mont.—Seeks CP to change frequency to 1240 kHz, change hours of operation to unlimited with 250 W-N. Action Sept. 18.

WJRF Newark, N.J.—4340 Associates requests for permit operating authority of WJRF. Action Sept. 27.

AM actions

KAIR Tucson, Ariz.—Broadcast Bureau granted CP to make changes in ant., frequency to 700 ft. southeast of Tucson intersection of Grant Rd. and Orange Grove Rd.; make changes in ant., trans.; change program format; and make changes in ant., system; conditions (BMP-13850). Action Sept. 16.

KVAL Alisal, Ariz.—Broadcast Bureau granted CP to change station location to Thomas, Ariz. (BTC-3730). Action Sept. 20.

WKRK Waukegan, Ill.—Broadcast Bureau granted mod. of CP to change tower height to 325 ft. (BTC-7474). Action Sept. 20.

WHYT Nobleboro, Ind.—Broadcast Bureau granted CP to make changes in DA radiation pattern (BTC-7480). Action Sept. 20.


WBEN Qualcomm, Miss.—Broadcast Bureau granted CP to increase tower height to 325 ft. and side-tone eliminator (BTC-7480). Action Sept. 20.

XXL Portland, Ore.—Broadcast Bureau granted CP to change ant., and main studio location to 1200 12th Ave., Seattle (BTC-7474). Action Sept. 20.

WBBE St. Marys, Pa.—Broadcast Bureau granted CP to increase tower height to support FM antenna (BTC-7480). Action Sept. 20.

WDFW Springfield, Tenn.—Broadcast Bureau granted CP to increase tower height to support FM antenna (BTC-7474). Action Sept. 19.

WHLY Appleton, Wis.—Broadcast Bureau granted CP to change ERP to 316 kw (vis.) (BTC-7474). Action Sept. 19.

Brekkenridge, Colo.—Broadcast Bureau granted mod. of CP to increase tower height to support FM antenna (BTC-7474). Action Sept. 19.


WKKR West Lebanon, N.H.—Broadcast Bureau granted mod. of CP to make changes in ant., system; and make changes in ant., structure; conditions (BTC-7474). Action Sept. 20.

WDDC Quincy, Mass.—Broadcast Bureau granted mod. of CP to increase tower height to support FM antenna (BTC-7474). Action Sept. 19.
**Summary of broadcasting**

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

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* Special temporary authorization

**FM actions**

- **Enterprise, Ala.**—Broadcast Bureau granted license to WPRB Princeton, N.J. to increase ERP for FM station WPRI (BP-19773).

- **Jackson, W.Va.**—Broadcast Bureau granted CP to WMDH (BP-19785), Oct. 17.

- **Keokuk, Iowa (BP-19786).**—Broadcast Bureau granted CP to transform location of WFWX (BP-19777) from 15 to 90 miles northwest of Iowa City.

- **Vail, Colo.**—Broadcast Bureau granted CP (BP-19778) to WBIZ, Vail, Colo., to install new antenna system.

- **Prairieland Broadcasting Co. (BP-19779).**—Broadcast Bureau granted CP to install new antenna system for WJXT (BP-19780). 

**FM starts**

- **Santa Cruz, Calif.**—FM station KNTX (BP-19787) began broadcasting.

**In contest**

**Designated for hearing**

- **WTIX (AM) New Orleans, renewal proceeding:**
  - Station WYXK, New Orleans, is competing for renewal of its license. Hearing on the application to deny renewal of WTIX radio license was held by the Commission.

**Procedural rulings**

- **KTXL (TV) Sacramento, Calif., TV proceding:**
  - The Commission designated for hearing application to grant license for new station. Hearing will be held for license to KTXL.

**Fines**

- **KMLB (AM) Monroe, La.**—Commission issued $5,000 fine for unlicensed operation.

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**Broadcasting Oct 7 1974**

76e
Public Relations/Contacts is a regular feature of BROADCASTING, the newsweekly of broadcasting and allied arts, appearing the first issue of each month. If you mail releases or broadcast material to Stations, your advertisement belongs on this page.

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Free Prime-time Caliber Films
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**programming (cont'd)**

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For 15 minutes of exciting listening, call or write:

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**radio drama (cont'd)**

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**sales promotion**

**BILLING BOOSTER!**
Promote your market and promote your bank balance at the same time! Our $25 monthly promotion package contains customized jingles, promos, newspaper ad slicks, etc. Many stations average an additional $1000-1250 in monthly billings. ($5---our custom jingle packages start at $450, terms available.)

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**radio drama**

**FIBBER McGEE & MOLLY**
The Original Network Radio Series IS BACK ON THE AIR!
CHARLES MICHELSON, INC.
45 West 45th St., New York 10036 - (212) 7-0695
entires ofammertering and failure to make and record weekly field intensity measurements. Licencse corporation was completely abulated after six months.

- WSSB (AM) Durham, N.C.—Broadcast Bureau by letter to owner June 22, 1974, noted apparent liability for forfeiture of $300 for failing to have equipment performance measurements taken during the five-year period ending June 22, 1974.

