Here's our super sackful for '74!
The City that Forgot about Christmas

NEW! The biggest, brightest half-hour animated family special ever:
(From those wonderful folks who bring you "Christmas Is" and "Easter Is.")

Superb performances by
Sebastian Cabot, Charles Nelson Reilly, Louis Nye,
and an encore from Grammy winner Jimmie Haskell.

No Program Charge, Three Saleable or PSA Minutes,
Proven Saleability, Mountains of Goodwill, The Great Popularity of Benji and Waldo, Top Quality Production Value.

And of course our yuletide classic, CHRISTMAS IS, can be yours too.
Bid now...one or both...they're going fast!

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There is a 1480 Series Waveform Monitor for every application and every television standard... and they all are exceptionally bright, bright enough to display VIT Signals in a well lighted facility. They all have exceptional amplitude measuring accuracy achieved by comparing your signal to an internal standard with 0.2% tolerance. They all include a variety of new features such as trace overlay, digital line selection, fast and slow DC restoration, and direct sync recognition or AFC operation.

To learn more about these new Tektronix waveform monitors call your Tektronix people now. They are prepared to demonstrate and deliver an exceptional waveform monitor.
Thanks, New York City, for making us #1 four weeks running!

Friday, 7:30-8 pm. Source: New York Nielsen Overnights.
Who's that messing around with my eggs?

A long while back there were huge, not-too-bright creatures who dominated the earth. Their size and lack of competition helped them rule the world for many millions of years.

It wasn't instant disaster that brought an end to those Dinosaurs, but a bunch of busy little fellows who hustled around destroying all the Dinosaur eggs they found. The Dinosaurs were so contemptuous of the ambitious newcomer Mammals that they tried to ignore them. They didn't even think too seriously to protect their nests. Suddenly, no eggs, nor baby Dinosaurs. And shortly, no Dinosaurs at all!

That history should tell us that getting to be big and old and having things our own way isn't good for you. And history does have a way of repeating itself.

The Dinosaurs in today's broadcast equipment business are also vulnerable to criticism for slowness and complacency. Their eggs are pretty much in one basket. Are they perhaps too big and old to notice you? Or us?

We want you to pay attention to us relative newcomers. Acquaint yourself with the quick, medium-size manufacturer who helps you personally with your equipment needs FAST. The company with the growing egg collection.

We're in the business of You.
Prospects on pay. As FCC prepares to hear some 100 participants in pay cable oral argument this week (see page 26), odds favor commission's relaxation of rules that were adopted to protect broadcasters against loss of programming to pay cable operators. However, despite massive lobbying effort on part of cable industry - commissioners say cable operators and their allies in motion-picture industry have outlobbied broadcasters 10 to 1 - fears of broadcasters and hopes of cable operators that commission will suspend pay cable rules for trial period, as National Cable Television Association has requested, seem unlikely to be realized. Even Commissioner Glen O. Robinson, who has made no secret of his distaste for rules, does not see that happening.

Some broadcast representatives are concerned, however, that commission might be persuaded to leave at two years length of time in which sports event would have to be off television before it could be picked up by pay cable. (Suggestion has been to extend period to five years, as in on-air pay television.) But some seem resigned to softening rules as they apply to movies, particularly old ones. At least one commissioner is said to have suggested amending rule that limits pay cable to showing of 10-year-old or older movies once each month to permit showing 8-year-old or older movies at rate of two per month.

Songs and dances. Current prime-time season has been first without musical-variety entry at NBC-TV, but network will resume musical habit with this week's announcement of two one-hour variety shows replacing *Siesta*, already announced for cancellation in 8-9 p.m. NYT Thursday position, and *Barn Free*, to be removed from 8-9 p.m. NYT Mondays.

Mac Davis Show, NBC's medium-rated summer program featuring country-pop singer, takes over for poorly faring *Siesta* series by mid-December. (Network will hang on to *Ironside*, immediately following, in hopes variety hour in Flip Wilson's old slot will perk up detective's ratings.) *Smothers Brothers Show* will bump *Barn Free* in January.

MDS delivery of pay TV. It's now possible to receive pay cable service without being connected to cable system - at least for residents of several apartment complexes in Queens, N.Y. Home Box Office Inc., which has started offering its pay programing in Manhattan (see page 29), is experimenting with Multipoint Distribution Service to relay pay features to selected locations across East River. MDS receiver dishes have been placed atop apartment buildings, and residents may purchase programing if they so choose. Idea appears to be catching on; HBO plans to expand test to Philadelphia market. It already uses MDS to relay its shows from that city to subscribers in Wilmington, Del.

Ford in some futures. Word is that President Ford will put his own appointees on independent agencies as vacancies occur. That could mean disappointment to FCC Commissioner Abbott Washburn, Republican appointed by President Nixon last May to term ending next June 30, with reappointment then expected for full seven-year term.

For next Democratic vacancy, son bearing famous FCC name is being mentioned: Wayne Coy Jr., whose late father was chairman 1947-52. Mr. Coy, 36, is now director of legal affairs for noncommercial WETA-FM-TV Washington and National Public Affairs Center for TV. Next Democratic term expiring is Glen O. Robinson's in 1976. There are those who think another Democratic seat may open if Ben Hooks resigns for bigger things to which he aspires. Mr. Hooks's term ends in 1979.

Getting ready. Worldvision Enterprises Inc. has reportedly acquired syndication rights to ABC-TV's hit series, *The Rookies*, and is already selling it for future date, which will depend on when series is canceled by network. Show, now in its third year on ABC, is doing stronger than ever in ratings, chalking up solid mid-30's in last two Nielsens.

Jurisdiction over cable. Question of whether FCC should pre-empt all cable television technical standards is due for consideration by commission today, and indications are that commission will take less than all-or-nothing position. Cable Television Bureau has drafted report and order that generally pre-empts field, asserting need to "bring into uniformity" myriad standards now being developed by various jurisdictions throughout country, but also providing for waivers where commission standards do not meet state or local conditions. Draft would encourage development of "well-supported alternative standards at local level."

Draft order, which would ultimately affect all systems, makes these points: Diverse standards cannot remain in force if they are inconsistent with "goals of uniformity and interconnectability." However, all systems operating under nonfederal standards, and all systems certified by commission before Jan. 1, 1975, would be grandfathered as to standards that do not adversely affect those stated goals. Systems neither certified nor in operation before Jan. 1, 1974, would require waiver if their application provides for alternative technical standards.

End run? FCC officials are concerned about states and localities imposing user taxes on cable television subscribers. They regard such taxes as device to circumvent FCC rule limiting franchise fees to maximum of 5%. But whether commission can do anything about it is proving to be sticky question. Florida Cable Television Association and system in Stockton, Calif., have petitioned FCC for declaratory ruling. FCC staff prepared analysis asserting that user taxes might violate spirit of FCC rule but that situation raises constitutional question of federal versus state powers. Staff suggested cable interests should seek court test or legislation.

But FCC was not satisfied, directed staff to address original question. Some consideration is being given to rulemaking or to request to Congress for legislation. But those actions would take time. And officials fear that while matter is still unresolved more user taxes would be initiated.

River view. National Cable Television Association, which has its annual convention sites lined up for next decade, is now contemplating changes. St. Louis, which with completion of new Gateway Center is attracting more conventions, is being eyed as future NCTA site. While nothing is final, probable year would be 1977, when NCTA is now scheduled to meet at Chicago's McCormick Place. Sites for 1975 gathering (New Orleans) and 1976 (Dallas) aren't being questioned.
FCC, getting ready to tackle prime-time access dilemma (again), has little stomach for repeal and full plate of compromise options; only Commissioner Robinson would take it back

FCC today moves into its third round of deliberations on prime-time access rule, with indications that commission is turning its back on repeal and is looking to some merging of rule as originally adopted and as modified last January.

Repeal is being urged only by Commissioner Glen O. Robinson, who argues that rule has failed in its stated aim of achieving diversity, and not for lack of time in which to prove itself (as argued by proponents) but because it is improperly designed. Besides making his own presentation, Commissioner Robinson distributed analysis of rule by his economic consultant, Dr. Robert Crandall, who contends that commission's adoption of rule grew out of failure to understand network economics involved ("Closed Circuit," Sept. 9). Chairman Richard E. Wiley has not changed his mind that rule was mistake. However, some officials say he is aware that majority of commission will not vote for repeal and that, in any event, court might take dim view of such action because of support expressed for rule by Justice Department and citizen groups. Court, in staying effective date of modified rule and remanding rule for further consideration, had expressly asked commission to obtain Justice's and citizen groups' comments.

Most of discussion in two meetings on subject last week indicated commissioners would attempt to salvage what they could from PTAR I, adopted in 1970, and PTAR II, adopted last January. Number of staffers, including members of general counsel's office, appeared to prefer PTAR I on ground it could be more easily defended. However, some commissioners are concerned about rule's apparent effect, in limiting networks to three hours of prime time, in reducing number of documentaries and public affairs programs they aired.

Chairman Wiley is said to have offered several suggestions, at least one of which would deal with that problem. It would provide for return to PTAR I but with permanent waiver for children's specials, public affairs and documentaries. These are categories for which waivers are provided in PTAR II.

Another of chairman's suggestions would modify PTAR II, which limits access period specifically to 7:30 to 8 p.m., six nights weekly, and eliminates it on Sunday. Suggestion is aimed at meeting objections of syndicators that say they are blocked from selling one-hour shows and networks that say they lack time for specials.

Chairman is said to have made it clear he was attempting only to focus debate; he was not committing himself to either suggestion.

Meanwhile, staff has prepared four options. One would provide for return to original rule but would permit stations to fill up to one hour weekly with offnetwork material and allow networks extra half hour seven times each quarter if first extra half hour is devoted to children's special. Another option would limit networks to three hours nightly for only six nights; seventh (not necessarily specified) could be devoted to any kind of programming stations chose or, alternatively, limited to children's specials, documentaries or public affairs.

Third option would involve retention of PTAR II but without link to specific access time period. It would also permit stations to combine two half-hour segments into one hour on one night of week.

Final option would virtually repeal rule. Only requirement stations would face would be to clear three prime-time half-hours each week of network, offnetwork or feature-film material.
Enter Stage Two of the U-Matic Revolution... Teleproduction!

The Sony U-Matic Videocassette System revolutionized people's thinking about many uses of television. Distribution and playback of videotape became easy, economical, reliable.

And now, another Sony breakthrough. The Sony VO-2850 U-Matic mastering recorder and editor that will change traditional thinking about teleproduction. A mastering and editing machine that is superior in performance to any existing 1" high-quality reel-to-reel unit.

Precise Electronic Editing.
Achieved through the use of a vertical blanking switcher plus capstan servo system with V-lock coupled to rotary erase heads.

Tape to Tape Editing.
Accomplished by combining two VO-2850 units and the RM-400 automatic editing control unit. This combination provides search (slow speed playback), pause (precise frame location) and automatic tape back spacing for glitch-free edits.

Lower Cost.
The VO-2850 costs substantially less than comparable 1" equipment and affords the continued economy of using ¾" tape.

The VO-2850 can also edit your field-recorded cassettes made on the VO-3800 portable U-Matic recorder. Your finished master is ready for duplication and can be played back on any U-Matic unit. And, in addition, you've saved a generation by working within one format.

Evidence of how significant this new development is can be found in the broadcast industry, which has already begun to change its traditional methods of mastering and editing (for electronic news-gathering) to include the VO-2850.

Hard to believe? We'll prove it. Write today on your letterhead and we'll arrange a demonstration. Once the VO-2850 is in your studio, you'll never let it out.

The address is:
Sony Corporation of America
Video Products Dept. BRM-104D201
9 West 57th Street
New York, New York 10019

Sony. The proven one!
Mail count. Box score of congressional support or opposition for relaxing antishipping rules in advance of oral arguments this week stands at 17-7 in favor of pay cable. That's according to letters written by congressmen to FCC. Before last week, FCC had received only one letter backing broadcasters, from Representative Barbara Jordan (D-Tex.). But with a little lobbying by National Association of Broadcasters, which was worried about record showing lopsided letter campaign in pay cable's favor, six more pro-broadcaster letters were mailed. Six were: Senators George McGovern (D-S.D.), Walter Mondale (D-Minn.), Carl Curtis (R-Nebr.), J. Bennett Johnston (D-La.), and Representatives John Dingell (D-Mich.) and Richardson Preyer (D-N.C.). Congressmen writing to support relaxing rule (largely in response to lobbying by National Cable Television Association), not previously reported (Broadcasting, Oct. 14), include Senator John McClellan (D-Ark.), Representative Burt Talcott (R-Calif.), Robert McClory (R-III.), Paul Rogers (D-Fia.), Robert Stephens (D-Ga.), Barry Goldwater Jr. (R-Calif.), W.S. Stuckey (D-Ga.).

Quello for lottery ads, against equal-time law
FCC Commissioner James H. Quello is emerging as strong critic of federal law prohibiting advertising of state-run lotteries. "Such laws are outdated and do not reflect the social, moral or political thinking of today," he said in speech to Detroit Adcraft Club last Friday. Week earlier, in Lansing, Mich., news conference, commissioner had come out in favor of radio-TV advertising of such lotteries.

Last week, he noted that Michigan voters had approved state-run lottery in referendum, and added, "in my mind, that makes it legal, and should make it legal for advertising too." However, as he observed, Department of Justice is unwilling to support change in law barring broadcast advertising of lotteries until question of legality of state lotteries themselves is settled. Commissioner expressed hope Supreme Court will settle that question quickly.

Mr. Quello also put himself on record in opposition to equal-time law. He said that it is unreasonable, that he can see no reason why fringe candidates "who barely qualify for the ballot" should receive time equal to that of major party candidates. "Ours is basically a two-party system, and I believe the commission's rules should reflect that fact."

Ford says no to FOI
President Ford has vetoed freedom of information bill, calling it "unconstitutional and unworkable." He said provision enabling courts to declassify secret documents would undermine national security because courts do not have sufficient expertise in areas of military intelligence and diplomatic relations. He said he would prefer softer provision allowing court review but requiring courts to uphold classification "if there is reasonable basis to support it." That provision and one shortening time agencies have to comply with information requests would place excessive burden on agencies, he said.

Congress will attempt to override veto after election recess and observers are confident it will succeed. Bill is designed to shore up 1966 Freedom of Information Act to make access to government files easier and less costly.

Veto drew fire from Radio Television News Directors Association, "particularly as it comes from an administration that has talked of open government," according to RTNDA spokesman. RTNDA recognized President's reasons for veto, "but we don't think they're of such magnitude as to justify a veto," spokesman said. He said congressional conference report on bill answers many of President's questions, saying, for example, that in reviewing classified documents, courts shall give great weight to government rationale for withholding.

Wiley voices concern over 'national tragedy' exemplified by wave of petitions to deny

"The time and money - the inordinate time and money - being spent today on petitions to deny and other station challenges is nothing less than a national tragedy. It represents . . . a failure by someone to come to grips with the kind of broadcast system we have in this country and the kind of service it should provide."

FCC Chairman Richard E. Wiley made that comment Thursday in speech to Joint meeting of Ohio and Indiana broadcasters associations, in Cincinnati. He was discussing matter about which he has expressed concern in past - need on part of FCC to clarify its license renewal policy. And costs to which he referred were those of everyone involved, including broadcasters who must defend themselves against petitions. He said last week he doubted whether anyone - inside commission or outside - "could state with precision" basis on which commission makes required public interest finding to renew licenses.

Chairman said his aim is not to insulate broadcasters from challenges or to inhibit "legitimate citizen activity," but to establish situation "in which the criteria on which a renewal will be judged by the FCC can be made known in order, ultimately, that the resources now expended in litigation can be employed more directly, more expeditiously and . . . more constructively in developing a better and more responsive broadcast service . . ."

Mr. Wiley said later he has no specific proposals in mind. Job of clarifying renewal procedures, he said, could not begin until Congress completes action on pending license renewal legislation and submits accompanying report. However, commission is known to be planning guidelines for delegating authority to staff in renewal matters. Guidelines would let staff - as well as broadcasters - know what kind of service will require commission to scrutinize renewal application closely, what kind will assure prompt action (Broadcasting, Sept. 16).

Humphrey on record for rural cable
Senator Hubert Humphrey (D-Minn.) recommended to Senate last week that government become involved in extending cable television to reach poor people in urban and rural areas. He suggested that cable franchisers be required to extend service to all elements within franchise areas, perhaps with financial help from government, "to avoid the emergence of a class of citizens cut off from what would well become the information mainstream of the future." He also suggested that state and federal money might be used to fund health information and educational services on cable channels.

Senator's comments on cable were part of larger address on draft of President's report on national growth, which administration is required to file with Congress every two years. Senator said draft, which has not yet been made public, "makes no mention" of how telecommunications can contribute to national growth policy - but should.

"It is not too soon to make telecommunications policy a major component of national growth policy," Senator Humphrey said. "On the other hand, after vast investments have been made in broadband and other telecommunications systems, and after institutional relationships have become fixed, it could then be too late to use telecommunications as an effective instrument of national development policy."
Geller hasn’t yet run dry on ideas for FCC

Henry Geller, former FCC general counsel, has suggested means by which commission could, he says, simplify and speed up its process for writing, winning from among competing applicants for AM, FM or TV frequencies. Commission would first delineate preferred applicants on basis of two criteria – diversification of control of mass media and integration of ownership and management – and then if two or more applicants emerge in top category, commission would choose winner by lot. Applicant would still be free to file petition attempting to raise questions about his opponent, or seeking to persuade commission that his own application merits “plus.” But process he is suggesting, Mr. Geller says, would end years-long hearing cases.

Suggestion, in form of petition for issuance of notice of inquiry and proposed rulemaking, was one of three pleadings Mr. Geller filed with FCC on Friday. Second was petition seeking revisions of commission procedures, with view to insuring “both greater fairness and the appearance of fairness in commission proceedings.” One change would open to public special commission meetings dealing with informal rulemaking matters. Others would extend existing ex parte rules to contested cable TV adjudicatory proceedings, require commissioners and top staff members to maintain public log of all outside contacts dealing with pending matters, and involve adoption of special procedures to avoid undue delay in informal proceedings.

Third pleading seeks policy statement notice of proposed rulemaking looking to outlawing of broadcast presentations in which prizes are awarded to members of audience not on basis of skill “but solely on the basis of having to listen to the station.” Presentations in which listener-caller must, for instance, identify amount of jackpot that increases with each unsuccessful call, Mr. Geller says, are inconsistent with public interest. Station involved in such practice, Mr. Geller says, “is simply attempting to purchase its audience.”

Mr. Geller is now associated with Rand Corp. However, pleadings have been filed in his name, not with Rand’s or any other organization.  

In Brief

Shuffling. CBS-TV said last week that Tony Orlando and Dawn, previously announced replacement for canceled Sons and Daughters Wednesday, 8-9 p.m. (NYT), will debut Dec. 4. Sons and Daughters final telecast will be Nov. 6, and succeeding three weeks will be filled by: The Sandy Duncan Show (Nov. 13), musical-variety special; another musical hour, The Osmond Special (Nov. 20), and repeat of The Thanksgiving Treasure, drama originally aired in November 1973.

Doubling up. Network daytime TV will get its first hour-long soap opera when NBC expands its high-rated Another World from 30 to 60 minutes beginning Jan. 6. Network sources say NBC’s strategy is to bridge CBS’s most popular quiz show, Match Game, at 3:30 p.m. (Another World will run from 3 to 4 p.m. every day.) Same sources say NBC hasn’t decided yet which half-hour it will cancel to make room for expanded World.

Proxmire cites Robinson. Senator William Proxmire (D-Wis.), in continuing attack on fairness doctrine in Congressional Record, last week used words of FCC Commissioner Glen O. Robinson. Senator quoted from 1967 article in Minnesota Law Review, written by Mr. Robinson while law professor at University of Minnesota. Article editorializes against fairness doctrine and, according to Mr. Proxmire, Mr. Robinson still agrees with what he wrote.

First step. National Cable Television Association President

Hidden bonus? Prospect arose late last week that campaign reform act signed last Tuesday by President Ford (see page 46) may have repealed Communications Act provision empowering FCC to revoke license for willful or repeated denial of broad broadcast access to political candidates. Communications Act amendment came from Federal Election Campaign Act of 1971 which was in part repealed by act signed last week. Some lawyers, studying new act last Friday, gave opinion that it repealed section of 1971 act containing access amendment of Communications Act. At press time matter was not fully resolved.

David Foster’s request for long term contract was discussed behind closed doors for first time last Thursday. Angered by wide press exposure of confidential letter Mr. Foster wrote to board last month (Broadcasting, Sept. 23), committee decreed negotiations be kept in utmost secrecy.

Other (FM) shoe drops. Sale of WBLS(FM) New York by Harry Novik interests to owners of WLIR(AM) New York for $1.35 million was formally completed last week. It had been approved by FCC but seemed endangered when National Black Network, New York, withdrew from plan to acquire substantial interest in black-owned Inner City Broadcasting Co., licensee of WLIR and buyer of WBLS (Broadcasting, Aug. 12), Pepe Sutton, VP and chief executive of Inner City, said Thursday (Oct. 17) that substitute financing was arranged with banks without giving any equity to outsiders.

Forfeitures. WWJ-TV Detroit and WDIX(AM) Orangeburg, S.C., have been fined $35,000 and $2,000, respectively, by FCC for failures to log program-length commercials.

Almost executive director. FCC on Friday was close to making decision on successor to John M. Torbet, whose resignation as executive director is effective today (Oct. 21). Successor is expected to be Richard Donald (Don) Lichtwardt, now management assistant to Field Operations Bureau chief, C. Phyll Horne. Mr. Lichtwardt, retired Air Force lieutenant colonel, joined commission in October 1972 as analyst in financial management division.