- KWKJ-FM Beaumont, Tex.—Commission notifies Station Broadcasting Co., licensee of KWKJ-FM, that it incurred apparent liability of $1,000 for nonoperation of transmitter, by third-party action for civil violations of transmission of commission rules. On examination for proposed payment or to remove the earlier forfeiture for repeated violations of commission member's duties and logging rules was denied. Action Sept. 24.


- WNNT-AM-FM Wustum, Va.—Broadcast Bureau notifies Northern Neck and Tidewater Broadcasting Co. that it incurred apparent liability for forfeiture of $1,000 for operating stations with power in excess of authorized power during periods in October through December, 1973. Action Sept. 18.

Allocations

**Actions**

- FCC takes follow on actions on FM allocations:
  - El Cajon, Calif.—Commission denied petition by Andrew W. K. for reconsideration of its action upholding his permit with assignment to El Cajon. The Commission said that independent search by his staff revealed no other FM channel that could be assigned to El Cajon in compliance with required non-interference standard. Hearing Oct. 18, 1974, Action Sept. 19.
  - Georgia.—FCC amended FM table of assignments with assignment of class A channels to four complexes in eastern Georgia, subject to certain conditions, including a common community and deletion of channel. Commission said that the channel assignments were in the public interest. Hearing Sept. 20, 33, and 34. Credit (Aug. 14, 1974), Action Sept. 19.
  - RCA cable applications: RCA, WJCTV, and KEYV:
    - Gateway Cable Two, No. 239, Manchester, N.H. ( Cambroy, Part IV).
    - Gateway Cable Two, No. 259, Manchester, N.H. (Cambroy, Part IV).

**Certification actions**

- Normal, Oklahoma—FCC granted application of Norman Cable TV for certification of service to be provided by the station, certificate to be issued. Action Sept. 24.

**Other actions**

- Sandy, Utah—FCC granted application of Sandy City TV, request to substitute channel 57 for channel 24, unauthorized by the Commission. Action Sept. 24.

**Translators**

**Applications**

- State of Alaska: Seeks ch. 8 at Anchor Point (BPTV-1506). ch. 11 at Homer and Soldotna (BPTV-1506) and ch. 60 at Sterling Highway from Chugach National Forest. Commission granted applications to rebroadcasting KTVA Anchorage. Sept. 27.

- Radio Medina, Alturas and Likely, Calif.—Stations KJF, KJUL, KJLJ, and KJSP. Action Sept. 27.

- Circle, Tex. Boomer Co., Circle and Brockway, Missouri—Stations KBBN, KBBG, KBBG, and KBBG. Action Sept. 27.

- Rham Friendly Community Co., Rham, N.D.—Stations KLTV, KLTV, and KLTV. Action Sept. 27.

**Actions**

- W76AD Vero Beach and WB9AL Melbourne and Elko, Nev.—Broadcast Bureau authorization canceled and call letters were deleted from register. Action Sept. 27.

- WB9TQ Redwood Falls, Minn.—Broadcast Bureau granted CP for translator to change frequency from ch. 60 to ch. 60, change type of trans, and make changes. Hearing Aug. 8 to ch. 9; change call letters to W9AY (BPTV-3031). Action Sept. 11.

- WHEN—Brave Dam Creek Valley, Elk Mountain and Woodland, Ariz.—Commission granted CP for translator to change frequency from ch. 9 to ch. 9. Hearing Aug. 8 to ch. 9. Action Sept. 11.

- W12BA Salt Lake City, Utah—Broadcast Bureau granted CP for translator to change frequency from ch. 9 to ch. 9. Hearing Aug. 8 to ch. 9. Action Sept. 11.

- W3AAB Knottville, Tenn.—Broadcast Bureau granted CP for new translator on ch. 43, rebroadcasting WPX- TV, Ft. Lauderdale. Action Sept. 11.


**Certification actions**

- Normal, Oklahoma—FCC granted application of Norman Cable TV for certification of service to be provided by the station, certificate to be issued. Action Sept. 24.

**Other actions**

- Sandy, Utah—FCC granted application of Sandy City TV, request to substitute channel 57 for channel 24, unauthorized by the Commission. Action Sept. 24.
Help Wanted Management

5% of gross sales could be your income. Must have heavy sales management background and figures to prove it. Will need to build sales staff. Sales potential $75,000 in Miami-2 median market. Station No. 1. All replies confidential. Send resume, other important information to 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.

If you are a sales manager with a good shirt-sleeve sales background and some new ideas and the know-how to sell, take over established accounts and open new territory. Salary depends on your ability to sell. Contact Al Pillsbury, 1-219-356-1640.

Help Wanted Annunciators

Top rated 5 KW Southeastern Rocker in medium market is in need of a strong dynamic morning person, heavy personality with a must. Good opportunity for the right individual. Send resume and picture. Box K-17, BROADCASTING.

Alpharetta Country personality for rural Northeast modern C&W deejay. Excellent production a must. Take your last move. Box K-36, BROADCASTING.

Immediate opening for announcer/jock at Indiana AM/FM. First phone, early, and in Cahokia. Salary plus benefits. Send picture and resume. Box K-42, BROADCASTING.

Production Knowhow Fully automated, rocker, rapidly expanding market predicted to double in size in four years; number one since 1962; combi production engineer considered. Dan Libby, KKNN-AM-FM, Fochteloo, L.


Midwest University based public FM needs two announcer-producers for classical format. $5,3rd endowed, experience required. Send audition tape and resume to WCBU(FM), 1501 W. Bradley Ave., Peoria, IL 61625. Phone 309-682-5100.

Beginner with phone to train in television control room operation. Good working conditions and fringe benefits. Contact WJIL-AM/FM, 5520 N. Knox, Chicago, Ill. 60630.

Wanted experienced news oriented morning person with third endorsed for MOR full power FM. Tape and resume to Bob Davis, WDWH, 461 Millet, Hillsboro, Oregon.

Wanted experienced news announcer for night duty. Send tape, resume and photo to WMSJ, Silve, N.M. 87797.


Wanted, professional disc jockeys. Good voice, articulate, strong personality, $200.00-$320.00 per week. Equal opportunity employer. Send tape to Box 14414, Oklahoma City, Okla. 73114.

Top ad. Contemporary station, #1 in market needs deejay personnel. Send tape and resume to: Box 36, Green Bay, Wis. 54301.

Help Wanted Technical

Western firm seeks motivated technician/junior engineer capable in broadcast installations, phasing and audio system fabrication, solid state technology and programming. Some travel, Salary commensurate with ability. Provide resume with experience, references, salary requirements and recent photo first letter. Box J-275, BROADCASTING.

Chief Engineer for #1 AM & FM in competitive SE market. Excellent equipment. Contemporary background. Immediate opening. Salary open. Send resume, photo, and resume to: Box J-56, BROADCASTING.

Multi-station group seeks Chief Engineer knowledgeable in all phases, including five kilowatt, four tower, directional array, 100,000 watt stereo FM with SCA, complete microwave S1, satellite and automation systems. Top pay, excellent benefits, profit sharing plan. Group has ROB Incentives. Contact Bob Russell, General Manager, KEWI/KSWT, P.O. Box 4401, Topeka, Kans. 66604. Please send full resume and brief description of your goals.

Experienced first phone for transmitter and studio equipment and night shifts 50 kw AM DA-N, stereo, and automation. Some maintenance required. Career opportunity for right person. Send resume, references to: Ken Brown, chief engineer, radio station KFA5, 5010 Underwood Avenue, Omaha, Ne.

Help Wanted Program, Production, Others

Program director. Knowledge and experience in country music. Medium S/M. market. Send resume to Box J-39, BROADCASTING.

Program director & combo morning person for top rated contemporary operation. Part of aggressive group. Excellent benefits. Please send resume to: Byrte Cooke, G.M., WTAG, Box 600, Flint, Mich. 48501.
Help Wanted Programing, Production, Others Continued

Super hip country station needs exotic production/industrial communicator P.D. Outside the station is laid back, the marker is no hassle, and the community a terrific place to live. Contact WFCR, Ken Stevens, Hunts-ington, WV, 606-928-6244.

California State University, Long Beach is seeking a faculty member with a strong radio-TV journalism background. An advanced degree is preferred. The person should also be able to teach1 lecture courses in the department. CSULB is an equal opportunity/affirmative action employer. Send complete resume to: M. L. Stein, Chairman, Dept. of Journalism, Cal State University, Long Beach, CA 90840.

Situations Wanted Management
Manager/Sales Manager. Exceptional ability to get top billings out of limited commercial-beautiful music outlet and looking to expand market. Traffic and approach get billings up on limited commer-cials. Contact P.O. Box 5, BROADCASTING.


Major mkt. gen. mgr. with exceptional performance record in sales and expense control. Desires management position within a major broadcast corp. Box J-238, BROADCASTING.

F.M. G. M., 7 years broadcast experience, BBA, 30. Exceptional management ability. General sales man-ager with major broadcast corp. Top 10 market. "With Kool of with ready position now it's worth a letter to find out why. Box K-41, BROADCASTING.

Salesmanager—Station Manager, Age 43 with 20 years broadcasting experience, Top references. West or Midwest preferred, minimum 25 yrs., salary open. Box K-30, BROADCASTING.

An old Pro can make money for you. A modest salary with stock participation will make us both happy. 219-360-3862. P.O. Box 531, Le Peine, IN 46350.

22 Years in Radio, including 9 in TV, Experienced in programming, music, production, license renewal, sales, management, FM and AM. Top 25 market. MGR group station. Seeking place on management team. Offer maturity (39), strong MOR program ability, community involvement, stability, Top references. Midwest preferred. 419-893-7210.

Situations Wanted Announcers
Female First Phone announcer, Strong sports, news. East Coast, 8 AM-11PM. Evenings 12:07-5:57 or Box K-11, BROADCASTING.

First Phone Announcer, Nine years experience, in-cluding production, music directing, studio engi-neering, and sales. Will relocate. Box K-13, BROADCASTING.

Gerta Go! This personality jock in medium market can produce. Your audience needs you. Good man needs good people. Box K-20, BROADCASTING.

Highly Recommended Morning personality with super production seeks move. Nine years experience, de-pendable and easy-to-work-with pro. Medium or major New England markets preferred. Box K-47, BROADCASTING.