Late Fates. Robert B. Rush, director of national sales, NBC Radio network, New York, promoted to VP in charge of sales. He succeeds Nicholas Gordon, who resigned to become consultant in radio and TV broadcasting and marketing. Mr. Rush joined NBC Radio network sales department in Chicago in 1965, was named manager, Central sales, Chicago, in 1969 and director of national sales in September 1973. . . Robert T. Howard, president of NBC-TV; D. Thomas Miller, president of CBS TV stations division, and Walter A. Schwartz, president of ABC Television division, to receive honorary degrees of Doctor of Humane Letters from St. John’s University, Jamaica, N.Y., at special convocation Oct. 30 honoring achievements in business, broadcasting and community. Frederick J. Schuhmann, ABC VP, will receive President’s Medal for distinguished service to university . . . Alvin Snyder, broadcast specialist at White House since September 1969, will join United States Information Agency’s motion picture and television service Nov. 4. In new $35,000 job he’ll report to Robert S. Scott, assistant USIA director. Mr. Snyder was formerly executive news producer for WCBS-TV New York . . . Lorne Martin Valley, 40, one-time legal assistant to late FCC Commissioner Frieda B. Hennock, and later in communications law practice in Washington, died Oct. 17 after fall at summer home in Bethany Beach, Del. At time of her death she was counsel of Commerce Department’s Economic Development Administration. For earlier report see “Fates & Fortunes,” page 53.
“FEW THINGS ARE IMPOSSIBLE TO DILIGENCE AND SKILL.”

Samuel Johnson/1695-1772

Only a master stone carver could extract this magnificent Corinthian capital from a block of Indiana limestone. His craft demands skill and experience, seasoned judgment and total understanding of his tools and materials.

In its own fashion, television makes much the same demands of broadcasters; there is no quick and easy way to create quality.

The Corinthian Stations are committed to programming of substance and style, and we are proud that for 20 years our viewers have looked to us for quality television service.

Stone carver at work in the Woolery Stone Company of Bloomington, Indiana. Ten of these exquisite Corinthian capitals are being carved to be placed atop the massive columns of the new portico designed by noted architect I.M. Pei for the First Church of Christ, Scientist, in Boston. The limestone block from which a capital is carved weighs over 30 tons. After 400 hours of rough cutting and 500 hours of carving, each completed capital weighs just under nine tons.
Advertising for love; advertising for money

There is no room today for such indulgences as the personal styles and individual creative philosophies that we used to applaud years ago.

Today, the brilliant Howard Gossage series on Irish whiskey, which was a copywriter's lodestar in the 50's, would be a dud. Today, headlines such as "The Man in the Hathaway Shirt" would simply be dismissed as "slow." Today, Cole Porter couldn't get work.

Because this is the "bottom line" era. And you need to get consumers to do something, not just think fondly of you. After all, people don't watch advertising. They watch what interests them. And they don't have time to be interested in your product. They only have time if you tell them what your product can do for them.

Economically, the 70's dawned in tough times. But those forces which had been growing in our profession were at their most formidable. The measurement techniques were now not theory, but practical realities. Viable, buyable services existed that before were only experimental. And the creative people who had survived, were clearly the best. Professionally and economically, advertising was at its peak.

But what is the profile of this bottom-line era? Just look around.

Item: In law, the newest kind of legislation is "no-fault," because it doesn't bother with arguing right or wrong, but gets right to the heart of the matter—settlement.

Item: In government, we've had a national disgrace, and voices are heard in the land saying, "The harm's been done; let's get it on."

We're a very impatient society. We talked about the bottom line, the net-net and the net-net-net.

If you go to the great movie palaces and look up, you'll see what represents the last architectural craftsmanship of its kind in America. But so what? People don't go to the movies for art; they go for murder. In the bottom-line society, there are few credits for esoterica.

Dennis Altman, senior vice president and director of Marschalk Co., New York, has been with the agency since 1972. Previously, he had been vice president of Tinker, Bratridge & Sosfor Inc., New York, and as senior VP and creative director at Wade Advertising, Chicago. Mr. Altman is associate creative director at Marschalk, one of the Interpublic Group of Companies, and heads the creative team on Tab, Fresca, Sprite and Mr. Pipp.

During the so-called creative era of the 60's, you were great if you just had taste. And taste had its rules. Advertising wasn't supposed to look like advertising in those days, so there were plenty of no-no's.

The tasteful commercial could have no kitchen, no dinner table, no supermarket, no women comparing homemaking ideas. A book of no supers. And nobody looked directly at the camera, lest he appear too mercantile.

But today, the rules of taste have changed with shifts in the culture brought about by television itself. Today, we are told that the highest test scores for memorability, comprehension and persuasion are made by commercials with eye-contact spokespeople, talking to the camera; tight, lip-smacking appetite appeals; demonstrations and comparisons; mnemonic devices; direct appeals to mothers as purchasing agents for households; appropriately used celebrities.

Today, good taste is more than being reserved. Because today, it's not enough to stand apart. You also have to stand up. And that means you have to talk up. And to do that, these days, you have to be relevant and material.

Unfortunately some of the so-called all-time classics don't stand up very well in the bottom-line era. Here are some—the "Bottom-Line Hall of Bombs"—that don't:

* The Alka-Seltzer "stomach" commercial. This spot was about the size of stomach, not about relief. It was dawning in its day, but would be judged as too frilly and off-target today. Also, the line "no matter what shape your stomach is in" would probably be illegal today.

* Hertz "driver's seat" series. A nice trick that put Hertz on the map, but in today's climate it would be a nice trick—period.

* The man in the Hathaway shirt. This was hailed as a classic, but like all those other discursive essays that were written with British accents, it would bomb today. People shopping for shirts want shirts, not myths.

On the other hand, there are some campaigns, immune to changes in style and times, that do very well in this climate:

* Volkswagen. Ads like "lemon" and "think small" are all-time greats, because they go right to the bottom line. They tell the consumer what he's getting, and why he should want it.

* Pillsbury Dough Boy series. Every one of these commercials shows you what you get, how to bake it up and finishes with a delicious result shot. Hard to beat.

* Tab-1, water-0." It goes without saying that the bottom line in the diet business is zero calories with great taste. This campaign puts Tab within one calorie of nature's ultimate drink. There's just no room left for the competition.

But don't get me wrong. When I go home, I read e. e. cummings and listen to Cole Porter.

But that's for love, not money.
is proud to announce effective immediately
Representation of

KERE RADIO 71 DENVER
KITY STEREO 92 SAN ANTONIO
KONO RADIO 860 SAN ANTONIO
WAME RADIO 1480 CHARLOTTE

Mission Broadcasting
The same perfectionist attitude that's in our most expensive microphones sets the pace for all AKG mikes. Some of them are so unique they're patented. Like the special AKG "two-way" dynamic microphones. They combine two microphone elements in one housing. You get improved highs and lows without the "booming" proximity effect. And virtually no feedback.

Another is the C-451 condenser microphone system. It is the only interchangeable component microphone system in the world. You can attach six different microphone modules for different recording functions on one compact preamplifier. You save on costs. You get versatility and high performance.

AKG even makes a condenser microphone—the C-24.

This single microphone can record an entire symphony orchestra in stereo.

Rock mikes? We have a range and variety that every artist will find palatable. Home recording, P.A., country and folk music, special purposes—there's even an AKG guitar pickup... and they all capture the exact sound any given situation generates.

Expect a lot from AKG microphones. They have the family reputation to live up to. See your professional equipment supplier. Or write to us directly for details.

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Distributed by NORTH AMERICAN PHILIPS CORPORATION
100 East 42 St., New York, N.Y., 10017

Between $50 and $1,295
AKG has everything for pop, rock and Bach.
This week

Oct. 19-20—Milled, 50th biannual international film, TV film and Documentary Market for film buyers and sellers. Largo Domodossola 1, 20145 Milan, Italy.


Oct. 23-26—Second oral argument at FCC on proposed revisions to pay cable and rate-regulating rule. Washington.


Oct. 28-31—Institute of Electrical and Electronics Engineers annual northeast electronics research and engineering meeting. John B. Hynes Veterans Auditorium, Boston.


November

Nov. 1—Society of Broadcast Engineers, Pittsburgh chapter, "mini-vention." Mariott Inn, Parkway West, Greensite, Pa.


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


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

Nov. 2—Radio茜s Television Fall Convention. Fairmont hotel, Baltimore.

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

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

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

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

Nov. 4-8—International P.T.F. Corp. film and TV festival of New York. Americana hotel, New York.


Nov. 8-13—Educational Foundation, American Women in Radio and Television board of trustees meeting. Houston Oaks hotel, Houston.

Nov. 8-14—Chicago Film Festival, 10th anniversary. Hyatt Regency hotel, Chicago.

Nov. 10-13—Society of Motion Picture & Television Engineers technical conference and equipment exhibit. Four Seasons Sheraton hotel, Toronto.


Major meeting dates in 1974-75


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

Nov. 18-21—National Association of Broadcasters fall conference. Sands hotel, Las Vegas.


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


Why we’re asking grown-ups to watch kids’ programs.

Why? Because we’ve had it with hearing people say things like, “Children’s television is turning our kids into a race of Zombies.” And because it just isn’t so.

The truth is, most of the people who criticize children’s programming simply haven’t watched it.

They haven’t watched programs like “Bridge of Adam Rush” or “My Dad Lives in a Downtown Hotel” or “Rookie of The Year” or “Santiago’s Ark” on the ABC After-school Specials, which have won fifteen separate awards.

They haven’t watched “Schoolhouse Rock”—three-minute learning experiences in mathematics, grammar and American History that are presented 364 times a season.

They haven’t watched “Make A Wish,” a magic words-and-music expedition into the land of language and beauty.

They haven’t even taken the time to watch the much-maligned animated shows, in which they would find much humor, a great deal of enlightenment, and no violence at all.

They haven’t watched prime-time family programs like “The Undersea World of Jacques Cousteau” or “Primal Man” or “The American Heritage Series.”

We think it’s a shame.

Not just because they’re missing some awfully good shows (even if they are labeled “children’s television”) but also because, if they have children themselves, they really ought to inform themselves about what they’re watching.

But oddly enough, even though people complain loudly about children’s television, they really don’t do much about it. They don’t usually make any personal choice about what their kids should see, as they do with movies. And they don’t often set a limit to how much, as they do with candy and soda and chocolate cake.

But worst of all, they don’t bother to inform themselves about what
is actually being beamed at children over the airwaves.

And that is why we’re holding Open House Week for Children’s Television.

During the week of October 19-26 we’re running a heavy schedule of newspaper ads, magazine ads, and on-air promos to grab parents and sit them down in front of their television sets with their kids. We want them to watch the shows their kids watch—our shows and everybody else’s.

And what’s on the tube that week will be the same as we broadcast 52 weeks a year. We think parents are going to be pleasantly surprised at what we program for their children week in and week out.

But just to make sure, we’re asking parents to write in and grade us on our performance. (We’ll let you know how we made out.)

We’d like to make just one more point. We’re proud of what we program for your children and grandchildren. We believe that there is nothing in our children’s programming that will harm a child—and a great deal that will do him good.

But that does not mean that we believe any child should spend half his waking hours perched in front of a TV set.

For instance, we program five hours of entertainment for children on Saturday morning. Because that’s when the overwhelming majority of viewers are children.

But no child should spend five full hours every single Saturday watching television. There are other things in life, like playing ball, sliding down hills on sleds, reading, and just plain hacking around.

That’s why we program our ABC Saturday morning so that different time periods will appeal to different age groups.

And that’s where the parents come in.

We’d like to quote from a brochure that was written by Eda LeShan, authority on children’s television and hostess of the award-winning PBS program, “How Do Your Children Grow?”

“I am still partial to the parent who has the guts, the fortitude, the deeper sense of duty, to come in from the kitchen or climb out of that easy chair, walk with courage and determination over to the television set, and with a twist of the wrist turn it off. When was the last time you said, ‘I am your mother,’—or ‘This is Daddy talking’—‘and I say that’s enough for today.’”

We’re providing the best material for children to watch that we know how to. And we’re constantly working to improve it.

After all, we have children too.
What do Xerox and Coke have in common?

A great name.
But that's only part of the answer.
In both cases, those great names are also great trademarks.
And great trademarks are as valuable to you as they are to the companies that own them.
That's because they ensure that when you ask for something, you get what you ask for.
The Xerox trademark identifies a range of products.

So it should always be followed by the name of the one to which it refers—"Xerox copier," "Xerox computer" or "Xerox textbook."
Whether you want a certain soft drink or a certain copier, you want to be sure that what you get is the real thing.

XEROX
vision board of directors meeting, Continental Plaza hotel, Chicago.

Nov. 17-18—Television Bureau of Advertising 20th annual membership meeting, Century Plaza hotel, Los Angeles.


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

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

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

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

December

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


Dec. 3-8—10th Hollywood Festival of World Television, Los Angeles World Trade Center. Entries invited. P.O. Box 2430, Hollywood 90231.

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


January 1975

Jan. 5-8—Winter Consumer Electronics Show, Conrad Hilton hotel, Chicago.

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


February 1975

Feb. 4-6—South Carolina Broadcasters Association 1975 winter convention, Wayd Hampton hotel, Columbia.

Feb. 5-12—National Association of Television Program Executives annual conference, Hyatt Regency hotel, Atlanta.

Feb. 9-12—Desc Communications Corp. BIAS seminar: Hilton hotel, Memphis.

Open Mike

One vote for Ervin

Editor: Judges for the National Association of Broadcaster's 1975 Distinguished Service Award should have an easy time of it this year. One of the nominees is Senaor Sam J. Ervin Jr. (D-N.C.), and while space does not permit a listing of all of his activities in behalf of our industry, he has been a staunch opponent of government control of broadcasting during his 20 years in the Senate as well as that body's most fearless and vocal advocate of broadcast freedom. Among other things, he has led the fight in the Senate to extend from three to five years the broadcast license renewals.

Every broadcaster with whom I have talked—and the number is large—enthusiastically endorses the nomination of Senator Ervin, and agrees with me that it ought to be by acclamation.—Charles H. Crutchfield, president, Jefferson-Pilot Broadcasting, Charlotte, N.C.

Living down to a reputation?

Editor: Movies went to raw sex, perversion and cheap, sensational vulgarity in an attempt to bolster greatly sagging box-office sales. Why is television stooping to such gutter tactics? The accepted cheap morality and vulgarity of the big cities in no way reflects the area of toleration and acceptance by rural and small-town America. The mania for sexual sensationalism exhibited by many television producers in a mad rush to get the rating is fast turning television into the vast wasteland it was acclaimed to be by a former FCC official.—William Ellis, executive director, WCVM(AM) Connellsville, Pa.

Automated radio

Editor: Congratulations on an excellent feature article on automated syndication.

You covered a difficult and complicated subject with skill and clarity.—Bert Kleinman, vice president and general manager, Drake-Cheenault, Canoga Park, Calif.

Editor: Your "Special Report" on automation only reinforced my opinion about the system. It's still flashy, still plastic and still fake. One might say automation is the Squeeze Parkay of the radio industry. Pass the butter, please.—Carey Davis, student, Beloit College, Beloit, Wis.

Pulling power

Editor: The NAB ran a full-page ad in Broadcasting on our fall conferences. Registration is up about 30%. We conclude that print still works as an advertising medium.—James Hubbert, executive VP for public relations, National Association of Broadcasters, Washington.

Blowing in the wind

Editor: I couldn't escape the uncomfortable feeling while watching the NBC-TV Tornado special on Oct. 11 that the producers were negligent in not reporting to viewers the roles of the three local radio stations in Xenia, Ohio—not only just prior to the storm but in the months following during clean-up and rebuilding. Much time in the program was devoted to the local newspaper's activity, which was highly commendable. But are we to believe that the radio stations played no part at all in any of this tragic story?—Lorin G. Myers, director of media, Carter Products division of Carter Wallace, New York.

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As with other diagnostic professions, 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.

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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 continuously for as long as twelve years.

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3
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THE NEW YORK TIMES BROADCASTING SERVICE, INC. AFFILIATED WITH CBS. REPRESENTED BY THE KATZ AGENCY.
Drive is on to free cable from FCC rules

Emancipation sought from regulation of pay cable and broadcast carriage, 1977 deadline on beefed-up plants; Commissioner Robinson sympathetic

The cable television industry is gathering its strength for a general assault on federal regulation. It wants nothing less than a suspension of all restrictions on broadcast carriage and the postponement of the 1977 deadline for compliance by all systems with the FCC's technological rules.

The drive for radical relaxation of regulation was apparent last week at the Northeast Cable Expo which drew more than 500 delegates to Philadelphia. The battle cry was for action now against all restrictive FCC rules, and especially those establishing minimum system capacities. To comply with the last, the Philadelphia gathering was told, cable operators will have to spend half as much money on new construction and refurbishing as has been spent to create the present system—an assertedly impossible task.

And to give the cable delegates an added incentive in their crusade for regulatory relief, FCC Commissioner Glen O. Robinson was there assuring them of at least one sympathetic vote. In his first speech to a cable audience since taking office, Mr. Robinson criticized present federal rules as excessive.

By March 31, 1977, all cable systems must comply fully with rules the FCC adopted in 1972. Each system will have to offer one nonbroadcast channel for each TV signal it carries. Each will be required to provide three access channels, from which no revenues are derived. Two-way capability and minimum capacity of 20 channels will be mandatory. And compliance with the commission's CATV technical standards will be "rigidly" enforced. Daniel Aaron (Comcast Corp.), chairman of the National Cable Television Association committee that is investigating the ramifications of that mandate, gave a preliminary assessment of the prospects. In the next 30 months, Mr. Aaron told the Philadelphia delegates, at least 436 systems will have to be totally rebuilt. Some 50,000 miles of new cable must be laid. Three million new converters will have to be obtained. That, Mr. Aaron projected, will mean a capital investment for the industry of some $550 million.

Since its inception, the industry has constructed 175,000 miles of total plant with a monetary outlay of between $800 million and $1 billion, Mr. Aaron estimated. For cable to comply fully with the rules by 1977, it will have to come up with "at least one half of the total investment in plant and property made during the past 25 years," he said.

But projections of the cost of compliance may be only academic. The money just won't be available, delegates were told. With cable stock prices practically falling off the board, investors are regarding the industry as an unsafe risk. Thus, little if any equity funding can be anticipated. And regardless of how generous lending institutions may feel, the delegates were told, they will be powerless to help completely.

"In these times of a tight economy," reported Jim Ackerman of Becker Communications Associates, a prominent Indianapolis lending group, "I see no way we can come up with enough money." NCTA has been quietly exploring the dilemma for months ("Closed Circuit," Oct. 7). Last week the association, which co-sponsored the expo with several state cable groups, became vocal. "We can't wait any longer," said NCTA Chairman Bruce Lovett, of American Television & Communications. "We have set an absolute six-month time limit to have our case fully before the FCC."

In the meantime, Mr. Lovett emphasized, "we need the cooperation of all of you." He implored the delegates to immediately send their views to the commission's CATV re-regulation task force, which for months has been collecting input on how the present rules may be reshaped.

But to Mr. Lovett, who made his first formal address last week since becoming NCTA chairman, the present regulation effort is woefully inadequate. The existing rules, he asserted, were promulgated "on the basis of some loosely conceived concept of unfair competition" to broadcasters. "Despite challenge after challenge by NCTA for someone to bring forth evidence, no evidence has emerged to justify a regulatory scheme founded on economic protection of broadcasting. And, incredibly, the burden of proof has remained on the cable industry."

To Mr. Lovett, "a re-regulation scheme which continues to be based on a faulty premise of protecting broadcasters against imagined and unspecified dangers, can only continue to retard cable development, deny new services to the public and embroil both the commission and the industry in a nightmare of increasingly intricate and esoteric rules."

The NCTA chairman, who expressed he was speaking for himself and not for the association (at least for the time being), offered an alternative solution: "Let all the rules relating to economic protection—for example, signal carriage, leapfrogging, exclusivity and nonduplication—be suspended until in a given market substantial injury is shown. Upon such showing, the commission could re-invoke the 1972 rules... What could be fairer than that?" Mr. Lovett said afterward that he did not mean that a singular finding of abuse by a cable operator should necessitate a roll-back for the entire industry, but rather for that system alone. He also suggested that NCTA should not stop at the commission, but look beyond to Congress for relief.

Based on the commentary offered by Commissioner Robinson at the meeting, it is apparent that he, for one, thinks some form of deliverance is justifiable. Mr. Robinson told Broadcasting that he feels the cable industry is overregulated, and acknowledged that he would say as much in congressional testimony if the occasion arises. To the delegates, he had much more to say.

Cable, the commissioner said, is being regulated in a "statutory vacuum." It is only through a "general rendition of the statute, and a rather lituidinarian view of administrative government as a self-creating organism," he said, that "it is apparent that the FCC has any authority here at all." To Mr. Robinson, "the time has come for Congress to respond to the need for direction." Indeed, he said, "I think the time came some years ago."

The Congress, Mr. Robinson submit-
do, should have provided "some guidance" to the commission in its cable regulatory role—and not permitted the commission to wander like Ulysses across an uncharted sea of peril." At present, he maintained, "we are still at sea."

The cable legislation drafted by the Office of Telecommunications Policy, which would put the commission clearly in charge of administering the medium, would have a "salutary effect," Mr. Robinson said. But the bill, he noted, is "jurisdictional more than substantive," and does not deal with numerous pertinent problems. Many of these "basic issues," he said, "cannot be finally resolved by a single act" but through continuing administrative processes. Thus, it is "crucially important to construct a sound regulatory framework in which sensible regulatory policies can be developed."

Although "it is not now practical to talk of wholesale curtailment of regulation," the commissioner said, "I think the time has come to start rethinking the aims and effects of our enterprise." And in that process, he said, "a congressional declaration is desirable that is naive though it may be to say so—I hope that any such declaration would be a direction to reassess regulatory policy and to reduce regulation to the minimum essentials."

Such a directive, however, is "unlikely to emerge soon," the commissioner noted. And he added that, in his own view, "satisfactory resolution of the copyright problem" should occur first—the "sine qua non of effective deregulation," he called it.

But in the interim, Mr. Robinson implied, some extensive relief taken on the FCC's own initiative is in order. Cable, he noted, is having problems today partly because of some short-sightedness by the industry itself and partly because of general economic factors. But, he added, "at least some of the distress is attributable to regulatory policies that have both increased the costs of and at the same time restricted demands for cable service."

Mr. Robinson has in mind a serious—and expeditious—rethinking of several major commission rules, all of which are abhorred by the industry. Specifically, he spoke unkindly of the pay cable restrictions, the signal carriage rules, nonduplication, minimum channel requirements and obligatory access channels.