First Phone, will relocate medium market, 28, college graduate, 4 years experience, Ready, willing and able. Box K-45, BROADCASTING.


Looking for a stable station that will allow me to communicate with its audience. Young, dedicated, single; PD, 31, western. Prefer modern country. Box K-57, BROADCASTING.

Experienced Country Jock ready to move up to medium or major markets. Box K-60, BROADCASTING.

Eight year Pro wants chance to grow. Write Steve, 403 North Webster, Saginaw, MI. 48631.

First phone with major market engineering experi-ence. Western. 415-922-6648. Lee.

First phone, 23-year-old MOR dj looking for small-medium market. Commercial experience. Anxious to work and learn. Tape and resume on request. Steve Slin, 213-839-4796, 4365 Motor Ave, Culver City, CA.


Funnest man in 275 radio market now available to add personality and professionalism to your station. 3rd phone looking for top 40 or altoids in medium or major markets. I give 110%. Call Jim, 303-798-5185 mornings.


Big on creativity: Six years experience—all formats. Associates degree in radio production, first phone, former production consultant for station at major university. I know music, all styles and artists. Will relocate. Box K-24, BROADCASTING.

Heavy Roller, people aware 3rd phone, soul oriented DJ. Louis Hanley, Plagge, MD 20640. 301-453-2724/735-6709.

In the business 3 years looking for a good stable position, Pleased voice. Call Bill Smith, 61-246-6376.


Experienced MOR/County, Seeks air time with solid station. Managerial experience 2 yrs. Prefer western U.S. 815-932-8484.

Sports announcer with DJ and news experience, 4 years college training. First phone available. Box Q-5, BROADCASTING.

Situations Wanted Technical
DJ with great music mind. B.A., 3rd class. Will work anywhere. Rock-jazz. Excellent references, resume, pictures, tape, etc. Box Q-163, BROADCASTING.

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

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

Chief engineer, 5 yrs in AM directional FM stereo, automation, production. Relocation, preferably Illinois, Indiana, Ohio, Michigan, Wisconsin, Can handle light air shift. Box J-240, BROADCASTING.

Experienced AM, FM stereo, experienced chief for growing station, prefer South. Box K-39, BROADCASTING.

Operator-Engineer with first class license, contact Larry Scory, 408 East Altheda Drive, Altdale, CA 92801.

Transmitter, Audio, Automation, Send for resume, Ed Jurich, 25145 North mailing, Apt. 110, Milwaukee, WI 53214-3394.

Situations Wanted News
Professionally trained newscaster-writer. Young suc-cessful author not "looking for the moon", just a chance to prove my value to your station. Salary open and very negotiable. Box J-239, BROADCASTING.

Creative, experienced, political reporter in major state. Wants position with innovative station. Box J-264, BROADCASTING.

Aggressive young reporter. Major market experi-ence. Will relocate. Box K-25, BROADCASTING.

Help! I tried engineering. Now want to get back to doing what I know best. Broadcast professional, looking for a major-medium market News Director-Operations Manager spot. Box K-52, BROADCASTING.

Newserman seeks stable organization. Top flight de-velopment, production, writing, tape, reporter, radio, phone, degree, married. Box K-56, BROADCASTING.

Sportscaster: Medium market radio-TV sportscaster seeks opportunity to prove my value to your station. Excellent credentials. Box K-61, BROADCASTING.

WTMJ regrettably loses fine newspaperman, Andrea Rose. We recommend her highly. She's interested in news and sports, stations within 20 miles of Philadelphia. Interested? Call 215-671-1470.

Ohio, 7 yrs solid news background, BA English, Cliff Bachus, 602 Lakeine, Bradley Beach, NJ 07720. 201-998-8965.

Aggressive, competent, hardworking; 3 yrs radio, desires news with future. Excellent style, delivery, degree, relocate! Alan Rosenblum, 111 School St, Acton, MA 02220.

Sportscaster: PBP in all sports, journalistic ability, vast knowledge of sports. Willing to relocate. Con-tact: Jack Bein, 403 W. King, Owosso, MI 48867, phone 517-547-9550.

Experienced Sportscaster. All phases news gathering, writing, reporting. Interested in Philadelphia or suburb area. Call Andrea Rose, 215-671-1476.

Sportscaster with entertaining ability to bring the people to you. PBP experience in football, basketball, hockey, baseball. Vast, di-versified knowledge for talk shows, interview. Relocation to most any grad can relocate, available now. Contact: Peter Cobney, 36 Tanager Rd, Attleboro, MA 02703 or call 617-222-4795 immediately today!

Sports pro, award winning PBP, proven listener ratings result, contact: Write Scotts Pro, P.O. Box 2912, Rome, GA 30161 or call 1-404-232-0417.

Broadcasting Oct 7 1974 78
Experienced broadcasting experience. Should Wanted, meteorologist or weather person ready to engineer, Midwest medium market P.D., 10 years experience, to program top station in top 60 market, Results: Inquiries to Box J-243, BROADCASTING.