On the pay issue, the commissioner said he was unmoved by the prospect of program siphoning. "It is exaggerated," he alleged, "by pay cable opponents who argue that the present system of free television could be virtually destroyed if there is any significant cutback in our antisiphoning rules. I am not impressed by that prophecy, and I am not satisfied with the commission's current rules which seemed to me good enough." While conceding that pay could "divert" some programs from conventional TV, Mr. Robinson maintained that "for the most part, this is not an immediate possibility and we have plenty of time to decide what to do about it when it becomes one." While "some restrictions may be justified" now, he said, "nothing I have so far seen supports our present restrictions."

While Mr. Robinson said he had "no fixed views" on present nonduplication and minimum carriage rules, he favored "relaxation" of them now and perhaps more than that later. "It may even prove possible to eliminate—certainly to simplify—a major part of our restrictions on signal carriage," he said.

Regarding the commission's requirements of minimum channel capacity, Mr. Robinson said he sees "no evidence" to support the commission's apparent supposition that safeguards must be taken lest cable's resources be inadequate to meet market demands. "In fact," he said, "what the commission has done is to promote a misallocation of resources by compelling costly, wasteful investments in advance of economic demand."

The pay cable and distant signal restrictions, he asserted, "make matters worse."

He also questioned the rules forcing systems to establish access channels "insofar as they require time to be provided free to the user." Economics and "equity" may justify some "limited" requirements for informed programming, he noted, "but I think that we must put some dietary discipline on our appetite for a free lunch."

If Mr. Robinson's words were not enough to cheer the otherwise dispirited delegates, those of Representative Charles Sandman (R-N.J.) may have completed the job. "It is my guess," said Mr. Sandman—member of the House Judiciary Committee—that this cable television industry will achieve great technological advances if you are left alone to develop naturally and if the profit incentive is not regulated out of existence. "Complicated FCC regulations as well as the pending copyright bill (S. 1361)," Mr. Sandman claimed, "all tend to stifle legitimate growth."

They will also deter the development of news programing by local origination, which the government "should encourage, not hamper," he claimed. "In the news field now," he said, "too much power is being concentrated in the hands of too few."

Mr. Sandman also questioned the propriety of the commission's 1977 compliance deadline. "To my knowledge," he said, "not a single one of the thousands of great technical advances made by American industry have resulted from government-imposed deadlines and regulations . . . I say the FCC should back off."

So did several panelists, who predicted that the industry could expect in the next 30 months if at all be soon. "When it comes to the 1977 rules," said Becker's Mr. Ackerman, "I am scared."

The problem, Mr. Ackerman said, is that the available sources of financing are drying up, and 1977 is getting closer. "Right now I can't tell you to any lender the minimum time it would take for a loan to go through would be 90 days, but it would probably be more like nine to 12 months. The last one we did took 13."

"We are going to be in a money crunch for a long, long time," he said. Mr. Ackerman estimated that 38.7% of cable's revenues are now going to the payment of interest, which in most cases is hovering at the 14% rate.

With 80 cable construction industry's 84 firms have the capacity to do the work needed for FCC compliance by 1977, said Richard Jackson, Jackson Communications Corp., "we're going to have to get on with it." The problems, Mr. Jackson noted, are numerous. For one, new tool systems must be developed to meet the expanded demand for construction. For another, construction employees must be better trained for installation of more sophisticated systems.

To develop new revenue sources, said Joe Romasco, Jerrold Electronics, cable must explore new priorities. He listed several, including a thorough examination of satellite feasibility, new ways to decrease existing costs, methods by which new facilities can become operational revenue producers in the short term, and—ultimately—the development of a home TV terminal intended exclusively for cable reception.

How responsive can the commission be to the cable industry's demands? That question fell repeatedly on Thomas McKnight, the FCC staff's official envoy to the two-day meeting and a member of the re-regulation task force. Mr. McKnight was not at liberty to provide fast answers. But, he told the delegates, "I prefer to think we will have a commission that can appreciate the value of straight, sound reasoning."

Up to now, he added, all the indications have been that most commissioners—and particularly Chairman Richard Wiley—will insist on the deadline. "The commission obviously felt that five years [to comply] was long enough," Mr. McKnight said. "It's up to you to come in and show us that it won't work."

**States differ widely on best way to nurture growth of cable**

**Spokesmen from five areas exchange ideas at Northeast Expo panel**

In Rhode Island, cable TV has a lot of potential. It has to. For in Rhode Island, there is virtually no cable TV. This is because Archie Smith, the state's colorful public utilities commission chairman, the only man in the state empowered to franchise the medium, has yet to do any franchising expected to be done.

All that will change in two weeks, Mr. Smith told Broadcasting last week during the Northeast Cable Expo in Philadelphia, where he participated in a panel on state regulation.

"It will get the job done," he said. Mr. Smith, a close associate of Senate Communications Subcommittee Chairman John Pastore (D-R.I.). Why the delay? "I've had this stenographer," Mr. Smith mused, and I couldn't get her to do any work. You can't fire anybody in this bureaucracy, so I had to write the thing.
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SOURCE: Niels Survey. Audience and related data are based on estimates provided by the ratings service indicated and are subject to the qualifications issued by this service and available on request.
But, Mr. Beard said, the commission has decided against such a program for three reasons: "the present slump in the national economy, the need for more technology and the need to resolve the uncertainty" regarding the future role of federal and state cable regulation. But, he added, the decision is not permanent but rather "for the time being." Meanwhile, Mr. Beard said, the commission will encourage voluntary cooperation from Massachusetts operators in that direction.

There was much talk at the session of individual state plans to implement uniform cable accounting procedures. All those on the panel who have entertained the notion saw little difficulty in exchanging ideas, at least, on the subject. "We don't see any problems in making sure that our thinking is compatible with other peoples' thinking," said Mr. Beard. "Nobody at this point," he observed, "has the inside track."

Connecticut has not seen expeditious cable growth. But that is now changing, according to the state PUC's John Cox. He claimed the PUC, which did not push hard to get cable moving in Connecticut until two years ago, was hesitant to act due to "uncertainties" about the regulatory problems that cable would raise. The state's "biggest priority" now, Mr. Cox said, is formulating an effective line-extension policy. The PUC, he noted, should be aided in that and other regulatory areas by the existence of each community where cable now operates of local advisory boards—which are mandatory in Connecticut.

Rhode Island's Mr. Smith had doubts about that. Such local entities, he asserted, are nothing more than "shams," in which "fair representation is almost impossible." What they provide, Mr. Smith maintained, is nothing more than "window dressing behind which a cable operator could escape his social and regulatory responsibilities."

Mr. Smith did not elaborate on the path he favors in regulating cable in his state. He did, however, provide insight into his rule of thumb. No regulation should be promulgated, the Rhode Island chairman maintained, "unless it can be proved that it would not create more problems than it solves."

Who's who at FCC's pay cable arguments

Some 100 parties are scheduled to appear before the FCC this week in the oral argument to be held on one of the most critical issues dividing the broadcasting and cable television industries—pay cable. The parties' arguments will be squeezed into Wednesday and Thursday, with many individuals allotted no more than five minutes, with Friday morning being reserved for panel discussions. The make-up and format of the panels will be announced this week.

At issue in the proceeding is the kind of rules the commission will impose upon cable systems making per-program or per-channel charges for programs they cable.

The major salvos in the argument are likely to be exchanged in the first day. William E. Watbridge, speaking for the National Association of Broadcasters, will lead off on Wednesday, and will be followed by two economists retained by National Cable Television. Mr. Watbridge, speaking for the three networks, the Association of Maximum Service Televi-

cators and a group of television station licensees, all of that in 9 minutes.

Then representatives of the cable interests will begin marching to the microphone. David Foster, president of the National Cable Television Association, will speak first, and will be followed by representa-

The complete list of parties follows:

Paul Kagan, president, Paul Kagan Associates; Moses Shapiro, chairman, General Instrument Corp.; Jerold Electronics Corp.; Frank N. Cooper, vice president, National Association of Broadcasters; James McCuller, chairman, National Black Media Coalition; Richard W. Kershner, president, Richard W. Kershner & Co., Association of Broadcasters; Hayes Jr., president, Richard W. Lloyd, National Citizens Committee for Broadcasting; Don V. Ruck, vice president, National Association of Retarded Citizens; John Smith, chairman, Publ-Cable Inc.; Robert S. Block, president, B & F Broadcasting Inc.; Jack Valenti, president, Motion Picture Association of America; C. Earl Holman, National Urban Coalition; Donald W. Stacey, vice president/corporate finance, Peake Whetter Jackson & Curtis; Irwin Karp, National Broadcasting; Mary Katharine Miller, general counsel for Women's Clubs; Alan I. Rothenberg, California Sports Inc.; Herbert Pruzan, president, Anistor-Pruzan; Seeley G. Lodwig, American Farm Bureau Federation; Charles H. Marler, Ablaine (Tex.) Christian College; W. Dean Mason, president, National Geriatrics Society; Hubert J. Schaitly, representing himself; Patricia J. Nicholson, University of Houston; Representative Thomas Ashley (D-Ot-Hio); Howard Monderer, NBC; William F. McCellan, National Association for Retarded Citizens; commission baseball; Peter F. Cohan, town supervisor, Islip, N.Y.;

Joseph E. Quin, National Grange; Louis Maloet, Commission of the state representative, Paul Stevens, president, radio and television commission of the Southern Baptist Convention; Lois Alexander, presi-
dent, National Association of Negro Women; Dorothy Height, president, National Council of Negro Women; Fred Paxton, president-managing director, WP-SX-57; Russell A. Alexander, president, American Founda-
tion; Robert Nathan and Elliot Janeway, for the Na-
tional Association of Broadcasters; Kenneth A. Cox, representing affiliates associations of ABO, CBS

State of the states. The future direction of state cable regulation is still a matter for debate, and there was plenty of that at last week's Northeast Cable Expo, dur-
ing a panel featuring representatives of five of the dozen states that are involved with cable. At the Philadelphia session (l-r): moderator Bill Kenny, executive direc-
tor of the New England Cable Television Association; Robert Dalno, Vermont

Public Service Board; Commission Charles Beard, Massachusetts Community

Antenna Television Commission; Chairman Robert Kelly, New York State Commis-
sion on Cable Television; John Cox, Connecticut Public Utilities Commission, and Archie Smith, Rhode Island Public Utilities Commission.
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- A complete listing of the nation's television markets, with latest Arbitron estimates of TV households and demographic breakouts.

- A special analysis of where things stand in the media competition, including a 20-year track on advertising spending in spot and network television vs. the other measured media. And a background report on the advertising media sales associations that do battle for the national and local dollar.

- A preview-in-print of TVB's multi-media presentations to be unveiled at the organization's 20th anniversary meeting in Los Angeles —sales and research tools the November 18 Broadcasting will make portable for every broadcast advertising executive.

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point trying to meet the costs of food, clothing and shelter."

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### Pay cable makes it into Manhattan

**Time-owned HBO begins operations on Time-owned system there**

Home Box Office Inc., New York, has begun offering its pay cable service to subscribers of commonly owned Manhattan Cable Television, one of New York's two operating cable systems.

As of yesterday, the tenth cable system to have signed on with HBO in the past six weeks, the company said HBO and Manhattan Cable are both subsidiaries of Time Inc.

HBO's pay cable "network" now extends through four Northeastern states and runs east to west from Islip, N.Y., to Shomokin, Pa., and north to south from Amsterdam, N.Y., to Wilmington, Del. It now claims to serve 30,000 customers on 36 systems, which have a total of about 300,000 subscribers. Thus the company's approximate penetration in the markets it serves is 10%.

"We have trebled our own size since the beginning of 1974, both in numbers of affiliates and HBO subscribers," said President Gerald Levin. By the end of 1974, Mr. Levin added, "present commitments will put us into well over 40 systems."

Presently, HBO's largest market is Nassau county, Long Island, where 4,000 customers are served. Another Oyster Bay Cablevision in Hicksville and Jericho, both New York. The penetration there, the company said, is 96% of all present cable subscribers. The largest cable firm utilizing the service is Service Electric Cable TV Inc., which provides HBO programming to 10,000 customers in nine Pennsylvania communities.

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The NCTA president maintained that of the more than 70 organizations which filed comments last month, 60 took a pro-pay stance. And the nine broadcast interests and one other trade group (the National Association of Theater Owners) which supported the rules, Mr. Foster asserted, "have a vested interest in preventing the growth of pay cable."

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"What is important," Mr. Foster claimed, "is the 40 other parties who have entered into the proceeding." The groups, he noted, included such cultural entities

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**Covering all fronts**

The National Association of Broadcasters last week tied its fight against alleged pay cable siphoning of television programs with President Ford's anti-inflation campaign.

In a letter to FCC Chairman Richard Wiley, NAB's television board chairman, Wilson Wear, said if the FCC permits pay cable "siphoning, it is to charge viewers for programs now available on free television; "it will contribute significantly to the fires of inflation. The average American family simply cannot afford to pay $25 to $50 a month for more television programs at a time when their budgets are strained to the breaking point."

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"What is important," Mr. Foster claimed, "is the 40 other parties who have entered into the proceeding." The groups, he noted, included such cultural entities
as New York’s Metropolitan Opera and Washington’s John F. Kennedy Center, sports interests such as the National Hockey League and public interest groups.

"While sheer numbers do not prove that public sentiment is totally on our side," Mr. Foster said, "I think it is significant that so many groups with little or no vested interest in the issue chose to take a stand on the subject."

Mr. Foster made those remarks in a speech before the Pacific Northwest Cable Television Association in Boise, Idaho.

**FCC certifies Philadelphia Cable**

It rejects citizen opposition charging wrongful ownerships

Citizen-group allegations of illegal transfer of ownership and crossownership interests with a television station were dismissed last week by the FCC in granting Philadelphia Cable Television Co. a certificate of compliance for a new system to serve Philadelphia.

Joint objections were filed by Synapse Communications Collective Inc., Concerned Communications Inc. and Philadelphia Community Cable Coalition. At contention were financing arrangements which, according to the community groups, represented a transfer of ownership in contravention of municipal franchise ordinances.

The arrangements provided for a purchase option and voting trust certificates to be issued to officers of Communications Properties Inc. as part of an agreement whereby a CPI subsidiary, Tele-systems Corp., would build, manage and provide technical assistance for Philadelphia Cable’s proposed system.

Also in contention was an issue of crossownership interests held by officers of Communications Properties and Trans-Tel Corp., licensee of WXTV-TV Paterson, N.J. The commission said the Paterson station did not place a predicted grade B signal over the cable community and any crossownership argument was based on the "supposition" of actual ownership of Philadelphia Cable by Communications Properties. The question of possible transfer of ownership was one to be considered by the city of Philadelphia and the local courts, the commission said.

The citizen groups had also charged that a proposed merger of Communications Properties and Viacon International Inc. posed significant questions of cable ownership concentration and crossownership between the new cable system and principals of WCAU-TV Philadelphia (CBS owns and operates WCAU-TV; Viacon International is a spinoff from CBS). The commission responded that it was unaware of any current plans for merger between the two and said it had been informed the proposed merger plans were off (Broadcasting, Jan. 7).

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**Rural cable co-op gets seed money**

Million dollar loan made to Wisconsin county co-op that hopes to set up nonprofit system

The nation’s first rural cable cooperative has come a giant step closer to reality with the procurement of a federal loan totaling $1,238,000.

The award, extended earlier this month, goes to the fledgling Western Wisconsin Communications Cooperative in Trempealeau county, Wis. WWCC was organized two years ago by the 30 electrical and telephone co-ops in the rural region to find an alternative to commercial cable operation (Broadcasting, March 11).

The county’s 9,500 homes lie primarily in areas so sparsely populated that a conventional cable arrangement is not regarded as economically feasible. WWCC hopes to divide the costs of operating the anticipated cable system among all the subscribers and operate on a nonprofit basis. It is estimated that the system will cost at least $5 million to build and take five years to complete.

The loan, which comes from the Wisconsin state office of the Farmers Home Administration, reportedly came as a surprise to WWCC officials, who became skeptical as to its availability when nothing had happened by last June. The state FHA office in Madison has come under attack from Congress for alleged foot-dragging on appropriations.

The loan, culminating the first of what are expected to be several requests for government aid in establishing the Trempealeau cable operation, will go toward constructing the first phase of the system. Phase one involves interconnecting eight school systems in the county. Two more phases, according to the co-op proposal, will link the county’s municipalities and rural areas, respectively. The county has a population of 21,172.

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**Second thoughts**

The prospects for a re-assessment of the National Cable Television Association’s position on pending copyright legislation (S. 1361) became greater last week ("Closed Circuit," Oct. 14). At the Northeast Cable Expo, NCTA Chairman Bruce Lovett (American Television & Communications Corp.) expressed support for a re-examination of the bill’s total consequences.

The principal concern with the bill, and one which has provoked some dissent among small-operator factions in the industry, is a provision which would empower the copyright tribunal to revise the bill’s cable royalty fees six months after the legislation’s enactment. Mr. Lovett said NCTA, which presently supports the Senate-passed bill, never went along with the six-month provision. "It was purely a political concession," he said, adding NCTA had worked for a two-year benchmark.
Media

Clock is running on renewal relief in this Congress

Staggers, piqued by five-year vote, stalls on naming conference members

Broadcasters are getting nervous about the destiny of license renewal legislation in a House-Senate conference, yet un-scheduled. Time is running short for action in the 93d Congress, now that the House has decided to extend its election recess until Nov. 18, a week later than it had first planned.

At midweek the House conferees had not been announced, an indication, according to one high-level congressional source, that House Commerce Committee Chairman Harley Staggers (D-W.Va.) "is not at all concerned" about moving the bill. Representative Staggers is the one to select the House conferees. He was reportedly angered by the House's passage of a five-year license term when he had understood an agreement among the bill's advocates to be for only four years.

The Senate also voted a five-year term, but that is the only major point on which the two bills agree (Broadcasting, Oct. 14). Differences between the two bills are significant, and the time that might be consumed trying to resolve them is worrying broadcasters. The House bill, for example, contains a flat ban (Section 2(B)) on FCC case-by-case consideration of multimedia ownerships at license renewal time, a provision not in the Senate bill. The Senate bill, on the other hand, contains a provision not in the House's bill for the granting of a "presumption" in favor of renewal to stations that satisfy three criteria for renewal.

Several broadcast spokesmen said last week they are resigned that the House bill's Section 2(B) will be lost in conference committee. Section 2(B) was dropped from the Senate bill mostly due to the objection of Senator Philip Hart (D-Mich.), who threatened to reroute the bill before it arrived on the Senate floor to the Senate Antitrust Subcommittee to study 2(B)'s antitrust implications. With that history, and with the possibility that Senator Hart might attempt a filibuster if the bill emerges from conference with a 2(B)-like provision, sources say 2(B) is going to be "tough to sell" to the Senate conferees.

Broadcast spokesmen said last week that if the House bill's Section 2(B) is dropped, the Senate bill would be the stronger bill.

Representatives of several large broadcast interests met at the National Association of Broadcasters Washington headquarters last Wednesday to discuss shifting their strategy to emphasis on acceptance of the Senate bill. The outcome, said an NAB spokesman, was that there was "some enthusiasm" for the idea, but not enough to press for the Senate bill as written. Those represented at the meet-

ing were the three commercial TV networks, Metromedia Inc., Kaiser Broadcasting, Westinghouse Broadcasting Co., McGraw-Hill Broadcasting Co. and Avco Broadcasting Co.

The trick is to find something both houses can agree on before the clock runs out, said the NAB spokesman, and an option may be a renewal bill with only one provision—the five-year license term that has already passed. He said at this point NAB must be strong, "but realistic."

Representative Torbert Macdonald (D-Mass.), chairman of the House Communications Subcommittee and a probable conferee, will fight for "anything in the House bill he can," said a congressional source, and Representative Clarence Brown (R-Ohio), another probable conferee, intends to fight for a House bill provision requiring stations to ascertain community "views" as well as needs and interests. Mr. Brown referred to the Senate bill as a "zero" bill which leaves "wide room for interpretation." He met recently with FCC Chairman Richard Willey to discuss problems in making the bill "administerable," as he put it. Senator John Pastore (D-R.I.), chairman of the Senate Communications Subcommittee and a co-author of the Senate Commerce Committee's bill, is sure to oppose the House bill in conference as he did in the Senate.

A congressional source ended on a low note: If the conferees do not draft a final bill between Nov. 18, when the House returns, and Thanksgiving, "this thing is dead."

NAB's solo in New Orleans stirs happy music

Equipment makers, programers get chance to sell outside of TV shadow; Gabbert sees greater things ahead

By the most optimistic estimate, up to 1,000 broadcasters, program salesmen, equipment manufacturers, speakers, panelists and associated hangers-on crowded into the musty elegance of the New Orleans Fairmont hotel Oct. 10-13 for the 14th annual "Radio Conference and Exposition" of the National Association of FM Broadcasters. In numbers alone, this first outing of the NAFMB as a separate undertaking, divorced from its usual juxtaposition to the National Association of Broadcasters convention, was a success. And there also was no dissent to the appraisal that as a vehicle for radio management discussion and learning, and for product buying and selling, it was also on target.

An early review of the registration indicated that there were at least 550 radio broadcasters in attendance, and most of them, according to NAFMB, were from AM-FM combinations (there were some AM-only operators there, but they "definitely were a minority," according to an NAFMB official). There were 45 equipment makers occupying 60 equipment exhibit booths. There were at least 25

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hospitality suites manned by programing firms (and some equipment manufacturers).

Workshop sessions followed the NAB convention motif ("Problems and Answers for Large Market Broadcasters," "Problems and Answers for Small Market Broadcasters," "Minorities and Women," "Promotion That Works!" "Solving the Mysteries and Riddles of Ratings and Research," "Engineering Dirty Tricks or Fun and Profit," "News—a Neglected Opportunity"). The workshops were, in the words of one broadcaster, "very productive, shirtsleeve-type sessions." Another programer complained that he had come with "several specific technical problems—and they were solved here."