Communications graduate, B.S. in R-TV/cine- photo. Seeks a position, with potential. Two years experience, available now Gary Skardina, 8330 Haskell #2108, Sepulveda, CA 91343. 213-892-8964.

Help Wanted Technical

First phone technicians for switching and MC opera- tions. Apply to work hard and able to promote to director of engineering, KIVI, 1866 E. Chisholm Dr., Nampa, ID 83651.

Beginner with first phone to train in television con- trol room operation. Good working conditions and fringe benefits. Contact Program Director, WHBO-TV, Norfolk, VA 23508. Phone 804-489-4976.

TV Technician with First Class license for operation of transmission equipment. Experience and opportu- nity employer. Send resume Assistant Chief En- gineer, WKJS-TV, P.O. Box 17000, Jacksonville, FL 32216.

TV Engineer HFD, Conn. Strong video or videotape editing. No trainable, Best benefits. Contact Tom Doody, Conn. Public TV, 24 Summit St., Hartford, CT 06106. 203-276-5310.

Wanted Immediately in Midwest. Experienced techni- cian in operations and maintenance of video tape recorders, color cameras and systems. Experience as video tape editor essential. Salary commensurate with experience. Contact Bennie Green, Editor Inc., 1920 N. Lincoln, Chicago, IL 60614.

Help Wanted News

We need a great weathercaster to replace this mar- ket's top act. If you can compete in a top 15 market, send a complete resume and have your tape ready to send when requested. Metropolitan quali- fications may the difference. Box J-202, BROADCASTING.

Wanted, meteorologist or weather person for Mid- west medium-sized network affiliate. Prefer some broadcasting experience. Should have pleasant per- sonality and be able to relate weather to people and their activities. Send resume and salary require- ments. Box K-24, BROADCASTING. Live send your tape ready to send when requested. Experienced director to direct award-winning news and public affairs programs. Must know news, switch- ing and have strong leadership capabilities. Network affiliated Midwest market. Send full details and salary requirements. Box K-24, BROADCASTING.

Anchor. Midwest news oriented group operation needs working anchor. Experience preferred but will consider weekend anchor or radio news experience. Send all details first letter. Box K-33, BROADCASTING.

Help Wanted Production, Programming, Others

Midwest medium market P.D., 10 years experience, wants to program top station in top 60 market, Results: Inquiries to Box J-243, BROADCASTING.


Search for Midwest market. Seeks a position with Equal opportunity employer. Send resume, Assistant Chief En- gineer, WKJS-TV, P.O. Box 17000, Jacksonville, FL 32216.

Communications graduate, B.S. in R-TV/cine- photo. Seeks a position, with potential. Two years experience, available now Gary Skardina, 8330 Haskell #2108, Sepulveda, CA 91343. 213-892-8964.

Help Wanted Programming, Programming, Others

Wanted: Experienced television lighting person. Must know commercial and location work. Must have com- plete reels when requested. Box J-121, BROADCASTING.

Promotion Copywriter for New Orleans' "V," Experience necessary in writing and producing on-air and print advertising. Send resume, writing sample, to: Box J-218, BROADCASTING.

Commercial Production Director needed for small market, quality production station. Must be good on the board and at the tape machines and work well with clients. Top pay in the station. Equal opportunity employer, Send resume and salary requirements to Box K-8, BROADCASTING.

Wanted: Experienced Prod.-Dir. for ABC VHF high- end live. Send resume to Operations Manager, KIVI, 1866 E. Chisholm Dr., Nampa, ID 83651.

Film buyer/program director, TPS (Teleation Pro- gram Services) experiences in expensive bright, aggressive TV film buyer, Bob Weisberg, TPS (Teleation Program Services), 50 East 42nd Street, New York, NY 10017.


Situations Wanted Management

Corporate financial management with group. Seeking new challenge. Offer extensive experience corporate and station, financial, budgeting, cost control, acquisitions and accounting. Box J-166, BROADCASTING.

General Sales Manager. Ten years in group opera- tions as troubleshooter through top-view market rank. Exceptionally strong local record. Can train, motivate and deliver, your market's best sales force to a year's growth. His exceptional ability in turn-around situations or trouble-maker/tilation situations. Call the undersigned Bob Weisberg and the man I've trained Southwest preferred or West. Box J-237, BROADCASTING.

Dynamic sales manager seeks larger market opportu- nity. Two years as sales manager in this medium, 29, degree. Current income $28K. Box J-255, BROADCASTING.

General sales manager, 5 years experience in top 50 market, looking for energy or new challenge. Strong administrator with ability to motivate. Box J-257, BROADCASTING.

General Manager—Sales Manager—Program Director, etc., for large to medium market. Thoroughly experi- enced in running all aspects of station ownership, management, sales—management—sales (national, re- gional and local), programming, network, newscasting-announcing (CBS), promo- tion, community involvement. Outstanding credentials in high profile television. 15 years. Age 45. Degree, Have stabilized several medium markets and television 18+ stations. Two years here. Age 35. Degree. Have substantial management experience. Professional, organized, personable, results oriented leader. Box J-301, BROADCASTING.

Situations Wanted Technical

17 yrs. TV. Strong in design, maintenance, super- vision, etc. or top studio, B.S. in EE or family, looking to future. Box K-26, BROADCASTING.