One program director complained that the sessions were management-oriented, not programing. "The people here are more interested in the economy than in music," he said. But other broadcasters noted, as one said, "We're swamped by TV at the NAB" and that the radio-only aspect of the NAFMB gathering was more beneficial to them. If the broadcasters were happy with the convention, the exhibitors were even happier. One equipment maker noted, "We were nervous beforehand." But the general turnout, the traffic in the exhibit hall and sales opportunities and action related their anxiety. The equipment manufacturers were particularly excited with the radio-only feature. The president of one equipment maker said: "The Japanese camera guys bury us at the NAB." Another manufacturer shared a comment: "The NAB doesn't give the radio people a fair shake with all those cameras in their faces." Still another said: "Let's put it this way: The NAB can't be too thrilled with it (the NAFMB convention).

Many of the exhibitors immediately recouped their investments in attending the NAFMB, and all figured to eventually get it back. Most brought only barebones exhibits, but these were objects of envy to the several manufacturers attending but without booths. And all said without hesitation that they would be back next year when they expect an even better convention.

Programing firms reacted along much the same lines. One syndicated program salesman noted that the NAFMB convention offered him a unique opportunity to reach the small-market broadcaster. Another observed that many of the programing firms were unprepared for the turnout and came with too small a presentation. "Those that invested some money in their presentation did very well," he said, and he included himself among them. Again, all said they would be back next year.

There will be a next year; Atlanta in the early fall is the most likely prospect. Jim Gabbert, newly elected president of NAFMB (BROADCASTING, Oct. 14), said the association now is "in the best financial shape, we've ever been in" and during his tenure, expects to increase membership and services to members, including a higher profile in regard to regulatory issues.

Mr. Gabbert downplayed that the NAFMB is attempting to splinter radio away from the NAB. "We're not trying to challenge the NAB," he said, "but in radio we all have similar problems." But, giving himself a new president's hyperbolic, he declared that the New Orleans gathering was "absolutely just sensational."

## Quello also takes tough stance on citizen agreements

He follows Wiley warning on KTTV deal; he also tells FM broadcasters that price of success is greater responsibility

The FCC's concern over the nature of some agreements that broadcasters reach with citizen groups is becoming increasingly evident. Commissioner James H. Quello made his concern public in a speech prepared for delivery to the National Association of FM Broadcasters in New Orleans Oct. 12, warning that broadcasters who sign agreements affecting their programing in order to avoid trouble with citizen groups may find themselves in trouble with the commission.

Chairman Richard E. Wiley last month also expressed concern about such agreements, and said that the commission should issue a statement clarifying the kinds of agreements it would not approve (BROADCASTING, Sept. 30). And two days before Commissioner Quello's appearance in New Orleans, the commission's staff was instructed to prepare such a statement.

The commission, furthermore, issued the instructions after the staff had brought in a second draft of a letter to KTTV(TV) Los Angeles concerning its agreement with the National Association for Better Broadcasting, under which the station has promised to keep from the air a number of children's programs on the ground they were too violent. The commissioners, who rejected the first draft which would have given qualified approval to the agreement, did not like the second one either, even though it was tougher; it said that if the agreement meant that the station was surrendering too much of its programing responsibility, the commission could not accept it—and would therefore consider the petition to deny that NABB had withdrawn in exchange for the agreement.

The commission decided to postpone action on the KTTV matter until after completing work on the policy statement, probably within 60 days. Acting on KTTV now, one official said, would be "putting the cart before the horse." But one of the commissioners most vehemently opposed any action was; of sanctioning the KTTV agreement was the ex-broadcaster, Commissioner Quello. He said that the commission requires broadcasters to ascertain the needs of the entire community and that they should not make programing decisions on the basis of the representations of a group that may represent only a small fraction of the population served.

That was the feeling conveyed in the speech prepared for the NAFMB. And although the commission eventually skipped over the section in the interest of saving time, he made it clear last week he stood by it. "There are so many petitions to deny coming in," he said, "you wouldn't know a genuine one."

He said in his prepared text that the commission policy of encouraging broadcasters and community groups to work out differences at the local level is a good one. But, he said, "the commission has long insisted that the licensee—and the licensees—alone exerce full responsibility for programing to serve the needs and interests of the community. After all, the ascertainment process provides him with the information he needs to make sound judgments as to what those needs are."

Yet, he added, there have been cases "where important programing decisions have been contained in agreements with so-called consumer interest groups in an obvious attempt by the licensee to buy peace at any price." And where agreements affecting programing have been exacted under the threat of petitions to deny, he added, "I believe the broadcaster must be held to account. He is licensed to serve the public interest, after all, and to determine that public interest through a prescribed ascertainment process."

In a portion of his speech that was delivered, Commissioner Quello told FM broadcasters that their mounting prosperity was carrying with it new obligations to discharge their public-service responsibility. "In my mind," he said, this responsibility "increases as your ability to broaden your service, impact your community and generate profits increases."

The public-service commitment that FM broadcasters make when they apply for a license, he said, "implies much more than just entertainment programing, as important as that is." The day of FM providing only background music, without serious attention to other public-service broadcasting, he said, is nearing an end.
Five-year renewal isn't cure-all—Lloyd

NAFMB panelist says House bill's requirement for community dialogue will draw out even more challengers

“Congratulations on getting a five-year renewal bill,” said Frank Lloyd, executive director of the Citizens Communications Center to a minorities and women workshop session at the National Association of FM Broadcasters convention in New Orleans Oct. 10-13. A quick qualification followed: “The justification for a five-year bill was your ability to serve better your communities. We’re prepared to work with you to see that this commitment can be met.”

He noted that the House version of the license-renewal bill requires that broadcasters maintain a continuing dialogue with community groups. “Perhaps some of you may long for the good old days of three-year licenses, when you only saw groups at license time,” Mr. Lloyd remarked.

And he had another disturbing note for the relatively sparse attendance at the session. He noted the recent FCC format change court decision (Broadcasting, Oct. 14) and said: “You’re no longer going to have to consider just minority groups. You’re going to have to consider minority musical tastes.”

He was preceded by Lionel Monagas, chief of the FCC’s industry equal-employment opportunity unit, and Kathy Bonk, national coordinator of the National Organization for Women’s media task force. Mr. Monagas noted that he is in the midst of a study of federal and FCC EEO requirements and hopes to submit by next month new proposals and recommendations to the commission aimed at clarifying broadcaster obligations in this area. Ms. Bonk reviewed NOW’s efforts in attempting to upgrade the status of women in radio and television, and concluded with this warning: “If the presence of women’s voices on radio is jarring, pretty soon, with the passage of the Equal Rights Amendment, it’s going to be the absence of women’s voices that is jarring.”

Ms. Bonk received some support from the last speaker, lawyer Lewis Schwartz, of Schwartz & Woods: “Broadcasters are biting the bullet when it comes to minorities; they’re just nibbling when it comes to women.”

Regulation-wary FM'ers see no good coming of WEFM, WNCN precedents

Several hundred radio broadcasters, many armed with notebooks and tape recorders, attended a National Association of FM Broadcasters convention session that featured FCC officials and communications lawyers. Uppermost in the broadcasters’ minds: the recent WEFM court decision and the associated WNCN case, and the commission’s 6% guideline for nonentertainment programing on an FM station.

There was little reassurance from the commission bureaucrats on WEFM. As Warren Hartenberger, of the new FCC office of plans and policy, noted, “The commission has been trying hard to stay out of programing decisions, but the court keeps pushing us back into them.” He said the WEFM decision, in which the D.C. appeals court ordered the FCC to hold a transfer hearing over a proposed format change (Broadcasting, Oct. 7, 14), “is rather serious to the FM industry.” His half-serious advice to the broadcasters: “Don’t become the last classical music station in your market.”

Harold Kussens, assistant chief of the FCC Broadcast Bureau, postulated that the WEFM ruling could mean a station’s format could be “frozen forever.”

And Richard Shiben, chief of the FCC renewal and transfer division, while also noting that “sometimes the court tells us what to do and we may not like it, but we have to respond,” also said, “The public does stand a chance of losing altogether.”

Thomas Shattenfield, a lawyer with Arent, Fox, Kintner, Plotkin & Klein, tried to calm the nervous radio men by noting that the decision “is not a carte-blanche condemnation of format changes.”

Luter, a broadcaster who programs his station with wall-to-wall music remarked of his public-affairs programing. “Who are we talking to? The FCC and ourselves. For what purpose? People want that jukebox.”

William Ray, chief of the FCC complaints and compliance division, answered, “I do not believe that carrying 6% of news and public affairs programing is going to destroy your station. I just can’t believe that.”

The other commission officials emphasized that the 6% figure is a guideline and not a law. In fact, Mr. Shiben said, “If you can convince the staff that 2% nonentertainment programing between the hours of midnight and 6 a.m. is serving the ascertainment needs of a community, then you’re going to be renewed.”

New licensee in town. In the merger between Combined Communications Corp. and Pacific and Southern Broadcasting, CCC became the new licensee of WXIA-TV Atlanta, an ABC affiliate as are four other CCC TV stations. Cementing their new relations in a "tribute to Atlanta" day Oct. 8 were (l to r): Karl Eller, president of CCC; John Louis Jr., chairman of CCC; Walter Schwartz, president of ABC Television; James Duffy, president of ABC Television Network, and Richard L. Beesemeyer, vice president, ABC-TV affiliate relations.

More and better promotion called FM's crying need

An SRO crowd jammed a National Association of FM Broadcasters convention workshop on promoting what Bob Herper of WPLR(FM) New Haven, Conn., called "the most undersold, underpublicized medium around.”

Other workshop panelists offered suggestions to improve that situation. Gordon Hastings, manager of development for Katz Radio, stressed the importance of impressing call letters on an audience and getting those call letters into rating books. He noted the success many beautiful music stations have had in using TV spots prominently display call letters. "Getting call letters into a diary is the same as getting customers to take home a product," he said. But he also warned that there must be something there to promote: "Promotion will never make a bad station a good one, but it can make a good station number one.”

Joseph Costantino, vice president and general manager of WRTH(FM) St. Louis, outlined a primer on promoting: "Establish goals, select media efficiently ... budget enough money to do the job ... measure the campaign and be prepared to change ... and have post analysis and review." He also stressed the importance of continuing promotion. "Niney percent of promotion campaigns come only after trouble," he said. And he noted a Catch-22 for the radio promoter: "Because you're already in radio, you're cut out of one of the most efficient media you can buy.”

John K. Dew, general manager of WFAA(AM)-KZEW(FM) Dallas, presented as case history the success in converting beautiful music WFAA-FM into progressive rock KZEW ("the zoo") and attaining the number-one market slot in one year. KZEW's promotion campaign was youth-oriented, obviously, and included bumper stickers, car window stickers, posters, T-shirts and jean patches—some of which proved so popular the station was able to sell them and recover the initial costs. KZEW also used TV successfully, particularly the late night Rock
Concert. In Concert and Midnight Special.

But the key to any successful promotion campaign, Mr. Dew noted, was the effort that is behind it. "Do it right, or don't do it at all," he said.

FCC proposes rules to prevent 11th hour filings against new TV, FM applicants

Move would bring procedures in line with existing AM policy

The FCC has proposed the adoption of rules that would extend to FM and TV applicants the assurance now afforded AM applicants that, once their application is about ready for commission action, it will not be forced into a competitive hearing by a newly filed, mutually exclusive application.

The proposed revisions, described last week in a notice of proposed rulemaking, would limit the period for filing competing applications for new FM or TV stations, by including those stations under the present AM rules. The AM rules provide for the periodic publishing of a list of stations that are near the top of the processing line, announcing a date (not less than 30 days after publication) when any other applications are to be filed if they are to be grouped for processing with any of the listed ones.

The commission also proposed changing the period for filing petitions to deny applications for new facilities. At present, petitions must be filed within 30 days of acceptance of the applications for filing. The FCC proposed bringing the cutoff for denial petitions in line with the period for filing mutually exclusive applications. The commission asked that comments be addressed to the proper period for filing mutually exclusive applications and the triggering mechanism to set that period running.

A third revision to the rules was proposed that would set "some" limits on the ability of applicants to amend the ownership sections of their applications. The commission said that since significant changes in ownership could be indicative of changes in the type and quality of service to be provided, the affected community should have an opportunity to react, either by filing competing applications or petitions to deny.

Also part of the proposed rule changes is the suggestion that FM and TV applications that are the subject of a major change amendment would be assigned a new file number. The FCC said it hoped the change would encourage applicants to 'put their best foot forward' in the original application and discourage use of the predesignation period to upgrade a proposal or jockey for tactical advantage in an upcoming comparative hearing. Comments on the proposed rule changes are to be filed by Dec. 9.

Several 'no thanks' given to broadcast campaign contributions

Five House Commerce committee declined up to $1,000 from NAB's political-action group because of conflict of interest or constituents-only restrictions

Five candidates for re-election to the House have declined or returned campaign contributions from the National Association of Broadcasters' affiliated National Committee for the Support of Free Broadcasting.

The five, all members of the House Commerce Committee, which handles most broadcast industry-related legislation, were Clarence Brown (R-Ohio) to whom NCSFB offered $1,000; John McCollister (R-Neb.), $50; Paul Rogers (D-Fla.), $50; Samuel Young (R-Ill.), $500, and David Satterfield (D-Va.), $300.

Reasons given for refusing the NCSFB offers were basically two, Representatives Brown and Rogers, members of the Commerce Committee, wanted to avoid possible conflicts of interest on broadcast legislation, notably the pending license renewal bill, according to aides. An aide to Representative Rogers added that the congressman simply did not need the money for his race, which he is expected to win with ease.

The second reason, given by legislative and campaign staff members for Representatives McCollister and Young is that they two wish to avoid taking money from any special interests in light of the secret money transactions which pervaded the Watergate scandal. A McCollister aide said the congressman has nothing against broadcasters, but will only accept contributions from individuals in his state. His campaign has already turned down about $25,000 from special interests this year, said the aide. Representative Young, too, restricts contributions to those from individuals, with a ceiling of $3,000 per contributor, according to one of his campaign aides. Representative Satterfield was uncertain why his campaign refused the NCSFB money, saying all campaign transactions were handled by his political committee.

Representative Rogers was the only one of the five to actually return a check from the political action committee. The committee wrote a check for Representative Brown and reported it in one of its periodical campaign spending reports, but Mr. Brown refused the money before it was delivered. The other three congressmen refused the money offers before checks were ever written.

A spokesman for NCSFB said the refusals are not unique to this year's campaigns, and recalled that four NCSFB contributions were turned down during the 1972 congressional races. In fact, he added, NCSFB receives requests for money from anywhere from 15 to 18 candidates a week, more than in the 1972 campaign.

In all, the spokesman said, NCSFB
has spent about $43,000 to date on more than 100 House and Senate congressional candidates, compared to the approximately $30,000 the committee spent altogether in 1972.

Media Briefs

Temporary halt. Sale of WHTN-TV Huntington, W.Va., by Reeves Telecom Corp. to Gateway Communications Inc. for $7,424,000 (Broadcasting, Sept. 30) has been postponed while certain Reeves institutional lenders seek clarification of need for further approval under Investment Company Act of 1940. Reeves spokesman said issue is technical and does not reflect any problems between buyer or seller. Settlement was to have taken place Oct. 8, but spokesman believes closing will take place this week.

Lack of evidence. FCC review board has denied Tropical Florida Broadcasting Co.'s request to add issues against Post-Newsweek Stations Florida Inc., applicant for renewal of WPLO-TV Miami. Basis for petition was civil complaint filed in shareholder's derivative action by Forristal Village Inc., against Washington Post Co., parent of Post-Newsweek stations. Complaint alleged Post had breached duty to class B shareholders; accordingly, Tropical Florida sought to determine if Post Co. had engaged in "manipulative and deceptive business practices." Review board said Tropical Florida's sole reliance on evidence "of which it has no knowledge" was insufficient to warrant addition of issues. Rather than enlarge issues, board concluded, it would wait on outcome of civil suit and impose any necessary conditions on license grant of WPLO-TV.

Honor for Group W. Westinghouse Broadcasting Co. has given Silver Mailbox Award for its Group W presentation of collection of ads during past eight years that explained broadcasting's role with credo, "To do a common thing uncommonly well." Direct Mail/Marketing Association made award.

WLQ's own. Ward L. Quaal, former president of Won Continental Broadcasting Co., has opened own firm, Quaal Associates, at 2350 East Devon Avenue, Des Plaines, Ill. 60018. Telephone (312) 297-0717.

Gunmen seize Montgomery AM

Disk jockey is forced to air spots for the revolution before captors surrender to police

Three gunmen, fleeing after allegedly killing a police officer, took over the studios of WAPX(AM), a black station in Montgomery, Ala., Oct. 12, and forced the station's announcer to read revolutionary messages over the air while they exchanged gunfire with police.

Air personality Alphonso Dixon was compelled at gunpoint to read statements proclaiming that "the revolution has come" and calling black people to arms against police. During the gun battle which ensued, Mr. Dixon and a secretary managed to escape. The gunmen later surrendered to police.

WAPX was off the air for approximately 24 hours, as destruction and tear gas in the studios made operation impossible. According to operations manager Allen Dixon, limited service was resumed Sunday night, but things won't return to normal until major repairs can be made. WAPX is now programming album sides, since residual tear gas forces disk jockeys to leave the studio at frequent intervals.

Changes Hands

Announced

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

- WYLD(AM) New Orleans: Sold by Rounsaville of New Orleans Inc. to Peterson Broadcasting Corp. for $970,000. Principal in seller is Robert W. Rounsaville (100%), who owns WFUN(AM) South Miami, WDBR-AM-FM Tampa, WBJW(AM) Winter Park, WJVI-FM Orlando and WMBR(AM) Jacksonville, all Florida, WCN(AM) Cincinnati and WVOL(AM) Berry Hill, Tenn. Principal in buyer is Jon C. Peterson who has interests in outdoor advertising, electric sign manufacturing and a camp ground in Orlando area. He recently sold WETO(AM) DeLand, Fla. (Broadcasting, May 13). WYLD is on 940 kHz with 10 kw day and 500 w night.

- KODA(AM) Cody, Wyo.: Sold by Wyoming Communications Corp. for $250,000. Principals in seller are William R. Sims, president (44%), and Thomas F. Stroock, vice president (23%). Seller owns KODA(AM) Laramie, Wyo., and has applied for new AM in Green River, Wyo. Principals in buyer are James F. and Anne Coe Hayes, president and secretary-treasurer, respectively (80% together), and Robert D. Coe II,
vice president (20%). Mr. and Mrs. Hayes and her brother, Mr. Coe, have interests in a resort at Pahaska, Wyo. Kooi operates on 1400 kHz with 1 kw day and 250 w night.

* KEZS(FM) Sacramento, Calif.; Sold by PSA Broadcasting Co., to subsidiary of ASI Communications for estimated $700,000. ASI owns McGavren-Guild-PGW, station representative, as well as KROY(AM) Sacramento; KFAC-AM-FM Los Angeles; WRYT(AM) Boston and KJTV(TV) Bakersfield. Calif. It is in the process of selling were(AM) Cleveland to Paul Neuhoff, station manager, and group of investors. PSA, principally owned by airline of same name, also owns KLYE(FM) Los Angeles, KEZL(AM) San Diego and KEZS(AM) San Jose, Calif. KEZS is on 96.9 mhz with 64 kw and antenna 280 feet above average terrain.

Approved

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

* WEAT-AM-FM West Palm Beach, Fla.: Sold by Gardens Broadcasting Co. to Curt Gowdy Enterprises for $1.5 million. Principal in seller is John D. MacArthur who has 99% interest in Bankers Life & Casualty Co., which in turn has majority interest in licensee's parent company, Royal American Industries Inc. Mr. Gowdy, principal in buyer, is NBC sportscaster who also owns KWBZ(AM) Laramie, Wyo.; WCCM-AM-FM Lawrence, Mass., and WRBX(AM) Portsmouth, N.H.

How much is a RADIO STATION WORTH?

How much should you pay for a radio station's cash flow? Traditional multiples of 7-to-10 times operating income (before depreciation and interest) are examined in a Special Report from COMMUNICATIONS INVESTOR, the twice-monthly newsletter for businessmen interested in buying and selling communications properties.

If you're in the market to buy or sell a radio station, you need this kind of analysis before you go into negotiation. Receive this report FREE when you order an introductory trial subscription for 3 months (6 issues) to COMMUNICATIONS INVESTOR.

Send your check for $35.00 to:

PAUL KAGAN ASSOCIATES, INC. 
Dept. BR-1, 100 Merrick Road 
Rockville Centre, N.Y. 11570 
Subscriptions unassignable

WEAT operates full time on 850 kHz with 1 kw. WEAT-FM is on 104.5 mhz with 100 kw and antenna 520 feet above average terrain.

* KLMS(AM) Lincoln, Neb.: Sold by Lincoln Broadcasting Co. to Dubuque (Iowa) Telegraph-Herald for $90,000. Principal in seller is Howard A. Shuman. Principal in buyer is F. W. Woodward. Buyer owns KTDH(AM)-KFMD(FM) Dubuque, Iowa, and WGEZ(AM) Beloit, Wis. KLMS operates full time on 1480 kHz with 1 kw.

* Other sales approved by the FCC last week include: KFRL-FM Denver; WTLQ(AM) Somersett, Ky.; WNRK(AM) Saline-Clinton(AM) Ann Arbor, Mich.; KOAQ(AM) Austin, Minn.; WHPE-AM-FM High Point, N.C., and KNDK(AM) Langdon, N.D. See page 58 for details.

PTV's biggest bake sale yet

Backed by over a million dollars in Ford money, PBS sets promotional project to up citizen contributions to $60 million annually

The Public Broadcast- ing Service, with more than $1 million in Ford Foundation money, is organizing a campaign to bolster significantly public television's grass-roots support. It's called the Station Independence project and it has three essential goals: to triple the number of American house-holds subscribing to their local PTV stations from the present one million over the next three years; to encourage more individual stations to increase their pro-motional and fund-raising efforts, and to raise the awareness of public television in the minds of state and local governments in the hope that more money will be forthcoming from those quarters.

The project, which public broadcast- ing officials have talked about for some time, became serious business at PBS last month, when Ford announced a $1.05-million grant specifically to cover a nationally coordinated public-awareness effort.