Help Wanted Sales


Help Wanted News

1974 MSF from Columbia. Seeks job as reporter or writer. Experience major college radio news and sports. Prefer work in broadcast, but would consider others. Call Edward Schimmel, 212-538-4375, or write 1005 Jerome Ave., Bronx, NY 10452.
CABLE

Help Wanted Management

If you are a sales oriented problem solver with a recent undergraduate or graduate degree we would like to talk with you. Opportunity exists for sales with our position requiring a knowledge of the cable/communications industry, and ability to deal with top corporate executives and a limited amount of travel. Confidentially reply to Box K-2, BROADCASTING.

Executive search is an expanding field and our national known firm can offer an excellent opportunity to a mature, recent college graduate interested in our Cable/Communications/Industry. Position involves considerable contact with corporate officers both in soliciting new business “ openings” for qualified executives, establishing contacts, solicitation and closing transactions. This is an excellent opportunity for an aggressive young person who is self-sufficient and self-motivated.

Chief Secretary: Smackton Company, 5725 East River Road, Chicago, Ill. 60613.

Help Wanted Technical

Installers and Technicians wanted. Top pay and benefits, salary commensurate with experience. For interview, call Mr. Underwood 201-561-2288, or send resume to Plainfield CableVision, Inc., P.O. Box 1099, Plainfield, NJ 07060.

WANTED TO BUY EQUIPMENT


Wanted: B/W broadcast quality camera that can be rented for an all day rate. Camera is Edelcrill (ill) model 1990 53N, SMB Chicago, Ill. 60614.

Easta man, RCA, and Bell & Howell TV projectors wanted. Also Eastman model 25% and 40% Large size projectors and projectors for sale. Send for free list. Cineclutch, 506 ill St. NW., Atlanta, GA 30318.

Will buy a 10 watt transmitter or exciter, or a small board. Box 6011, Cityville, FL.

We need used 250, 50, 1 KW, 10 KW AM and FM transmitter. No Junk. Guarantee Radio Supply Corp., 1314 Urbandale St., Laredo, TX 78040.

FOR SALE EQUIPMENT

Used record library: 350 albums country, gospel, some rock. Over 1,000 45’s. KSUZ Radio, 55 Port Neches, TX. 75777-2177.


Matl. Immediate delivery from our inventory, recon- ditioned transmitter modules and transmitter links. Terms available. BEESCO, 8585 Shenandoah Freeway, Suite 924, Dallas, TX 75247. 214-630-3600.

Hella-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Texas Western Electric, Box 23672, Oakland, CA 94628.

Elegant, formica finished, cartridge storage systems. Dyna Engineering, Route 1, Box 51, Taos, NM 87571.


Offered for sale by State of Wisconsin Educational Communications Board, Dunn county, Wisconsin. 450 foot self-supporting steel tower and 3100 square foot building located 8 miles northwest of Eau Claire, WI. 45 kW Power. Two studios, appropriately zoned and located on highest elevation in the vicinity. The property is offered for sale by the State of Wis- consin. Terms advantageous, owned and operated since 1970 and with recent extensive improvements. Contact: Mr. James Johnson, 11510 County Road C, Dunn County, Wisconsin. Phone 715-882-4028, Tele: 715-882-4029.

For Sale Equipment Continued


Cartridge and reel to reel tape equipment (used): Cartridge driven playback in solid state and tube, mono and stereo. (Sporomatier, Tele- caster, SMG, others). Term availability. Send for free list. Facilitate, FM, 3501 East River Road, Chicago, Ill. 60613.


Like new TIM 400 Telestrator (animated-TV-graphics over unit). $1,000.00. Only item available, and never used except for test another system. Mr. Zaenelli, Scott-Engineering Sciences, Pompano Beach, FL 33062-4700.

Complete Monochrome broadcast mobile unit—2- TK50 cameras, zoom lens, 2-sync. gen., audio dis- play, console, etc. Price open. Must sacrifice. 312-738-1022.

INSTRUCTION

Broadcast Technician: Learn advanced electronics and earn your degree at the broadcast training brochure, Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

In Chicago, OMEGA Services has the best price for a First Class License, Day or evening. Guaranteed re- sults! OMEGA Services, 333 East Ontario, 312-649-0927.

Job opportunities and announcer—1st class FCC license training at Announcer Training Studios, 25W 48th St., N.Y.C., Licensed and V.A. benefits.


Chicago or Milwaukee, FCC license. Results guaran- teed. Veterans approved. Lowest prices available. Institute of Broadcast Arts, 75 East Wacker Drive, 312-236-8105 or 444-459-3090.

FCC license the right way, through understanding, at a price you can afford. Home study. catalog. Gencom Tech., 5480 Hollywood Blvd., CA 90028.


Need a 1st phone and practical training? The DMS intensive training course will provide you with both. Add to your income potential with your 1st phone and the capability to maintain station equipment. Don't delay. Test Q&A or send best courses. Our next class starts on November 4, 1974. For informa- tion call for Dave Martin School of Communica- tions, 2080 Hollywood Boulevard, Las Vegas, NV 89028, 213-642-3281.