According to Roland Fenz, PBS's di- rector of station development support, it will supply much more than an incentive. "What it comes down to," he said, "is an investment. We put this money to work now in the expectation that it will be bringing in a lot more."

How much more? Based on the proj ect's primary goal—to bring in two mil lion more PTV subscribers by 1978 and thus increase family support of the me- dium from $20 million to $60 million annually—it means another $40 million per year.

Although the project is billed as a three-year effort, Mr. Fenz acknowledged that most if not all of the Ford money could be expended this year. (It is antici- pated that Ford and the stations will keep the idea alive in subsequent years.)

The short-term thrust of the program is the development of a "national PTV awareness week" tentatively scheduled for March 7-17. As much as half the Ford grant could be used in that campaign. During the 10-day period, PBS will be feeding its member stations a special package of programs designed to attract significant viewership. In effect, it is a "pre-week" reminiscent of a concept which has been successfully employed by individual stations for several years. While audiences are large, the reasoning goes, the local station is in the best position to make a concerted pitch—on and off the air—for additional viewer contributions.

Toward that end, PBS is preparing a graphics package and promotional spots designed to publicize the fact that a na- tional fund-raising effort is in progress. It will be complemented by a PBS-co- ordinated multimedia ad campaign, for which PBS is making available $100,000 to the stations on a matching basis. Loca- lly, stations are being encouraged to break into the national programing with monetary solicitations, auctions and in- formational reports on the nature of PTV's financial needs.

Mr. Fenz said the program schedule for the "awareness" week has not been firmed. One "strong candidate," however, is a 60-minute program produced by KQED-TV San Francisco featuring singer Joan Baez. It is also reported that IBM has offered for PTV showing the one-hour adaptation of Henry Fonda's Clarence Darrow, which the firm sponsored last summer on NBC-TV. The effort is ex- pected to bring in 200,000-250,000 new subscribers in the 10-day period, which would increase the system's yearly in- come by $6 million.

In the long term, Mr. Fenz's depart- ment, which will be more than doubled in size, will be feeding the stations such promotion materials as newsletters, di- rect-mail lists and on- and off-air promos. It will also counsel stations embarking on their own promotional projects, and will serve as a clearinghouse for information on new approaches to local fund raising.

In addition, PBS has established a "development loan fund" with $250,000 from the Ford grant. The fund will be available to individual stations to help organize local funding efforts. Mr. Fenz reported that nearly half of the fund has already been requested.

PBS is hoping that the publicity will have a favorable impact on state gov- ernments, many of which have been somewhat less than benevolent toward public broadcasting. According to PBS statistics, the state with the largest per- capita contribution to the medium is Alaska, with $2.45 annually. Many states, however, are significantly less generous —Texas contributes four cents, Missouri one cent, North Dakota nothing. The average is about 50 cents.

It is expected that at least 60% of the 153 PTV licenses will play an active role in the independence project. Last year, a hastily coordinated national fund raising week attracted the interest of only 40% of the stations. The earlier effort, however, was executed on an impromptu basis and did not have outside financial support.
Five-year funding for public stations proposed by HEW

But noncommercial broadcasters fear reductions in annual grants

The Department of Health, Education and Welfare has sent Congress a bill designed to extend the federal funding program for public broadcasting and other telecommunications facilities. The bill, cleared by the Office of Management and Budget two weeks ago, would continue the present HEW facilities program for public broadcasting—the main source of funds for new and expanding public outlets—in a five-year program (fiscal 1976-80). It would complement a long-range funding bill for the Corporation for Public Broadcasting now pending in Congress.

While the legislation proposes no funding ceilings, HEW is recommending only $50 million for the five-year period. And public broadcasting interests are complaining that as little as half that total could wind up in their hands.

In addition to the public facilities program, which HEW has said it wants to scale down, the bill would authorize HEW to fund "telecommunications demonstrations projects" involving new non-broadcast technologies (CATV, satellites, etc.). "Philosophically, we think that's fine," said one public broadcasting official. "But it would take away from Peter and give to Paul. We've still got a big job to do here." Public radio presently reaches only 60% of the nation's population, he noted; PTV reaches 84%.

The Office of Telecommunications Policy, which supports the legislation, agrees that the funding program should have more money. "We think that the [50-million] figure is too low," a spokesman said.

Lobbying for AETC?

The National Black Media Conference says it has "become aware of efforts" on the part of congressmen and Alabama state officials to persuade some FCC commissioners to change their votes in the Alabama Educational Television Commission case. NBMC made the charge in a letter to commissioners that says, "This intrusion by politicians in a judicial process raises serious fairness, ex parte and conflict of interest questions."

However, a check of commissioner's offices revealed no such effort on the part of officials, although some commissioners said they had received one or two letters from individuals—not state officials—in Alabama on the case. The office of Chairman Richard E. Wiley, who is not participating in the proceeding, said it had received inquiries from congressional offices and people from Alabama but that callers were told the case was an adjudicatory matter that could not be discussed.

The calls were in response to published reports that the commission had voted 4-to-2 to strip Alabama of its licenses for nine educational television stations on grounds of discrimination in programming and employment (Broadcasting, Sept. 30).

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Howard came to level with Hollywood, not to praise it

And puzzles his old stomping ground in the process. Word from NBC-TV’s new president: cut those costs.

Robert T. Howard, NBC television network president who left Los Angeles for his present post only last April, returned last week with two main thoughts for his erstwhile, and slightly mystified, colleagues: Cut programing costs and get those scripts more meaningful.

"I must point out," Mr. Howard remarked, "what I feel is a persistent weakness in some of the scripts that come in, particularly scripts for series. Even though the dialogue may be sharp and the characters interesting, there’s a problem with the story. Too often the story doesn’t get the viewers involved and make them care about what’s happening.

"The prevailing fault here is that the initial story idea of the pilot film seems to get misdirected when it is extended over 22 episodes. So it’s really a problem of long-range quality control and something that only you people know how to correct."

Producers in the audience, as well as those seated at the head table at this first of the season’s luncheon meetings of the Hollywood Radio and Television Society, were nonplussed. Many confessed they just didn’t understand what he was driving at. And some said they found it insulting to be told about new techniques for saving program production.

Grant Tinker, president of MTM Enterprises (Mary Tyler Moore Show, Bob Newhart Show, Paul Sand Show, Rhode) said he was disappointed because Mr. Howard does not seem to understand the economics of production. Lee Rich, president of Lorimar Productions (The Waltons, Apple’s Way) commented that he couldn’t understand Mr. Howard’s remarks about series being misdirected.

"Nothing is ever done to change the direction of a series, he noted, "without either the network asking for it, or according to a change the audience demands."

Jack Price, Universal TV president, admitted that he did not understand the point of Mr. Howard’s remarks. "Obviously," he said, "we are all anxious to get the best scripts possible ... those that involve audiences. Some have not been successful in that aim. I’ll agree to that.”

John J. McLaughlin, NBC-TV programing vice president-West Coast, was candid: "The quality of episodic scripts this year has been very good," he said. Mr. Howard must have been talking about atypical scripts, he added.

In fact, Mr. Howard noted that program costs have gone up. The average cost of producing a prime-time hour-long series, he said, is up 20% over five seasons ago. And in another couple of years, he added, it is likely to go up another 15-20%. Because of this, Mr. Howard told the HRTS assembly, NBC will be looking for "greater efficiency and greater value in what we pay for.”

He saw hope for this, he said, in such things as set miniaturization, using chroma-key background techniques, and in the use of the latest, lightweight cameras and portable tape-editing equipment. And, he continued, "because tape is so much easier, economical and easier to edit and work with than film, we expect to be switching more of our shows to tape."

As for software, NBC is looking for better values—particularly in script writing, Mr. Howard said. In the 1973-74 season, he noted, 31 shows did not survive, and of the 18 that premiered in September 1973, only two were carried over to the current season (Kojak on CBS and Police Story on NBC). This compares poorly, Mr. Howard commented, with the 1972-73 season, when only 19 programs failed to go the route.

Other topics mentioned by the NBC-TV network chief involved the need for more variety shows (five years ago one-fifth of prime time was variety, today it’s one-fifteenth, he said) and the maintenance of program standards in the light of more serious drama ("Born Innocent") received compliments and critical praise, but generated "hundreds of outraged phone calls and many indignant letters," he said.

"We ask you [producers and creators] to put all the integrity you can into your dramas and comedies ... but at the same time to be conscious of the incapable limitations of television as a home medium. The living room is not the same thing as The Living Theater."

GCC tries to disprove misrepresentation charge

GCC Communications Inc. of Chicago says it has proof it was not guilty of misrepresentation when it told FCC there were no plans to switch the format of WEMP (FM) Chicago from classical to rock at the time GCC signed a contract with Zenith Radio Corp. to buy the station. Accordingly, GCC said in a petition to the U.S. Court of Appeals in Washington, the court should set aside that portion of its order calling for a hearing on the sale, in which it directed FCC to consider a misrepresentation issue against GCC (Broadcasting, Oct. 7). The court had raised the issue on its own motion on the basis of answers submitted by “five of the 24” persons who responded to a questionnaire distributed by the citizen group opposing the sale. According to the court, five said that GCC representatives, in conducting a community leader survey, had said there would be a format change, and that one of the five “recalled being told specifically that the new format would be rock music.”

GCC said it had contacted six persons the court might have had in mind (the opinion did not specify the five to whom the court referred), and obtained statements from each that he had not been told GCC representatives there would be a format change. This information, GCC said in petition, “demonstrates that the court’s interpretation of the answers was completely erroneous.”

There’s unhappiness for FM programers in a straitjacket

That’s what NAFMB panelists say in exhorting more effort to find out what is really wanted locally.

FM broadcasters have been urged to break away from formulas and to concentrate on local trends and needs. All three speakers at an Oct. 10 programing forum during the National Association of FM Broadcasters convention in New Orleans said they detected an over-emphasis on narrow-minded, formulaic, and stereotyped formats. Speakers urged small-market broadcasters to copy formats that had been successful in larger markets. "Pat formulas and old romantic concepts simply won’t work any more," according to George Burns of Burns Media Consultants. He said when few stations are playing anything but some form of rock music, the need for every station to create its own identity within its market is urgent, he said.

Several methods for arriving at such an identity were suggested. George Wilson, Bartell Broadcasting, advocated a greater reliance on research services, declaring that misleading record sales figures and failure to use other means of ascertaining audience taste has hurt many stations. Mr. Wilson also advocated the use of syndicated special programs of varied types aimed at specific audiences to bring variety to standardized formats. He urged broadcasters to be cautious about usingoping broadcastiong, advocated a greater reliance on research services, declaring that misleading record sales figures and failure to use other means of ascertaining audience taste has hurt many stations. Mr. Wilson also advocated the use of syndicated special programs of varied types aimed at specific audiences to bring variety to standardized formats. He urged broadcasters to be cautious about simulcasting, since simulcast programs can’t get the varying tastes of AM and FM audiences.

David Moorhead, vice-president and general manager of KMET (FM) Los Angeles, said the trend among large-market broadcasters is to attempt to relate to audiences on the basis that characterizes small-market radio, and stations...
of any size which rely solely on heavily used standard formats, live or automated, may well suffer in increasing competition with increasingly-similar stations. Regardless of formats or programing services employed, the panelists agreed, local supervision and direction of all aspects of programing content are most important.

NACMB panelists agree dividends of public service are gratification, profits

Elmo Ellis, vice president and general manager of WSB-AM-FM Atlanta, bluntly put the facts of life about community service and public affairs programing to a workshop at the National Association of FM Broadcasters convention: "Do it voluntarily or at the request or suggestion of the FCC."

But Mr. Ellis and the three panelists at the New Orleans session were not so grudging as that might sound about community service and public affairs. They all agreed that such efforts could be "exciting, creative and profitable," as Mr. Ellis phrased it.

Lee Morris, general manager of WOSU-AM-FM Charlotte, N.C., stressed the importance of involvement in the community. "I'm a member of the Rotary, the Ad Club and the Charlotte Chamber of Commerce," he said. From these and other "active market feedback from leaders and the thinking portion of my community." And, he said, when "people find out you're in the broadcasting business, they'll tell you how to run your station."

He also advised that stations "find a need in the community and fill it," and that broadcasters not forget their total coverage area. As to PSA's, he said locally oriented, station-produced spots was preferable to outside submissions. He concluded that community service and public affairs programing is not an unfair burden; it "builds image, builds audience and builds profits."

Roy Gaines, owner-general manager of WNEG(AM) Toccoa, Ga.—and manager of the town—stressed the inter-related aspects of the community and radio. "Radio can make a community grow," he said, resulting in benefits to both. He cited as an example his own experience.

WWBO sponsors an annual retreat for Toccoa's business, political, religious and social leaders in which the future of the city is discussed and plotted. Out of the first such session came a complete redevelopment of Toccoa's downtown and a doubling in sales revenues for the city's merchants.

Jim Wesley, vice president and general manager of KF(HAM) Los Angeles, agreed with the other panelists on the importance of community service. "It's not something you should try to hide," he said. But, he also said, "You don't showcase it either." What he meant was that community service and public affairs programing does not have to intrude into a station's regular programing; it can be tailored to fit smoothly into any format.

High court won't upset 'Fetchit' ruling

Decision is final chapter in case in which former black actor charged he was libeled by TV documentary

To Lincoln Theodore Perry, a television documentary that said that in his acting days he had popularized the black stereotype of the "lazy, stupid, crap-shooting, chicken-stealing idiot" had libeled him and invaded his privacy. But last week, the U.S. Supreme Court wiped out the last hope the 72-year-old Mr. Perry, known in his acting days as Stepin Fetchit, had for a jury trial on his complaint.

Mr. Perry had sued CBS, the Xerox Corp., which produced the 1968 program on the subject of black history, and a CBS affiliate that carried the program, WISH-TV in Indianapolis, where he had a business address. He claimed he was entitled to a jury trial on his complaint that the documentary, narrated by Bill Cosby, was a "baseless commentary" that held him up to "taste, contempt or ridicule."

But U.S. District Judge William Stecker dismissed the complaint. He ruled that, as Stepin Fetchit, Mr. Perry was a public figure and subject to broadcast comment. He also said that Mr. Perry's privacy was not invaded, that the broadcast remarks were directed at the actor's role as Stepin Fetchit, not at Mr. Perry personally.

The Seventh U.S. Court of Appeals upheld that ruling. And last week, the Supreme Court refused to review that decision.

Kids conference shaping up

Early next May is the approximate date set for a two-day children's television workshop in Washington, to be sponsored by the National Association of Broadcasters. (Broadcasting, Oct. 7). Robert Gordon of WCP0-TV Cincinnati, chairman of NAB's children's television committee, said the emphasis will be on providing a forum for the exchange of information and techniques to improve local children's television. The committee chose Roger Fransecky of the University of Cincinnati, a specialist in children's programing, to assist in modeling the workshop agenda. The committee also set up a library to house children's television research at NAB headquarters in Washington.

'Tour' finally arrives

Six years after its initial appearance on British television, the Beatles' one-hour Magical Mystery Tour is being made available to American TV for the first time. The Classic Film Museum Inc., is marketing the program, having acquired rights to it from the Concert Entertainment Group Inc. American TV rights had not been available from the British owners until recently, although Magical Mystery Tour has been circulated as a feature film to theaters for several years.

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Broadcasting Oct 21 1974
Ratings lightning strikes one of season's bargains

Overnight smash of NBC's low-budget 'Chico and the Man' makes a star of producer James Komack; ethnic sitcom outstrips five of seven film auditions; 40 million watch each week

A few chicano leaders may be unhappy over NBC's comedy, Chico and the Man, but about 40 million other regular viewers have turned it into one of the biggest hits in TV history.

In the four weeks since Chico and the Man premiered on Friday, Sept. 13 (it's on at 8:30-9 p.m., NYT), the show has yet to finish lower than fourth in the weekly Nielsen listings—an almost unprecedented performance for a new series.

"What works is the classic generation-gap concept," says John J. McMahon, NBC-TV's vice president of program operations, who works out of Los Angeles. "You've got this feisty old guy [played by Jack Albertson] who's turned sour on the world and you contrast him with a young, aggressive kid [played by Freddie Prinze] just out of the service. The young man has a great outlook on life and he's eager to get the old guy to start living again."

Some vocal members of the chicano community say, however, that Mr. McMahon's innocent description of the theme is hogwash. "Chico and the Man is right out of Amos 'n' Andy," says Joe Ortega, an attorney and executive director of the Model Cities Center for Law and Justice in Los Angeles. "The portrayal of Freddie Prinze does great harm to my people because it shows us that the only way for a chicano to get ahead is to be subservient to the white man—to cater to him and kowtow to him."

"In effect, chicano children watching the show are being asked to take as their model a cute, lovable, effeminate boy who takes all the racist jokes the old man dishes out without answering him back."

Mr. Ortega says he may challenge the license of KNBC (TV) Los Angeles.

James Komack, the creator and executive producer of Chico and the Man, says he doesn't think Mr. Ortega's criticisms are valid. "In every story so far," he says, "the young guy gets the better of the old man, who comes off a lot of the time as foolish and out of it, almost senile."

Mr. Komack says he doesn't look on Chico and the Man as an ethnic show. "I fell in love with the Spanish culture when I was working in Mexico as a director," he says. He was wondering how he could show use of this knowledge in his work when he saw a public broadcasting production two years ago of Bruce Jay Friedman's play, "Steambath." This black comedy featured the actor, Jose Perez, as Jehovah, whom the playwright envishes is a possible for a Turkish bath. Mr. Komack was bowled over by Jose Perez's comic performance.

"I realized then that the time was ripe for a Hispanic character in a weekly TV series," Mr. Komack says. "And when I created Chico and the Man, I wanted the young man to be a Latin. The reason he comes off as a chicano is that the show is based in southern California. If it were based in New York, he'd probably be a Puerto Rican."

Mr. McMahon sides with Jimmie Komack. "The publicity for the show and the statements by the pressure groups have been somewhat off-base," Mr. McMahon says. "Chico and the Man is not a message show, and we're not trying to do polemics." However, he does admit that the old man's zinger to Chico in the pilot—"Get out of here and take your flies with you"—may have been questionable taste. "We understand the backlash to that line," Mr. McMahon says, "and we're veering away from that kind of ethnic humor."

The success of Chico and the Man is proving something of a double bonus to NBC because it's one of the cheapest shows on the network's prime-time schedule. The production cost runs about $100,000 each for the 22 episodes that NBC has ordered for this season. According to Mr. Komack, the network pays the production company $85,000 for the initial airing of each episode and $15,000 for every rerun. Mr. Komack's company, which is responsible for all the creative aspects of the show, gets 50% of this payment and David Wolper's organization, which provides Mr. Komack's capital and overhead (everything but studio space, which is provided by NBC), gets the other half.

But with increasing costs, particularly of the creative people involved in the show, Mr. Komack says he loses $100,000 on each episode. He didn't figure to lose this much, he continues, because the show is taped before a live audience rather than filmed. "Tape is cheaper and quicker, and you can deliver it faster than you can film," he says. "But the unions are demanding the same rates for tape as they get for film. Scale for a director on our show, for instance, is now $2,750 an episode, and that's different from the film rate."

For all the complaints, however, Mr. Komack is now one of the hottest commodities in Hollywood because of the show's runaway success, and he sees his future as a writer-producer-director of theatrical movies rather than TV episodes. "Television makes you wealthy, but it also forces you to work so hard that you're left with too little time for your family," he says. "I've got one big studio deal in the works right now, which would make me the only a Paul Mazurski ['Bob & Carol & Ted & Alice,' 'Harry and Tonto'] or a Mel Brooks ['Blazing Saddles']. To preserve my sanity from the demands of television, I think I'll move in that direction."

CBS-TV still on top after season's fifth week

Ratings continue to indicate biggest revamping due at ABC-TV

The inherent strength of CBS-TV's bread-and-butter weekly series continued to manifest itself in the national Nielsen ratings for the fifth week of the season (Oct. 7-13). CBS scored a 20.9 rating for the week, NBC 19.9 and ABC 16.9.

CBS won three nights (Thursday and Saturday convincingly, Tuesday in a close race with NBC), NBC took two (Friday and Sunday) and ABC two (Monday and Wednesday).

CBS's weakest nights are Wednesday and Friday, but network officials expect Wednesday to improve when last summer's hit variety show, Tony Orlando and Dawn, is installed for the canceled Sons and Daughters (8-9 p.m., NYT). CBS's Friday lead-in, Planet of the Apes (8-9 p.m.), has turned out to be the surprise disappointment of the season. Industry sources said it will not last beyond January.

NBC's bad nights are Monday and Thursday. Born Free (NBC, Monday, 8-9 p.m.) is getting feeble ratings, and will probably be replaced in January. NBC has already canceled Thursday's lead-in, After the Sierras (8-9 p.m.), and may do the same with the show that follows it, Ironside (9-10 p.m.).

ABC has major problems on Thursday, Friday, Saturday and Sunday nights. It may end up engineering one of the biggest schedule revampings in its history before the year is out.
Wiley feels heat from TV's screen

That's the nub of Chairman's problem as Congress presses for FCC cleanup of violence and obscenity on TV

For FCC Chairman Richard E. Wiley, the hands on a kind of congressional doomsday clock are approaching midnight. They could be stayed with the aid of the broadcasting industry; but so far, broadcasters seem not to have heard his call for action.

At issue is the extent of violence and obscenity on television, and their effect on children. Year in and year out, committees of Congress have expressed concern about the issue, and looked to the commission for some remedial action—always, of course, within constitutional limitations.

Finally, the doomsday clock was set in motion last June when the House Appropriations Committee, in its report accompanying its recommendation for a $46.9 million appropriation for the commission, set a deadline for action: It directed the commission to report by Dec. 31, 1974, on the specific positive actions taken or planned by the commission to protect children from excessive programming of violence and obscenity. The Senate Appropriations Committee included similar language in its report on the commission's appropriation request.

Chairman Wiley, in his address to the Illinois Broadcasters Association two weeks ago (Broadcasting, Oct. 14), referred to those directives in a passage in which he said that there are "some dark clouds" on broadcasting's horizon. However, as he acknowledged, "We are faced with an area fraught with legal and constitutional uncertainties."

In other words, there are serious questions as to whether the commission could take any action to achieve the results Congress seems to want without violating the no-censorship provision of the Communications Act or the First Amendment.

Chairman Wiley, who is loathe to move into the area of program content under any conditions, appeared in his Illinois speech to be embarking on the same course that proved successful in connection with children's television programming. A tough speech in Atlanta in May resulted several months later in the kind of self-regulation—through the National Association of Broadcasters and the Association of Independent Television Stations—that he had suggested in the area of commercials.

In Illinois, he said the broadcast industry could do much "to alleviate the very legitimate concerns expressed not only by members of Congress but by thousands of citizens in letters received by the FCC every year." He talked of broadcasters continuing to provide "sensitive, controversial programming"—but without a recommended decency code. He also said that broadcasters could do much to alleviate concern "through intelligent scheduling" and even, perhaps, taking a leaf from the book of the Motion Picture Association of America and installing an industry-administered rating program.

But Chairman Wiley lacks the leverage for dealing with his present problem that was available to him in connection with his determination to see ads on children's television cut back—the commission's freedom to adopt rules to enforce a desired kind of conduct.

Perhaps as a result of this lack of leverage, broadcasters do not seem to be responding to the chairman's suggestions with any alacrity. Grover Cobb, senior executive vice president of the NAB, said last Wednesday, six days after the speech was delivered, that he had not yet read it and so could not comment on it. And network officials noted that the controversy over the content of programming is not a new one and that their companies have established elaborate machinery for screening out unsuitable material. As for the suggested rating system, one network official noted that idea, too, had been considered in the past and found wanting. He said such a system is regarded as "impossible" to administer; furthermore, he suggested that he had had no idea as to whether network officials would have "far more leeway than they have now."

However, Chairman Wiley apparently has not quit on jawboning. He is understood to be planning to confer with senior network officials on the matter. Presumably, he will make it clear that the networks are not making things easier for themselves or the commission in its dealings with Congress when they present programs like NBC's movie, "Born Innocent" at an hour early enough for young children to see it. The movie's scene in which a young girl is violated by another girl with a broken handle was the subject of hundreds of complaints received by the commission and NBC.

Meanwhile, a group of commission staffers have been pulled together to begin work on the report to Congress. The leadership of the group is divided between General Counsel Ashton Hardy and Paul Putney, deputy chief of the Broadcast Bureau.

Mr. Putney said last week he is particularly interested in the question of violence on television, and indicated the case involving topless programming by a radio station. And, in any event, the House Appropriations Committee refers not only to obscenity in programming but also to "questionable programming."

Mr. Hardy's staff is researching the questions Congress has asked the commission to address. And Mr. Putney said the staff working on violence is attempting to develop alternative courses of action for the commission, and hopes to present them early in November. Some of the suggestions might appear in a notice of inquiry or rulemaking, as Mr. Putney indicated he is looking forward to opening the subject to comment from interested parties. However, he noted that the commission has not committed to any particular course of action.

Mr. Putney noted that the issue is a controversial one even among the staff, with staffers taking different positions on what, if anything, the commission should do. And he did not seem to feel that commission action was the ideal course.

Ex parte? It was the children's hour at the FCC when ABC's owned television stations came to Washington Oct. 11 to screen its Rainbow Sundae-Over Seven series for an audience that included Chairman Richard E. Wiley's son, Doug, and daughters, Kim and Pamela, and Commissioner Abbott Washburn's daughter, Julie.

Talking: Phil Boyer, vice president for programming for the owned stations.

Broadcasting Oct 21 1974
resolution of the problem. "Everybody around here hopes that some form of self-regulation will relieve us of the problem," he said. "We're all very conscious of the practical and the political—that is, constitutional and statutory—limitations facing us."

Program Briefs


Vets plus. Sixty new radio stations have signed for Veteran Administration's Here's to Veterans, bringing to 2,680 total stations carrying 15-minute public service show. Also, 35 more stations have signed for Sound Track Five, VA's five-minute show, bringing total to 808 stations.

Derby stays out. CBS Radio has extended its exclusive 37-year radio network rights to Kentucky Derby for another five years, it was announced last week. Annual horse race, held each May at Churchill Downs, Louisville, Ky., is originated through CBS affiliate, WHAS(AM) Louisville.


Sail ho. Vidistrib Inc., Los Angeles, announces worldwide syndication of Kiel Olympiad, documentary of 1972 Olympic sailing regatta at Kiel, Germany. Program is available as half-hour or hour special.

SE office. B. Crenshaw Bonner, Atlanta, independent film and TV program representative, will represent Gray-Schwartz Enterprises' Telefilm Division, Beverly Hills, Calif. (Lassie, Lone Ranger, among others), in southeastern U.S.

Friendly game. Vidistrib Inc., Los Angeles, will handle worldwide syndication of Magic Productions Inc.'s Twilight Cheat, half-hour special on card sharks narrated by Don Adams.

Another automaker. United Tapes of America, Grand Junction, Colo., announces full-time service of custom produced tapes for automated radio stations. UTA is owned and operated by Steve Schmidt and wife; Mr. Schmidt is one time program director of KREX(AM) Grand Junction and has been operating UTA on part-time basis for last 18 months (it has seven customers). Box 1193, Grand Junction 81501.

Media manipulation by the President?

White House request moves networks to change mind on Ford's address; NBC most inconvenienced as slotting pushes national pastime past time

President Ford, in his third month in office, availed himself last week of one of the not-so-incidental powers that goes with his office—the power to obtain network exposure on request.

ABC, CBS and NBC news executives were not interested in providing live, prime-time coverage of President Ford's appearance before the Future Farmers of America in Kansas City on Oct. 15, when the opportunity was extended a few days earlier. The networks planned to cover the speech, but not live.

Even a draft of the speech that White House News Secretary Ron Nessen delivered to the networks' bureau chiefs in Washington on the morning of the Kansas City appearance failed to stir them. The President was going to try to stimulate the country with the kind of fervor it felt in fighting World War II; there were to be exhortations to plant vegetable gardens and talk of anti-inflation bonds. And, Mr. Nessen was to state later, the President wanted to speak "directly" to the American people. So when the networks' news judgment turned out to be out of sync with the White House's, the White House took the direct route. Shortly before noon on the day the speech went out to the two other network bureaus in Washington, and was relayed to the top brass in New York.

The word that came back down from New York was no surprise—cover it live. For, to the best of anyone's recollection at the White House or the networks, a presidential request for live coverage has yet to be denied.

Nevertheless, the incident stirred something of a flap at the White House news briefing on Tuesday, when Mr. Nessen announced that the President had made a formal request for time, beginning at 8:04 p.m.

Reporters wanted to know if Mr. Nessen, who joined President Ford's staff last month after 12 years as an NBC-TV correspondent, was questioning the networks' news judgment in this opportunity for live coverage of the speech. No, he "certainly would not do that," he said.

And, under further questioning, he amended the statement he issued in announcing the request, to make it clear he felt the networks did not feel the event was newsworthy "enough" for live coverage. Originally, he had said the networks did not regard the speech as newsworthy, period. ("That's quite a difference," said one reporter, after the amendment was made.)

Mr. Nessen also did not accept the contention that the request was tantamount to an order. And he said he had seen no sign that the President objects to having his views "filtered or edited" before reaching the public. But, Mr. Nessen said, this was "a special speech in the sense that it is being directed at the people, and what they can do to fight inflation and save energy. I wouldn't draw any further inference from this." The President's "generally good relations with the press," he added, are well known.

Although some reporters in the briefing room appeared to feel that the President should not take the existence of those "good relations" too much for granted, ABC News president William Sheehan viewed the incident with some detachment. Whenever a President asks for time, he said, 'he'll get it.' The party out of power complains, he noted, "but when the President wants to speak to the nation there's no way we can deny him the air."

CBS News issued a brief statement indicating it was not quite as resigned as Mr. Sheehan seemed to be. It said it was "acceding to this request, while noting that it raises questions that we must consider for the future. Later a CBS official was quoted as saying the network, in accordance with its policy, would grant time to those in government wishing to respond to the President, if the speech
provoked substantial disagreement.

And, he added, since the President had used resources made available by the networks to criticize Congress—for failing to show much appetite for steps he had recommended to help fight inflation—it seemed likely last week that the Senate and House Democratic leadership would request time for reply. A spokesman for House Speaker Carl Albert said: "I think a request would be made"—especially, he said, since the President had requested the networks to cover his speech, it is.

Philosophical questions as to the President's right to request time from the networks aside, the request, coming as late as it did, caused some technical problems. ABC-TV, which provided the pool coverage, was forced to rely on the mobile unit services of its Kansas City affiliate, KMBC-TV, for engineering and technical staff, "When you hear about a speech at 11 a.m. and it's scheduled for 8 p.m., you can't depend on flying a crew from Chicago or New York," said an ABC News technical source, who termed the KMBC-TV performance "very professional."

ABC-TV pre-empted its regular 8:30 p.m. (EDT) situation comedy, Happy Days, and began the Tuesday Movie of the Week ("Playmate," with Alan Alda), at 8:40 p.m., following President Ford's address.

CBS-TV simply pushed its schedule back 40 minutes to accommodate the President's Good Times (8 p.m., instead of 8 p.m. (EDT)).

Both ABC and CBS wrapped up the speech with brief summaries.

But it was NBC-TV that faced the prickliest problem as a result of the President's request. The network was set to present the third game of the World Series, and it had not seen fit to preempt any part of the divisional playoffs it had carried either for the President's economic address to Congress on Oct. 8, or for his outdoor news conference on the following day.

The world series game was scheduled to begin in Oakland at about 8:15 p.m., following some 15 minutes of pre-game commentary. The White House had originally considered a 10:30 p.m. starting time for the speech, but when informed that the President's speech would probably run into the final innings of the ball game, the White House suggested 8 p.m. instead. An NBC source said that while network officials were considering that suggestion, the White House turned it into a formal request for air time—with which NBC immediately complied. And with the cooperation of Baseball Commissioner Bowie Kuhn, the start of the third game was delayed until 8:45 p.m., to permit time for an abbreviated pre-game program following the speech.

Press Club award. WMAL-TV Washington's Jim Clarke (center), with only television reporter among nine recipients of National Press Club Awards for excellence in consumer reporting. Edward S. Donnell (l.), chairman and chief executive officer, Montgomery Ward of the time, presented Scheibet (r.), president of Washington's National Press Club, co-sponsors of awards, presented certificate of recognition and $1,000 prize for Mr. Clarke's mini-series, "The Auto Repair Go-Round."

Indianapolis before his contract expires Jan. 6, 1975. The action, in Marion county (Ind.) superior court, apparently terminates the case: After the ruling, Mr. Crafton reportedly returned to work at wish-TV as co-anchor of the noon news and early evening news. He had left the station Sept. 19 but a temporary restraining order issued that day had prevented WRTS from putting him to work.

**Lewis fights another**

Will Lewis, general manager of Pacifica Foundation's KPFA (FM) Los Angeles, refused last week to provide a federal grand jury with the original of a message the station reportedly received from a terrorist group taking credit for two hotel bombings earlier this month in California. He was given to Friday, Oct. 18, to comply.

Mr. Lewis, who takes the position that the state newsman's shield law protects him in the present circumstances, was jailed for 16 days earlier this year for similarly refusing to turn over to authorities the original communications from the Symbionese Liberation Army and the Weather Underground. An appeal to the U.S. Supreme Court from that contempt citation is due to be filed in the next two weeks.

Only two weeks ago, the station was raided by police, armed with a search warrant, seeking the original communication from the bombing group. The form of the communication has never been identified by KPFA. The bombings occurred in Sheraton hotels in Los Angeles and San Francisco and took place, according to the perpetrators, because of ITT's involvement in Chile. ITT owns the Sheraton hotel chain.

ABC-TV ready for Christening of 'A.M. America'

With Jan. 6 launch date set, all three networks get for new early-morning competition

ABC-TV chose Columbus Day (Oct. 14) to launch a publicity campaign for its developing wake-up news/entertainment program, A.M. America, whose debut Jan. 6, 1975, will make ABC the third network to sail off into television's early-morning waters.

The territory is pretty much ruled by NBC's Today show, recently averaging a 5.7 rating and nearly half the audience; the CBS Morning News, into its second year with Hughes Rudd as anchor, persists with a 1.7 rating and about 15% of the audience. ABC network executives are hoping to carve an audience primarily from those willing to break the 22-year-old Today habit and from viewers of local fare.

A.M. America arrives with distinctive participants. At last Monday's kick-off publicity luncheon in New York, it was announced that Senator Sam Ervin (D-N.C.) of Watergate Committee fame, and former U.S. Attorney General Elliot Richardson would make bimonthly appearances on the program with, it is hoped, witty and pungent observations on the political scene. Also on the observation deck, on a weekly basis, will be John Lindsay, former mayor of New York, commenting on urban affairs. (Mr. Lindsay told the luncheon assembly at the Plaza hotel that ABC's "memorandum of understanding" leaves him "totally free to do anything I want politically"—even endorse candidates, an act which resulted in the past summer in the cancellation of his election-commentary contract with WCBS-TV, CBS's New York O&O.)

ABC's program executives are giving A.M. America at least two years to claim its own ratings territory. Stacks of statistical research surveys by the Iowa statewide network firm of Frank Magid Associates are evidence of the homework that has gone into the format preparation. ABC discovered, for example, that half of all early-morning TV viewers would be interested in a new morning show. From there, they determined that 15% of all viewers could be counted on to switch immediately to another show, but that 33% would stick with the Today show, and that 9% would stick with the CBS Morning News.

A.M. America will attempt to appeal to a slightly younger audience than Today, said ABC's morning development director, Dennis Doty. A sample A.M. America tested last April over ABC's West Coast affiliates received a "very favorable" response. Three or four dry runs of the polished product will be taped in December and could be audience-tested before the two-hour live show opening in January.

The format is conceived as a "light-hearted" and "quicker-paced" version of
the Today show’s magazine style, its producers report, A.M. America will open at 7 a.m. (EDT) from the New York studio with bouncy music, a montage of Americana, perky good-mornings, astrological forecasts and farmer’s almanac advice before turning to the day’s big news stories, which will originate from Washington. Newscasts are spotted on the hour (for five minutes) and the half-hour (for three minutes). But the bulk of the show will go to live in-studio interviews or features on such topical matters as health, finance and consumerism, and to taped or filmed on-the-road features on intriguing regional phenomena. The show’s producers stress the “live,” “colorful” and “national” aspects of A.M. America, which is expected to originate frequently from ABC O&Os and affiliates for a non-New York flavor.

A.M. America’s regular principals (Broadcasting, Sept. 9) are Bill Beutel, news anchor with ABC-owned WABC-TV New York, an attractive masculine presence designed to offset the dominant female presence of Today’s Barbara Walters; Stephanie Edwards, KABC-TV Los Angeles featurecaster and actress; and Bob Kennedy, of ABC-owned WLS-TV Chicago, who will be the “Charles Kuralt” of ABC’s early morning slot. The network highlights the personalities’ geographical diversity as evidence of the “middle-America” appeal planned for A.M. America. A very lively executive producer, Jules Power, who wants a “diverse, fun,” positively accentuated program, will head a 70-person A.M. America staff which, he says, “is in for the long haul.”

The program’s sales kick-off last Saturday (Oct. 19) in Chicago will be followed up Friday (Oct. 25) in New York. Although there have been some grumblings from affiliates that want to take only one of the show’s two hours, network executives are firmly pressing for a two-hour package, half of which will be sold by local stations (the 7:30-8:00 and 8:30-9:00 a.m. EDT periods, as with the Today show, belong largely to the network). Network commercial rates will be $3,000 per minute, ABC sales executives report. (The Today show goes for $12,000 a minute, and CBS Morning News for $2,000 a minute.) Potential A.M. America advertisers are being encouraged to tie in their commercial messages with the particular editorial content of a program segment. On-air personalities, especially Ms. Edwards, will be available for up to four live commercials per day.

When A.M. America bows Jan. 6, the Today show will be opening for a week’s origination from Honolulu. “It’s a funny coincidence,” said Today’s executive producer, Stuart Schulberg, “and I suppose we should be here in New York just to watch them, but we made the commitment five months before we knew what ABC was doing.” The Hawaii trip signals Today’s resumption of its pre-Watergate habit of traveling—usually abroad—twice a year. The diminished political news input gives Today more leeway, much of which it intends to use for a “major commitment to the bicentennial” beginning in July 1975. Mr. Schulberg’s program will also take on a trans-America look during the bicentennial year, when Today will feature remotes and a “regular pattern of programs covering every state and territory of the U.S.”

Other Today innovations—including a brand new “more modern” set and the use of portable live video minicameras—are arriving just as ABC enters the morning news picture, although Mr. Schulberg has been requesting them for several years. “Whenever you face new competition,” he admits, “it’s obvious the climate improves, and I’d be a fool to say it’s not the competition that is getting us some serious budget improvements. It’s like there’s a new kid in town, and we’re fighting for the same turf, and we’ve got to be ready for them.” NBC-TV may authorize its own statistical research to define Today’s viewership.

But as far as Mr. Schulberg is concerned, ABC is welcome to scuffle for rating points. “I have a ‘may the best man win’ feeling about them,” he acknowledged. “I love the competition. You know, despite all the traveling and excitement, this job can become routine, and it’s more fun having a race than trotting around in the paddock all by yourself. Maybe, with ABC, we’ll finally have a race.”

The implication is that the CBS Morning News, with its small but loyal viewership, is not exactly vying for a photo finish with Today. However, CBS is satisfied, says the show’s executive producer, Joe Dembo, with “a good, solid, hard news broadcast,” and no one “mumbles about ratings.” Mr. Dembo was brought in from CBS’s Rome bureau last April to take over the Morning News from Lee Townsend not long after the widely-publicized departure of Mr. Rudd’s co-anchor, journalist Sally Quinn. “It was a
terrible situation," said Mr. Rudd. "She went into it very reluctantly, knowing her limitations." The wryly comic anchorman and morning news writer compared Miss Quinn's final days with CBS News as "the last days in the bunker." The arrival of Mr. Dembo to the CBS Morning News, maintains Mr. Rudd, has resulted in a "five thousand per cent better broadcast," although there is no significant news from the ratings front. Mr. Dembo's contribution has been to quicken the broadcast's pace and to increase the number of stories per broadcast. Both Mr. Rudd and Mr. Dembo make no secret of the fact that they, too, would like to have a two-hour morning news program. They compare the CBS program to the New Yorker magazine, which also has a relatively small, but loyal following. (CBS makes the entire program available to its affiliates for re-broadcast on local news programs.) A longer program, they feel, would give the Morning News "a more competitive stance" with NBC, and now, ABC.

Koop, Geller cast testimony in favor of 'sunshine' law

Senate committee considering bill opening meetings to public, press

Theodore Koop, director of the Radio Television News Directors Association's Washington office, testified last week in support of a proposed Senate bill (S. 260) to open government committee meetings, saying it is an era when citizen confidence in major institutions has been on the wane, here is one effort that has brought about some restoration of the confidence." Mr. Koop was one of nine witnesses during a day of hearings before the Senate Subcommittee on Re-education, Research and International Organizations, chaired by Senator Lawton Chiles (D-Fla.).

The bill he supported would open all meetings of federal and state government committees, including executive sessions and conference committee sessions, and all meetings of government agencies where official action is discussed. Meetings could be closed by majority votes of committee members for various reasons.

Mr. Koop noted Florida's experiment with an open meetings law, indicating that that law has helped create better understanding between public officials and news reporters, whom he called traditional adversaries, and has prompted more accurate news coverage.

He added, "The conduct of the public's business in private can only engender suspicion in the public mind, whether or not there is basis for that suspicion."

Mr. Koop is a former general counsel of the FCC, who supported the bill, saying, "It is sound general principle that the public's business should be done in plain view of the public." Mr. Geller, former general counsel of the FCC, who supported the bill, said, "It is sound general principle that the public's business should be done in plain view of the public." Mr. Geller said that possible grand juries as a result of the opened meetings would be minimal, and that meetings might run more efficiently under public inspection, prompting members to arrive more prepared. He also said that indications are that full and frank discussions would not be inhibited by enactment of the bill. He acknowledged instances where public officials might skip a meeting, but "the bill does not have to be 100% effective in opening decision-making to the public. It is enough that it represents a very substantial step forward.

News has got to capture the fancy of FM programers, convention panelists say

"News—a Neglected Opportunity" was the neglected workshop at the National Association of FM Broadcasters convention in New Orleans on Oct. 12. Only about 40 broadcasters passed up a concurrent session on "Management—It Makes the Bottom Line"—or the attractions of Bourbon Street—to hear broadcasters emphasize that news not only is essential to an FM station, but it can be a profitable asset.

C. Bosworth Johnson, news director of WSAU-TV, Huntington, W Va., and immediate past president of the Radio Television News Directors Association, complained that each of his personal cars has an AM-FM radio in it, and neither would have an AM if either of the two FM's in his market "did anything about news. It is the responsibility of any station to keep its audience informed," said Mr. Johnson. But it need not be a burden on a station, he said. "News credibility translates into rating points which translates into dollars.

Tom O'Brien, vice president and director of radio news for ABC, stressed the advantages of immediacy radio has over television as a news medium. He also continued a theme of Mr. Johnson's: "There's money to be made in radio news, and it is profitable. But money and effort must go behind any news operation for it to be profitable, he said. Hire a good, experienced news director, emphasize local coverage and get newsmen out into the market to see their community and be seen by your community," he said. But don't treat news as "just something to satisfy [FCC] Complaints and Compliance Director Bill Ray," he concluded.