COMEDY

Daylegs: New, sure-fire comedy 11,000 classified one-timers, $10. Catalog free! Edmund Orin, 2766 E. Washington Blvd., Los Angeles, Calif. 90021. Phone 714272-2727.


Topical One-Liners! Six new! Evel Knievel! 27 others! Samuel! Tiger Lyons, P.O. Box 644, Franklin Park, Ill. 60131.

Jack Sharts! Twice-monthly Modern, contemporary comedy for top deal or free-aire. Library. 5804-B Twinning, Dallas, TX 75227.

RADIO

Help Wanted Management

Outstanding general management opportunity with large group ownership. College graduate preferred, sales and program oriented, with knowledge of FCC procedures. Midwest location. Salary commensurate with ability. Apply: Box K-9, BROADCASTING.

General Manager wanted for top radio facility. New England medium market. Write in confidence to: Box K-18, BROADCASTING

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A man for all new TV seasons: CPT's Dave Gerber

It's a tough life in Hollywood—one that produces the town's own special characters. One of them is Dave Gerber, executive vice president for worldwide production of what used to be Screen Gems and is now Columbia Pictures Television. He will say, half-jokingly, in his fast and raspy trademark voice: "My father prepared me for Hollywood. He worked in a slaughterhouse." Brooklyn born and bred, and a veteran of over 20 years in the television business, he has survived well in the rough-and-tumble arena of programing.

He began training early for his present occupation. He first went West as a young man to the College of the Pacific, in Stockton, Calif. He went for two reasons: "football and Hollywood." As to the first reason, he was an end on Samuel J. Tilden high school in the Flatbush section of Brooklyn, and coaching at COP at the time was the late great, Alonzo Stagg. As to the second reason: "It was California. I always knew I was going to Hollywood, ever since I got my first taste of the movies at the Avenue D movie house."

College was good to Mr. Gerber. He refers to those times as his "student prince days." An all-around BMOC, he was on the football team, he was sports editor of the college newspaper with his own column and he had his own show on the campus radio station. He stayed on after graduation for two years as director of special events for the school's athletic department.

One of the people who had urged him to stay with COP was an executive with the Los Angeles office of BBDO who was also a trustee of the school. When it was time to enter the real world of business, he went with that ad agency, combining his earlier ambitions of football and Hollywood by serving as director of the Los Angeles Rams' radio and TV network and account executive for one of the team's broadcast sponsors, Burgermeister beer.

But even then he had his eyes set on TV program production. A television script he had written found its way through friends into the hands of a senior partner of the Famous Artists Corp., in Hollywood. This senior partner liked the script well enough, but he was more impressed with young Mr. Gerber and felt that he was just the man Famous Artists needed to get that talent agency into TV. Mr. Gerber was invited to join the firm. He did and spent most of his time packaging shows and giving Famous Artists "know-how about the advertising agency business."

The firm later transferred him to New York where he was later wooed to General Artists Corp. for a vice presidency and a $25,000 salary—"big money in those days," he says.

It was during his tenure at General Artists that he happened one day to be in the offices of 20th Century-Fox's Irwin Allen (producer of "The Poseidon Adventure"). On the office walls were color stills of the movie version of Jules Verne's "20,000 Leagues Under the Sea."

"And I said to myself," says Mr. Gerber, "that story belongs on TV." He made a co-production deal with Bill Self, then in charge of Fox TV, and sold the series to ABC. It ran for four years as Voyage to the Bottom of the Sea.

Meanwhile, Mr. Self, impressed with Mr. Gerber's abilities and feel for television, invited him to join Fox as sales manager. Mr. Gerber accepted, primarily, he says, because Fox was a producing studio and the job meant he would be back in Hollywood again. (He actually was only back in Hollywood half the year; the other half he spent in New York or "going back and forth like a shuttle.

The seven years he spent with Fox, where he became a senior vice president, were his "greatest years," he now says. He says it was a transitional period for Fox—a movie studio moving heavily into TV.

But after all that, he still had his yen for production. ("And," he adds, "I was tired of living in hotels.") So, in 1972, he established David Gerber Production as an independent production firm. And, in association with Columbia Pictures Television (then Screen Gems), his firm was responsible for four series currently running in prime time: Police Story (now in its second year), Police Woman and Barefoot, all on NBC, and Nakia, on ABC.

Altogether, Mr. Gerber says he has sold more than 50 shows to the networks in his career. Yet he feels like a dying breed: "You can't go in like [CPT President] John Mitchell and I used to, with a reel of film under your arm, and sell an advertiser and a network. TV has gotten too complex for that today."

It's not only TV program selling methods that have changed over the years. The programming itself has undergone sweeping changes since the fifties, he says. "You can talk about Playhouse 90 and all that," he says. "Certainly they had their impact in their days. I think, though, we have much more mature programing today. We get involved in much more provocative or adult material. I think we push back some of the shadows in our shows."

As to the form of future programing, he says there is no question that in years to come, 25% of original prime-time programing will be in the two-hour or mini-series format.

Dave Gerber wasn't always on such sure footing. Hollywood is, after all, a tough town.

In 1972, his independent firm had three series running on the networks—Nanny and the Professor, The Hope Lange Show and Cade's County.