Moscow bound

Two ABC-TV network newsmen were to leave for Moscow (Oct. 18) at the invitation of the Soviet Academy of Sciences and the Soviet State Committee on Television to prepare a proposed ABC News TV documentary on next year's joint U.S.-Soviet space launch. Av Weston, ABC News vice president, TV documentary director, and David Bergman, ABC News science editor, will examine the Soviet space training program; Star City, home of Soviet cosmonauts; and the country's space equipment. The documentary will be broadcast just before the July 15, 1975 joint U.S.-Soviet TV broadcast. ABC News expects to obtain exclusive U.S. broadcast rights to "certain aspects" of the Soviet launch.
bar reports television-network sales as of oct. 6

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<td>sign-on-6 p.m.</td>
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<td>6 p.m.-7:30 p.m.</td>
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<td>81,615,100</td>
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<td>6 p.m.-7:30 p.m.</td>
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<td>458,500</td>
<td>540</td>
<td>11,916,100</td>
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<td>7:30 p.m.-11 p.m.</td>
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<td>16,660</td>
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<td>11 p.m.-sign-off</td>
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<td>$1,593,331,500</td>
<td>$1,446,027,100</td>
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</table>

source: broadcast advertisers reports
Expanding. Canada Dry Corp., New York, has been repositioning its ginger ale since 1970 as a soft drink rather than as a mix, and will do so more so in 1975. The budget's going up about 10%, with about $3.5 million in network TV, almost $2 million in local spot TV (with bottlers) and more than $200,000 in local radio. Commercials—through Grey Advertising, New York—will stress that Canada Dry Ginger Ale is "the dry soft drink" that's "not too sweet" and "quenches your thirst better."

MAC and the Wall Street Journal.

Len Gross, CEF vice chairman and West Coast manager, commented: "The reason for the campaign is quite simple. CEF is not as well known on the West Coast as it is in the Midwest and the East. We have an excellent client list in the West, and we think identifying our name with the campaigns of our well known clients will be helpful in increasing awareness of CEF as a top Western agency." If it works, Mr. Gross added, the campaign will be expanded to cover CEF offices in Chicago, Dallas and New York.

Bouncing to Ayer. Goodyear Tire & Rubber Co., Akron, Ohio, has named N. W. Ayer & Son, New York, as agency for truck, farm, motorcycle and bicycle tire accounts, effective Dec. 31, replacing Thatham, Laird & Kudner, Chicago. Billings are expected to be about $3 million with media breakdown still to be determined.


West and Southwest. Gert Bunchez & Associates, St. Louis, has opened two additional sales offices: 111 North La Cienega Boulevard, Beverly Hills, Calif. 90211; (213) 652-1441, Chuck Dwyer in charge; 4400 Bowser, Dallas 75219, (214) 522-9749, Dean Coward in charge.

Equipment & Engineering

Ghost may go West

RCA engineer says new transmission system being tested in Chicago may help to improve home reception

Circularly polarized TV broadcast transmissions may go a long way toward solving picture ghosting, poor reception on whip and rabbit-ears antennas and other television problems, an RCA expert said last week.

Dr. Matti S. Siukola, leader of advanced antenna development for RCA Broadcast Systems, told a symposium of the Institute of Electrical and Electronic Engineers in Washington that tests currently under way in Chicago may verify theoretical advantages. In the tests, ABC-owned WLS-TV Chicago is broadcasting with an experimental antenna developed for it by RCA. Initially the test transmissions were at night but the FCC later authorized WLS-TV to use the circularly polarized antenna during its full program day.

Dr. Siukola said that "it is expected at the outset that simply transmitting two signals, one horizontally and one vertically polarized, will provide much more solid TV coverage, as was the case with FM, than the present system," which employs horizontally polarized transmissions. He said the vertical component should serve whip-antennas better while the combination of vertical and horizontal components should simplify adjustments usually needed for rabbit ears and other simple indoor antennas. The most important feature, he said, is the system's potential for reducing ghost reception.

Dr. Siukola said that, if approved, circular polarization could be easily implemented by broadcasters by using the station's authorized effective radiated power for both horizontal and vertical radiating components, thus doubling effective radiated power, but that it would increase the broadcaster's costs and perhaps the viewer's too. Stations could expect their transmitting costs to rise and would need more expensive and more complex antennas, larger transmission lines and heavier towers, he said.

Citizen-band amplifiers called threat to ch. 2

Concern over illegal amplifier use on the class D citizens band has prompted the FCC to initiate a rulemaking to ban the marketing or use of amplifiers capable of operation in the frequency range of 20-40 mhz. Broadcasters, responding in initial and reply comments to the proposed rulemaking, have expressed concern over interference to television's channel 2.

Class D signals operate on half the wavelength of channel 2. Some operators, attempting to extend their transmission range, have been using power amplifiers.

The Association of Maximum Service Telecasters and CBS have emphasized the interference threat to channel 2 reception from the illegal amplified class D signals. CBS complained that illegally amplified class D stations have caused interference to owned stations on channel 2 in the New York, Chicago and Los Angeles.

The United Citizens Radio Council and several Reacht and Alert teams have also asserted that amplified signals create interference for their own communications on the citizens radio band.

Discrete try-outs

The National Quadraphonic Radio Committee is performing on-the-air tests of five FM four-channel discrete systems for eventual submission to the FCC.

The committee, sponsored by the Electronic Industries Association, consists of 50 representatives of various manufacturing, broadcasting and professional societies, with James Gabbert, newly elected president of the National Association of FM Broadcasters, as acting chairman. Mr. Gabbert's KOL(FM) San Francisco is performing the tests.

The systems being analyzed are those of Quadracast Inc., General Electric, Zenith, Nippon-Columbia and RCA. All are considered true four-channel broadcasting. The present matrix system that is used in some four-channel broadcasting as well as recordings is considered a bastard version to purists.

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Broadcasting Oct 21 1974 47
Syndicated programing’s renaissance in radio

Syndicated radio packages have become big business. A variety of programs, mostly taped, are now available to stations from a field that was virtually nonexistent in 1970.

“The potential for special programing in radio is unlimited,” says George Burns of Burns Media Consultants, and ratings of many such programs seem to bear this out. WNEW-FM New York, in a time slot in which it is already top-rated, doubles its audience on nights it carries the King Biscuit Flower Hour. Other stations with other programs report similar success.

The value of such packages for program directors can be great. In many markets, similarity between stations is growing: “We’re all playing the same music product,” said one program director, and stations are turning to syndicated special programs to combat this sameess. Phil Sheridan, general manager of WNCI Columbus, Ohio, is one broadcaser who is sold on the idea: “It’s a rating tool and a revenue tool,” he says. “You always come out ahead.” WNCI has based an entire promotion campaign on its syndicated programing, with at least one such show aired each day. Mr. Sheridan credits the American Top 40 series with bolstering his Sunday ratings, and wnc1’s syndicated Wolfman Jack program on Friday and Saturday nights gets top ratings.

Sponsors appear equally pleased. Pioneer Electronics, a long-time advertiser with the King Biscuit Flower Hour, considers the program “a very good investment.” Sponsors of other shows agree, citing high ratings in the 18-34 age group as an important selling point.

Most of these packages fall into a few general categories, of which the largest number combine music and talk in some manner. Watermark Inc., whose American Top 40 series has built a subscriber-ship of 300 stations worldwide over the past four years, offers a weekly three-hour countdown of the nation’s top-40 hits. Hosted by Casey Kasem, the series also features artist biographies and record news. Watermark also offers a countdown for country-and-western stations. A similar series is offered by Diamond P Enterprises, which produces Dick Clark’s Music Machine, a weekly three-hour package of oldies, hit singles and album cuts now featured on over 100 stations. Diamond P also produces a series of one-hour country specials, a series of “audio biographies” of music stars, and a pack-
age of Christmas specials spotlighting individual performers and their families with appropriate music.

Most upbeat among these music-and-talk packages is the Outdoor Wave, which presents current hits as oldies seen from the distant future. The one-hour weekly program, carried now on 100 stations, also contains running science fiction plot-lines to accompany the music. Apart from the series that feature records are a number of successful programs that offer live-on-tape concerts. D.I.R. Broadcasting’s King Biscuit Flower Hour presents an exclusive series of rock performances running biweekly on 175 stations. King Biscuit is offered on a barter basis with all advertising sold nationally. D.I.R. will soon also be carrying the established BBC Live from London concert series. The On Tour concert series, presently carried on 195 stations, also features rock performers, and is engineered and produced by former members of the Creedence Clearwater Revival rock group. On Tour is also bartered, with stations receiving a percentage of each program’s advertising time to sell locally.

Syndicated radio packages are by no means limited to music, however. The Chicago Radio Syndicate has produced a group of comedy series, including the Chickenman and Toothy Fairy programs, which have been carried on 600 stations worldwide. The National Lampoon Radio Hour, which grew out of the National Lampoon magazine and its recording interests, offers to stations a weekly half-hour of satire on a barter basis. One of the prime forces behind the Lampoon Hour is Bob Michelson, whose father, Charles Michelson, syndicates a number of classic radio shows including The Shadow, The Green Hornet, and Fibber McGee and Molly, to over 300 stations.

Some of the syndicated packages defy classification, such as the new Flo and Eddie by the Fireside, and Dr. Demento series, which combine music, talk and comedy. The Chicago Radio Syndicate is also preparing a package of musical-comedy programing and production aids focused on the national bicentennial, entitled The Great American Birthday Party. And Diamond P has had success with a similar package based on the phrase ‘Have a happy day’. D.I.R. also offers a daily five-minute program called Rock News, providing information on artists and records.

Potential for growth in the field, exemplified by King Biscuit’s jump from 92 to 175 stations in one year, seems likely. In most markets, stations are working on new series in many areas. As one broadcaster put it, for the first time in years the talent and labor that go into production of TV programs are being re-applied to radio, with a success that is apparent.

Rich, Newton-John and Milsap tops in country music honors

Charlie Rich was named entertainer of the year at the eighth annual Country Music Association awards presentation held at Nashville’s Grand Ole Opry House Oct. 14.

Mr. Rich, who has scored a series of crossover hits in the past year, including The Most Beautiful Girl in the World, also received album-of-the-year honors for A Very Special Love Song.

Australian-born Olivia Newton-John proved she has won the hearts of American audiences as she was selected as female vocalist of the year. Single and song-of-the-year honors went to Country Bumpkin, recorded by Cal Smith and penned by Don Wayne. The surprise of the awards was the choice of Ronnie Milsap as male vocalist of the year, from an impressive field which included Mr. Rich, Mr. Smith, Waylon Jennings and Merle Haggard.

Repeating their successes in last year’s awards were Conway Twitty and Loretta Lynn (vocal duo of the year); The Statler Brothers (vocal group of the year); and Danny Davis and the Nashville Brass (instrumental group of the year).

Hosted by Johnny Cash and telecast nationally by CBS, the awards were the first to be held in the new Opryland complex in Nashville.

CMA wasn’t the only organization handing out honors last week. Let Me Be There was given the Robert J. Burton award as the most performed country song of the year by Broadcast Music Inc. in its annual country-music awards ceremony last Oct. 15 in Nashville. Kris Kristofferson, Billy Sherrill and Norro Wilson topped the writer-award winners, with five songs each. Acuff-Rose Publicaions Inc. led the publisher-award recipients, with 10 song citations. Winners were chosen for broadcast performances during the period April 1, 1973 to March 31, 1974.

Broadcasting Oct 21 1974
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<td>Jim Weatherby- Buddan</td>
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<td>38</td>
<td>43</td>
<td>Earache My Eye (5:17)</td>
<td>Cheech &amp; Chong- A&amp;M</td>
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<td>44</td>
<td>Rockin' Soil (2:59)</td>
<td>Hues Corp.- RCA</td>
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<td>45</td>
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<td>47</td>
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<td>Arf Gurkanu- Columbia</td>
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<td>Three Dog Night- ABC-Dunhill</td>
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<td>Feel Like Makin' Love (2:55)</td>
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<td>So You Are A Star (3:45)</td>
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<td>Pointer Sisters- Blue Thumb</td>
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<td>Doraville (3:15)</td>
<td>Atlanta Rhythm Section- Polydor</td>
<td>69 66 63 68</td>
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<td>63</td>
<td>68</td>
<td>Right Me (2:45)</td>
<td>Touch Me- Capricorn</td>
<td>65 71 65 64</td>
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<td>75</td>
<td>69</td>
<td>Funny Tree- Big Star</td>
<td>Jimmy Webb- Capitol</td>
<td>66 68 67 68</td>
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<tr>
<td>60</td>
<td>70</td>
<td>Laugh With You in the Rain (2:50)</td>
<td>Neil Sedaka- MCA</td>
<td>67 69 73 71</td>
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<td>71</td>
<td>71</td>
<td>Pretzel Logic (3:59)</td>
<td>Sammy-Dan- ABC-Dunhill</td>
<td>68 70 70 50</td>
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<td>72</td>
<td>72</td>
<td>Screamin' King- ABC-Dunhill</td>
<td>Roberta Flack- Atlantic</td>
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<td>Cold Mountain (2:26)</td>
<td>Dowjoon- MCA</td>
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<td>High Plane (3:15)</td>
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<td>Kool &amp; the Gang- Ode</td>
<td>Elvin Bishop- Capitol</td>
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<td>76</td>
<td>Evil Bock-Weevil (2:20)</td>
<td>James Brown- MCA</td>
<td>78 72 75 77</td>
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Alphabetical list (with this week's over-all rank); After the Goldrush (45), Another Saturday Night (12), Back Home Again (32), Beach Baby (5), The Bitch Is Back (22), Black Eyed Boys (72), Can't Get Enough (6), Can't Get Enough of Your Love Babe (4), Carefree Highway (33), Cats in the Cradle (29), Clap for the Woman (29), Corp Highway (73), Do It Baby (16), Do It Till You're Satisfied (30), Double Dutch (57), Early Morning Love (69), Everlasting Love (23), Evil Bock-Weevil (75), Fairytale (66), Falling in Love (65), Feel Like Makin' Love (48), Give It to the People (58), Give Me a Reason to Be (46), Hanging On in There Baby (27), (You're) Having Baby (14), Higher Plane (74), Honey Honey (41), I Can Help (53), I Honestly Love You (1), I Shot the Sheriff (8), I'm Leaving It (All Up to You) (51), I've Got the Music in Me (40), Jester's,Jazzin' (7), Kung Fu Fighting (3:18), Laughin' in the Rain (70), Let's Straighten It Out (46), Lil is a Rock (But the Radio Rolled Me) (25), Longfellow Serenade (26), Love Me for a Reason (31), My Melody of Love (17), The Night Chicago Died (52), Nothing from Nothing (2), Overnight Sensation (60), People Gotta Move (3:09), Pretzal Logic (71), Riddlin' Cowboy (59), Rock Me Gently (9), Rock Me Gently (27), Second Avenue (47), This Week's Over-all Rank |
**RCA profits eroded by costs**

Third quarter net income down 17%; Sarnoff cites inflationary squeeze

RCA Corp. has reported increases in revenues for both the third quarter and first nine months of 1974 but declines in net income for both periods, attributed to a continuing cost-price squeeze in consumer-related areas of company operations.

RCA's net income for the third quarter fell by 17% to $35 million (45 cents per share) on revenues of $1.18 billion from $42.4 million (55 cents per share) on revenues of $1.05 billion in the 1973 comparable period.

For the first nine months of this year, net income dropped by 16% to $109.2 million ($1.41 a share) on revenues of $3.4 billion, compared with $130.3 million ($1.69 per share) on revenues of $3.1 billion in the first three quarters of 1973.

Robert W. Sarnoff, RCA chairman, said the cost-price squeeze intensified in the third quarter, holding prices at a level too low to offset rising costs. He said the softness in this period was offset partially by improved earnings in vehicle rentals, broadcasting, global communications, book publishing and service operations.

**Sweet and sour for United Cable**

While subscribers jump dramatically, company is forced by tight money to halt building in Albuquerque

Stockholders of United Cable Television Corp., now an autonomous company, heard mixed news at the firm's annual meeting last week. Positive: that UCTV increased its subscriber total by 34%. Negative: that construction had been suspended on the firm's new cable system in Albuquerque, N.M., one of UCTV's most promising markets.

For the 12 month period, UCTV (formerly LVO Cable) grew from 122,200 subscribers to 163,677. The increase, reported Gene Schneider, UCTV president, included all systems owned, partially owned or managed by the firm.

The Tulsa, Okla., firm became an independent entity in February when it severed corporate ties with LVO Corp., its former parent company. LVO is merging with the Ladd Petroleum Corp.

Mr. Schneider said UCTV's "principal" subscriber growth has occurred in three systems—Tulsa and Hayward and San Leandro, both California—which have a combined total of 30,800 customers.

The decision to suspend the building of the Albuquerque system, Mr. Schneider said, was influenced by the state of the general economy and the company's difficulty in obtaining adequate financing.

"We are not going to allow our ambitious construction program to outrun our financing arrangements," the UCTV president said. "And we have decided to wait for more favorable conditions in the money markets." He added that this "go-slow attitude" coincides with the firm's conviction to maintain "a financially strong center of properties while requiring new projects to attract their own financing. Construction in Albuquerque, Mr. Schneider said, will resume "as soon as financing arrangements have been completed."

For the three-month period ending Aug. 31, Mr. Schneider said, UCTV had revenues of $2,168,000, 23% more than $22 million in the comparable period, Mr. Schneider said, was erased by an accounting change, which resulted in a restatement reflecting a loss in that period or $21,000 or one cent per share.

**Financial Briefs**

For KIMO-TV expansion. Becker Communications Associates, Chicago, has acquired $300,000 junior secured loan, due 1982, to Central Alaska Broadcasting Inc., licensee of KIMO-TV Anchorag, for expansion of facilities and as working capital. Since its inception in March 1973, BCA has committed more than $22 million to broadcast and cable interests.

Ahead of schedule, MCA has prepaid $12 million installment due March 1, 1979, on its unsecured bank loan, bringing to $48 million (out of original $100 million) amount prepaid on loan this year. Company's bank loan agreement also provides for 50 million unsecured revolving credit; no borrowings have been made under this credit.

Buying back. UA-Columbia Cablevision, Westport, Conn., will allot up to $500,000 for repurchase of its own common stock during next year.

Hopeful. Meredith Corp. estimates that per-share earnings for first quarter will be 55 cents, up from 35 cents for comparable year-ago figure. Company declined to forecast full-year figures, however, citing state of economy.

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(212) 355-0405

Breaking In

You Got the Love—Rufus (ABC/Dunhill) * With its Tell Me Something Good just beginning to fade after a long stay on the charts, this San Francisco-based group has released a follow-up with the same R&B flavor. The single, pulled from the Rags to Rufus album that helped make the group a success, has been picked up by several stations already, including WXIA(TX), Fort Worth, Texas; WNVQ(AM) Pittsburgh and WNOE(AM) New Orleans.

I'll Be Your Everything—Percy Sledge (Capricorn) * Comebacks seem to be in vogue of late, with artists such as Dobie Gray and The Tymes returning to popularity after long absences. Percy Sledge, last successful nationally with When a Man Loves a Woman in the late sixties, is back with this rather mellow R&B single. Among the stations adding I'll Be Your Everything last week were WORQ (FM) Buffalo, N.Y.; word(AM) Spartanburg, S.C., and WBGN(AM) Bowling Green, Ky.

Willie and the Hand Jive—Eric Clapton (RSO) * Eric Clapton has delved into the 1950's for a classic Johnny Otis tune that RSO Records is billing as the original reggae hit. With Mr. Clapton's I Shot the Sheriff still high on the charts, addition of this follow-up may be delayed a week or two on many stations, but at least one, WBGN(AM) Bowling Green, Ky., has added it already. Mr. Clapton's long-term popularity with album buyers should continue to be matched in the singles market.

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

- COUNTRY SIDE OF LIFE, Wet Willie (Capricorn).
- DON'T EAT THE YELLOW SNOW, Frank Zappa (Discreet).
- LA LA PEACE SONG, O. C. Smith (Columbia).
- LOVE DON'T LOVE NOBODY, Spinners (Atlantic).
- SHE CALLED ME BABY, Charlie Rich (RCA).

Broadcasting Oct 21 1974 50
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<th>% change in 1974</th>
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### Stock programing

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**TOTAL:** 85,634 558,932

### Service

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**TOTAL:** 166,268 1,863,033

### Electronics

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<td><strong>TEKTRONIX</strong></td>
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<td><strong>TELECOM</strong></td>
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<td><strong>WESTINGHOUSE</strong></td>
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<td><strong>ZENITH</strong></td>
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**TOTAL:** 57,633 521,776

### Standard & Poor's Industrial Average

<table>
<thead>
<tr>
<th>Industry</th>
<th>Average</th>
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<tbody>
<tr>
<td>A-American Stock Exchange</td>
<td>78.5</td>
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<tr>
<td>M-Midwest Stock Exchange</td>
<td>75.6</td>
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<tr>
<td>N-New York Stock Exchange</td>
<td>+2.9</td>
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</tbody>
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**Broadcasting Oct 21 1974**

52

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* Approx. shares and total market capitalization are as of Oct 20, 1974.
* P/E ratios are based on earnings-per-share 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.

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*No P/E ratio is computed; company reported net losses.

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* Figures drawn from through week ending July 28, 1974.
Week's worth of earnings reports from stocks on Broadcasting's index

<table>
<thead>
<tr>
<th>Company</th>
<th>Period Ended</th>
<th>Revenues (6/30)</th>
<th>Change (%)</th>
<th>Net Income (6/30)</th>
<th>Change (%)</th>
<th>Par Share</th>
<th>Revenues (9mo)</th>
<th>Net Income (9mo)</th>
<th>Par Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Four Star Intl.</td>
<td>year 6/29</td>
<td>2,832,150</td>
<td>-48.7%</td>
<td>(363,768)</td>
<td>*</td>
<td>(5.55)</td>
<td>5,526,470</td>
<td>856,202</td>
<td>1.29</td>
</tr>
<tr>
<td>Kansas State Network</td>
<td>year 8/31</td>
<td>9,839,659</td>
<td>+23.3%</td>
<td>1,124,350</td>
<td>+12.1%</td>
<td>.66</td>
<td>7,978,765</td>
<td>1,003,804</td>
<td>.58</td>
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<tr>
<td>Metromedia Inc.</td>
<td>9 mo. 9/30</td>
<td>140,554,856</td>
<td>+1.4%</td>
<td>3,403,144</td>
<td>-40.1%</td>
<td>.52</td>
<td>140,552,799</td>
<td>5,681,791</td>
<td>.68</td>
</tr>
<tr>
<td>Scripps-Howard</td>
<td>9 mo. 6/30</td>
<td>22,772,500</td>
<td>+12.8%</td>
<td>4,571,449</td>
<td>+23.2%</td>
<td>1.77</td>
<td>20,221,001</td>
<td>3,711,160</td>
<td>1.43</td>
</tr>
<tr>
<td>Weather Corp.</td>
<td>6 mo. 6/30</td>
<td>9,470,555</td>
<td>-9.3%</td>
<td>(7,018,558)</td>
<td>*</td>
<td>(3.15)</td>
<td>10,440,026</td>
<td>22,964</td>
<td>(0.01)</td>
</tr>
</tbody>
</table>

* Change too great to be meaningful.