But then, as he says, "Senator Pastore got very disturbed about violence and CBS had Mission: Impossible and Gunsmoke and about six other hours of violent-action shows." Cade's County was out; The Waltons was in in its place. ABC switched low-rated Nanny from its Friday night slot to Monday, where it died, and the Hope Lange Show was faltering and headed off the air.

The usually ebullient Mr. Gerber says he was "kind of down and talking to myself. Kind of rocky and disturbed."

But the call came from John Mitchell to hook up with CPT. "And I said to him, that Mr. Gerber, says, 'maybe you don't want me. I'm off the air for the first time in 15 years,' and he said, 'Are you stupid?'

He went with John Mitchell as an independent producer, still feeling down, but he was soon back in the Hollywood swing. "I got calls from agents and ad agencies and they laughed at me when I said I wasn't sure I had the touch any more. And then I realized it was a hell of a good business."
A breath of air

NBC has earned the gratitude of all broadcast journalists by refusing to submit to an FCC ruling that a documentary on private pension plans had violated the fairness doctrine. An appellate court reversal of the ruling (Broadcasting, Sept. 30) will probably make the practice of broadcast journalism a little easier for everyone.

Sad to say, however, the principle of federal surveillance of radio and television journalism is left undisturbed. Indeed the court explicitly disavowed consideration of the First Amendment issues raised by NBC. The court said it was enough to find that the FCC had misapplied the fairness doctrine.

Limited though the decision may be, it could dislodge the FCC's complaints and compliance staff from the national news director's chair it was beginning to occupy. The decision seems to say that the FCC is prohibited from second guessing just any editorial judgment, that the broadcast journalist must be left free to exercise reasonable discretion in the subjects chosen for coverage and the treatments they get.

But unless the bureaucratic urge to regulate is restrained by stronger language than has now come from the appellate court, the old case-by-case accretion of control will reassert itself. Broadcast journalists have recovered some of the independence that they have been denied. The independence that the Constitution would accord them can come only with elimination of the fairness doctrine and the law containing it.

The holdups on M Street

FCC approval of Storer's acquisition of KCST(TV) San Diego, announced last week, must have been one of the actions FCC Chairman Richard E. Wiley had in mind when he said the commission needed a new policy on licensee concessions to citizen groups (Broadcasting, Sept. 30). The Storer experience in San Diego illustrated the effects of present FCC policy at its onesided worst.

After contracting to buy the station, Storer was subjected to a series of escalating demands from minority groups and local feminists. At one point it reached what it thought was a settlement only to discover that seasoned "public interest" lawyers had taken charge and that the National Organization for Women had been persuaded to intercede. The settlement that was ultimately reached as a condition of NOW's withdrawal of a petition to deny the transfer gave NOW just about everything but the keys to the men's room.

Storer is only one in a growing company of transfer applicants that have acceded to ever more outrageous demands for withdrawals of petitions to deny. Capital Cities pioneered the big concession with its $1 million settlement with minorities to unplug its $110 million purchase of An- neberg properties several years ago. The same Citizens Communications Center that represented NOW in the Storer case negotiated the Capeties arrangement.

As matters now stand, no transfer applicant is in a position to withstand demands from any citizen group that can recruit a foundation-supported lawyer. While negotiations go on, sale contracts can expire, market conditions can change, sellers may find better deals. It's time the FCC took the gun out of the obstructionists' hands and gave reasonable protection to buyers.

Listener's choice

It used to be, as has been remarked on this page before, that FM was more a cult than a communications medium. The FM pioneers tended to be engineers more acutely tuned to the technical fidelity of FM transmission than to the realities of a market place that responded more to content than to signal quality. It was a long while before the realization dawned that FM was radio and was therefore in competition with AM for audience and advertising.

As a good many AM operators will now testify, FM competition is a contemporary fact of life. And indeed more and more operators of AM-FM combinations are turning loose the FM's to do their own and frequently profitable thing.

The agenda of this week's convention of the National Association of FM Broadcasters is another sign of the times. Most of the subjects to be discussed and workshops to be held could as well apply to AM as to FM. They will deal with the basics of radio operation.

All of this is another mark of the vitality of the U.S. radio system, which thrives by seeking out and satisfying a multitude of publics within the total population. FM and AM represent the art of communication at its pluralistic best.

Collision course

In a time of fading taboos, it was inevitable that experimentation in television themes would evoke adverse reactions. So far this season it has happened to NBC-TV's "Born Innocent," a film made for TV, and to an unaired episode of ABC-TV's Marcus Welby series.

"Born Innocent" was criticized for its depiction of a young girl's violation with a broomstick, by TV standards a graphic scene. Welby is the target of homosexuals who say that they are unfairly stereotyped in an episode on child molestation. In both cases most advertisers with pre purchased positions in the shows dropped out, to be replaced by others. Stations have variously handled clearances or dismissals. It is, in short, the system working as it should work.

As long as network program authorities avoid sensationalism, television may safely extend its range. Not all advertisers or affiliates may agree with decisions that the networks make. Nor should they. Networks must go on testing the boundaries at the omnipresent risk of going farther than some think they should.
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