Fates & Fortunes®

Media

Alan Henry, executive VP and chief operating officer, Sunderland Broadcasting Corp., joins Fairchild Industries Inc., Germantown, Md., as general manager-broadcasting group in charge of Fairchild's three radio stations and with responsibilities in acquiring new radio-TV properties.

Bertrand M. Fainberg, director of contracts, East Coast, ABC Entertainment, New York, appointed director of business affairs, ABC-TV, New York.

John J. Agoglia, associate director of contract administration, business affairs, CBS-TV, named director of administration.

Paul Masterson, director of administration, ABC, Los Angeles, named VP.

Stephen C. Mason, internal auditor, Combined Communications Corp., Phoenix, named VP-controller. Ron Reed, senior tax accountant, Price Waterhouse, Phoenix, joins CCC as corporate tax accountant.

James McGowan, director of administration and research, CBS Television Network business affairs, New York, named to newly created post of director of research and planning for same unit.

David C. Weinfield, regional sales manager, WNGN(AM) Pawtucket, R.I., named general manager of WKST(AM) New Castle, Pa., and supervisor of operations, WPFM(AM) Ellwood City, Pa. and WTVG(AM) Massillon, Ohio, last three owned by Scott Broadcasting Co.


Louis Shelburne, KTGR-AM-FM Columbia, elected president, Missouri Broadcasters Association; Charles Earls, KBOA(AM) Kennett, elected president-elect and Robert McKune, KTTR(AM) Rolla, elected secretary-treasurer.

James C. McCreary, resident controller, WTAE-AM-FM-TV Pittsburgh, named controller of Rust Craft Broadcasting Co., headquartered at company's WSTV-AM-TV and WRKY(FM) Steubenville, Ohio.

William W. Waller, sales manager, KENV-TV Anchorage, named station manager.

Robert Hamilton, on staff of KMEN(AM) San Bernardino, Calif., named assistant station manager.

Harry Marks, director, on-air advertising, West Coast, ABC-TV, Los Angeles, named VP-creative director, on-air advertising.

Broadcast Advertising


John Louis Roventino, 64, better known as "Johnny" in radio and TV commercials for Phillip Morris, retired Oct. 12 after a 41-year association with the cigarette company. His B-flat "Call for Phil-Ip Mor-rees" provided a musical tilt to the company's commercials from 1933 until 1956 under terms of a life-time contract. In recent years the 48-inch Johnny made personal appearances on behalf of Phillip Morris at conventions and sales meetings.

Stephen C. Mason, internal auditor, Combined Communications Corp., Phoenix, named VP-controller. Ron Reed, senior tax accountant, Price Waterhouse, Phoenix, joins CCC as corporate tax accountant.

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Robert Hamilton, on staff of KMEN(AM) San Bernardino, Calif., named assistant station manager.

Harry Marks, director, on-air advertising, West Coast, ABC-TV, Los Angeles, named VP-creative director, on-air advertising.
John Calene, associate creative director, Cunningham & Walsh, New York, joins Clyne Dusenberry Inc., New York, as co-creative director and senior VP.

Jack Donahue, local sales manager, KPHT-TV Phoenix, named sales manager.

Craig Marshall, account executive, WTAE-TV Pittsburgh, named national sales manager.

Arthur Zweig, general manager, KLTV(TV) Tyler, Tex., named general sales manager, WUTV(TV) Buffalo, N.Y.

Audian Paxson, publisher, Dallas-Fort Worth regional airport publications, named general sales manager, KITE(AM) San Antonio, Tex.

Thomas W. Fenno, senior account executive, KPOL-AM-FM Los Angeles, elected executive VP, Ed Yellin Enterprises, Los Angeles commercial production firm.

Jeanne R. Arnold, supervisor, broadcast buying, Campbell-Ewald, Detroit, appointed division manager, ABC-FM Spot Sales, Detroit.

Jim Brunson, regional sales manager, WAYS(AM) Charlotte, N.C., named local sales manager, WSOC-AM-FM there.

Ernest R. Latessa, sales manager, WEAH(AM)-WPJB-FM Providence, R.I., named general sales manager, WGNW(AM) Pawtucket, R.I.

Kenneth M. Warwick, VP and associate research director, Grey Advertising, New York, appointed VP and associate research director, SSC&B, New York.


Art Ross, local sales manager, WFLA-AM-FM Tampa, Fla., named general sales manager.

Janice Angeline-Crabtree, broadcast production director, Ripper, Neal, Battle & Lindsey, Atlanta, named TV producer, W.B. Doner & Co., Detroit.

George Ker, media planner, J. Walter Thompson Co., Chicago, named associate media director.


Donald F. Riesett, assistant account executive, Benton & Bowles, New York, elected VP.

George C. Hyde Jr., administrative assistant to VP in charge of radio, Susquehanna Broadcasting Co., York, Pa., named director of sales planning and development of company's FM stations: WTLA Atlanta; KPLX Fort Worth-Dallas; WFMJ Indianapolis; WLOQ Cincinnati; WLRQ Toledo, Ohio; WHLO Canton, Ohio, and WSBA-FM York.

H. Huntley Baldwin, creative director; John D. Peterson, account executive, and Billy R. Prag, associate manager, sales promotion department, Leo Burnett Co., Chicago, elected VP's.


Bo Cook, on staff, Louis Benito Advertising Agency, Tampa, Fla., named creative director.

Herbert D. Gordon, VP-director of marketing and media, Ketchum, MacLeod & Grove, Houston, named media director at agency's Pittsburgh office.

Sandra Rahimi, broadcast supervisor, KM&G, Pittsburgh, named manager of broadcast media.

Brian Stone, local sales manager, WPLG-TV Miami, named national sales manager.

John C. Martin Jr., VP, Ogilvy & Mather, Los Angeles, elected senior VP. Other O&M, Los Angeles, promotions: Nick Barnett, management supervisor, elected VP; Daniel Dixon, creative director, elected VP-creative director.

William L. Hartzman, account supervisor and coordinator, named assistant VP, Lindsey, Bradley & Johnston Advertising Agency, Chattanooga.

Honeyymooning, FCC Commissioner and Mrs. Robert E. Lee (at left) took their vows in Arlington, Va., the morning of Sept. 27, and by that evening were at Caesar's Palace in Las Vegas, as the commissioner fulfilled a commitment to speak to the Nevada Broadcasters Association's convention. With them at their wedding night dinner: Mrs. Len Hornsby and Mr. Hornsby (he's executive director of the Las Vegas Convention Authority), Mrs. Mark Smith and Mr. Smith (he's general manager of KLAS-TV Las Vegas).

**Quality Talks For WRAI**

*Hal Ray, Puerto Rico*

Continental's new 5/10 kW AM transmitter is setting records for acceptance. It has performance and efficiency, with the cleanest sound around. Listen to Continental: quality talks.

**Continental Electronics**

CONTINENTAL ELECTRONICS MFG. CO.  
BOX 17040  
DALLAS, TEXAS 75217

**Programing**

Larry Berger, program director, ABC-owned WRIF(FM) Detroit, appointed program director, ABC-owned WPLJ(FM) New York.

Paul R. Ballantine, with Wakeford/Orloff, Los Angeles production company, named manager of Cue Productions, WMATQ-TV Chicago in-house production facility.

Barry Zevan, weathercaster, KSTP-TV Minneapolis, named to same post, WMAL-TV Washington.

Don Webster, weathercaster, WENX-TV Cleveland, named to same post, WMATQ-TV Chicago.

Carol A. Witherspoon, producer-director, WLWC(TV) Columbus, Ohio, named facilities supervisor. Murray Schweitzer, freelance director in Baltimore, and Sam Torre, director, WLWO(TV) Lima, Ohio, named producer-directors, WLWC.

Tom Stanwood, promotion director, XETV(TV) Tijuana, Mexico, resigns to return to WESP(AM) St. Thomas, Virgin Islands, as program director.

Alvin Dompke, production manager, WGR-TV Buffalo, N.Y., joins WBNX-TV Columbus, Ohio, in similar capacity. He
is succeeded by Donald A. Larick, producer-director, WGR-TV.

Mike Allen, program manager, WTID (AM) Norfolk, Va., named operations manager, WTID-WORK (FM) Norfolk.


Sylvia H. Cordy, public affairs director, WJZ-TV Baltimore, named public affairs producer, WMAL-TV Washington. She is succeeded at WJZ-TV by Shelia Bryant Butler, director of agency relations and meeting coordinator, United Fund of Central Maryland.

Larry Yount, operations manager and announcer, WHEW (FM) New York, joins WJZ (AM-FM) Newark, N.J., as director of programming.

Jerry St. James, music director, WLPL-FM Baltimore, named program director, WLPL-FM and WSID (AM) Baltimore.

Broadcast Journalsm

Philip Nye, news director, ABC-owned WXYZ-TV Detroit, appointed director of news and public affairs, ABC-owned WABC-TV New York.

Wyntson Selwyn, news writer, KTU (TV) Oakland, Calif., named news producer, KTVU (TV) San Jose, Calif.


Anne Kaestner, ABC News correspondent, Los Angeles, named writer-broadcaster, news department, KNX (AM) same city.

Joanne M. Jamerson, news writer, WMAG-TV Chicago, named editorial and public service director, WLS (AM) Chicago.

John Bachman, co-anchorman, WMT-TV Cedar Rapids, Iowa, named anchorman, WMAG-TV Chicago.

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

Don Lark, anchorman, WZAM-TV Grand Rapids, Mich., joins WJKK-TV Detroit as anchorman-reporter.

Larry Bennett, intern at WTOP-TV Washington, joins WJXT (TV) Jacksonville, Fla., news team. Both are Post-Newsweek stations.

Ralph Wall, news director, KICX (AM) McCook, Neb., joins KASH (AM) North Platte, Neb., in same capacity.

Paul Ehresmann, director, noncommercial WPFI (FM) Bloomington, Ind., named director of news and public affairs, WDRB-TV Louisville, Ky.

Fred R. Hobbs, news director, University of Colorado, named weekend news anchorman, KWGN (TV) Denver, in addition to present responsibilities.

Cable

Glen Winter, director of engineering, Susquehanna Broadcasting, named general manager of Susquehanna's subsidiary, CATV of York, York, Pa.

Jeanne Cozad, with Dallas Marshall Realty, Xenia, Ohio, named manager, Continental Cablevision of Ohio's Xenia operations.

Don Zimmerman, systems engineer, Wometco Communications's East Brunswick and Plainfield, N.J., CATV operations, named systems engineer for Wometco Communications, Miami.

Lyle H. Kneeskern, systems engineer, Continental Cablevision of Ohio, at Tifton, named director of engineering.

Equipment & Engineering

Randy S. McCallister, chief engineer, WGR-TV-FM Beckley, W. Va., named product analyst, RCA Broadcast Systems, Camden, N.J.

Charles Morgan, assistant director of engineering, Susquehanna Broadcasting Corp. and chief engineer of its WARM (AM) Scranton-Wilkes-Barre, Pa., named director of engineering, Susquehanna Broadcasting's radio division, headquartered in York, Pa.

Norman Gilbert, engineering staff, KRON-TV San Francisco, named technical director.

Robert W. Sarnoff, chairman, RCA Corp., presented with 1975 Communications Award of Speech and Hearing Institute for "his leadership in electronics and communications which has helped make the globe smaller for all peoples."

Charles Link, VP-financial operations, Custom Service Division of Viewlex, Sunnyvale, Calif., named VP-general manager, Electro Sound Inc., audio-tape division of Viewlex.

Allied Fields

Sherman Brody, director of communications at Arbitron's Beltsville, Md., research and production center, named director of printing and promotion.

James E. Greeley, Lawrence J. Bernard Jr. and John L. Tierney have announced partnership in Washington law firm, Greeley, Bernard & Tierney.

Charles Roberts, White House correspondent for Newsweek for 15 years and most recently associate director, Washington Journalism Center, named director of information, National Wildlife Federation, Washington.

Willard Dreslin Jr., director, public relations programs and services, Pan American World Airways, named to newly created position of director, public relations, ABC Leisure Activities, New York.

Mary Kay Switzer, director, public services-promotions, KOTA-AM-TV Rapid City, S.D., named assistant professor of broadcasting, Eastern Kentucky University, Richmond. Carol Wright, special projects specialist, noncommercial, WKEU-FM Eastern Kentucky University, Richmond.
J. David Schwartz, 1974 graduate, University of Missouri, named manager of educational services, American Advertising Federation, Washington.

Named as branch chiefs in certificates of compliance division of FCC Cable Television Bureau, Washington: Gregory A. Weiss and Angela B. Green. Both are attorneys with bureau.

Deaths

Justin Bradshaw, 59, station relations VP of Broadcast Music Inc., New York, died of heart attack early Wednesday (Oct. 15) at Nashville, where he was attending meetings of Country Music Association, of which he was long-time member. Mr. Bradshaw, who had been slated to take charge of all music-licensing functions of BMI next year, was born in Harper, Kan., in 1915, and was actor, radio announcer and performer and station manager in Southwest before joining BMI in 1943. He was named station relations VP in 1964. He was also first VP of Broadcast Pioneers. Survivors include his wife, Mary Anne, and two sons.

C. Oscar Baker, 57, president and general manager, WPTW-AM-FM Piqua, Ohio, died Oct. 10 in Piqua Memorial hospital where he had been since suffering heart attack Sept. 23. Survivors include wife Josephine, sons Steve and Tom, and daughters Mary, Leesa and Molly.

John W. McPherrin, 77, consultant to NBC-TV when it established magazine formats of Today, Tonight and Home programs, died Oct. 3 in Tucson, Ariz. Mr. McPherrin, publishing consultant and magazine editor in recent years, was also in advertising and promotion with such pioneer radio programs as Bauer & Black's Bob Hope Show. Survivors include wife, Katherine, and two daughters, Joy Chafin and Kay McPherrin.

Lawrence L. Shenfield, 83, who retired in 1953 as chairman of Doherty, Clifford & Shenfield, New York, died Oct. 9 in Bronxville, N.Y. D&S later became part of Needham, Harper & Steers, New York. Mr. Shenfield is survived by his wife, Mabel, and sons Lawrence and James.

Paul W. (Fritz) Morency, 74, retired president of Broadcast Plaza Inc., which comprised WTIC-AM-FM-TV Hartford, Conn. (now WTC-AM-FM and WFSB-TV under new ownerships), died Oct. 15 at his home in Avon, Conn., following stroke Aug. 26. His broadcast career spanning 42 years began with broadcasts on KYW(AM) Philadelphia in 1925. Mr. Morency then became manager of field service for the National Association of Broadcasters and in 1929 he was named manager of WTIC. He later served as secretary-treasurer and VP of NAB, declining presidency in 1945. He served as chairman of NBC Stations Planning and Advisory Committee and of All-Industry Affiliates Committee. He was a founder and long-time board member of Broadcast Music Inc.
FM actions
- *Galveston, Ark.—Arkansas College, Broadcast Board granted 88.1, 10 kw, HAAT 125 ft. P.O. address 1209 Case Street, Galveston 72501. Estimated construction cost $13,000; first-year operating cost $5,000; revenue none. Principals: Dr. C. L. Broome, President of Arkansas College (BPH-71017). Action Oct. 2.

- Bishop, Calif.—Inyo-Mono Broadcasting Co., Broadcast Board granted 87.9, 500 watts, 315 ft., HAAT 842 ft. P.O. address 157 Short Street, Bishop 93514. Estimated construction cost $8,000; first-year operating cost $18,000; revenue $24,000. Principals: Roy Williams, 157 Short St., Bishop, and Mr. Haygood, manager of motel and record-sound equipment store in Bishop (BPH-71032). Action Oct. 17.


FM stations
- Galveston, Ark.—Arkansas College, Broadcast Board granted 88.1, 10 kw, HAAT 125 ft. P.O. address 1209 Case Street, Galveston 72501. Estimated construction cost $13,000; first-year operating cost $5,000; revenue none. Principals: Dr. C. L. Broome, President of Arkansas College (BPH-71017). Action Oct. 2.

- Bishop, Calif.—Inyo-Mono Broadcasting Co., Broadcast Board granted 87.9, 500 watts, 315 ft., HAAT 842 ft. P.O. address 157 Short Street, Bishop 93514. Estimated construction cost $8,000; first-year operating cost $18,000; revenue $24,000. Principals: Roy Williams, 157 Short St., Bishop, and Mr. Haygood, manager of motel and record-sound equipment store in Bishop (BPH-71032). Action Oct. 17.


FM licenses
Broast Board granted following licenses covering new stations:

- KMTW Twin Falls, Idaho, Media 5 Inc. (B-17-1048), estimated cost $1,800.00. Action Oct. 17.


- *WMSC Upper Montclair, N.J., Board of Trustees of Montclair State College (B-1268), Action Oct. 4.

- Kope Mesilla Park, N.M., Luc Cruzes Broadcasting Co. (B-6253), Action Oct. 7.

- *KBBF-Cedar City, Utah, New Era Broadcasting Co. (B-6222), Action Oct. 7.

- *WGBW Green Bay, Wis., Board of Regents of University of Wisconsin System (B-1262), Action Oct. 7.

- KCWC, Riverbank, Calif., State University of New York (B-1264), Action Oct. 7.

- KCAL, Madera, Calif., Authorized program operation of 92.1, ERP 2 kw, HAAT 185 ft. Action Sept. 27.

- WKJU Winchester, Ky., Authorized program operation of 101.1, ERP 500 kw, HAAT 300 ft. P.O. address 3521 State St., Crescent Springs, Ky. 40017. Estimated construction cost $49,200; first-year operating cost $18,100; revenue $25,000. Principals: J. E. Oglesby, Mr. Smith, Mr. Owen, and others. Action Oct. 4.

- KUWL, Madera, Calif.—Authorized program operation of 92.1, ERP 2 kw, HAAT 185 ft. Action Sept. 27.

- WKJT-FM Booneville, Mo.—Authorized program operation of 100.1, ERP 800 kw, HAAT 300 ft. P.O. address 1209 Case Street, Galveston 72501. Estimated construction cost $13,000; first-year operating cost $5,000; revenue none. Principals: Dr. C. L. Broome, President of Arkansas College (BPH-71017). Action Oct. 2.

- WKVT-FM Woodward, Okla.—Authorized program operation on 93.5, ERP 3 kw, HAAT 150 ft. Action Sept. 27.

- WALK-FM University City, Tenn.—Authorized program operation on 104.6, ERP 3 kw, HAAT 300 ft. Action Sept. 27.
We'll share your exposure to Broadcasters Liability losses

You probably know how much you could afford to pay if you lost a suit for libel, slander, piracy, invasion of privacy or copyright violation. Here's how to handle a bigger judgment: insure the experience with Employers. We have the experience and the personnel to help you set up a program and to assist in time of trouble. Write for details. Our nearest office will contact you at once.

Employers Reinsurance Corp.,
21 West 10th, Kansas City,
Missouri 64105. Other U.S.
offices: New York, San Francisco,
Chicago, Atlanta, Houston.

The best soft music sound
in Toledo is put out by an AEL FM-25KD Stereo Transmitter

Just ask WMHE

AEL stereo transmitters always send the very best.
FM: 2,500, over 12,000, 25,000, 50,000 watts.
AM: 5,000, over 10,000, 50,000 watts.

Call or Write:
AMERICAN ELECTRONIC LABORATORIES, INC.
P.O. Box 552, Lansdale, PA 19446
Tel: 215/822-2929 • TWC: 510/661-4976
**In contest**

**Case assignments**

Chief Administrative Law Judge Arthur A. Gladstone

**FM actions**


- **WJAM-FM Lansing, Mich.** - Renewal proceeding; Gross Telecasting (Dec. 2001). Review board, in response to request by Lansing Branch of American Civil Liberties Union of Michigan added issues to determine whether Gross Telecasting failed to make its 1970 license renewal application available sufficiently long in advance of license expiration and whether Gross engaged in "diluting" of TV network program by license renewal application; gross also granted request of Lansing Branch of ACLU to add issue against Gross for rebroadcasting taped weather reports without informing public. Bitreviewsboard also approved gross for replaying computerized program, and whether licensee engaged in adequate control over operation of WCFL. Action Oct. 1.


said it found no evidence of any misconduct for which short-term renewals were imposed. Action Oct. 2.

Rulemaking

Applications


Actions


K60AP Orovida, Kings River and Bottle Creek, Nev.—Broadcast Bureau granted CP for new trans- lator on ch. 60, rebroadcasting KOLO-TV Reno (BPTV-2661). Action Sept. 30.


Cable

Follows operating orders of cable TV systems requested certification of compliance, FCC announced Oct. 5 (stations listed are TV signals proposed for car- riet):


Certification actions

- Cable TV stations in California—FCC granted applications of San Leandro and Hayward, Calif.—Request certification of compliance by LVO Cable of San Leandro and LVO Cable of Hayward, Calif. (BPTV-2680). Action Oct. 3.
- Orlando Beach, Fla.—FCC granted applications of Orlando Beach, Fla.—Request certification of compliance by WPNF-TV and WPNF-TV (BPTV-2681). Action Oct. 8.
- New Jersey—Commission waived its rules to per- mit a local cable operator to use shared cable service for public access programming in township of Parsip-pany—Waived rules that bars a subscriber from using a subscriber’s receiver with a satellite dish or television to receive a particular channel, at request of PSE&G (BPTV-2682). Action Oct. 8.
- New Jersey—Commission waived its rules to per- mit a local cable operator to use shared cable service for public access programming in township of Parsip-pany—Waived rules that bars a subscriber from using a subscriber’s receiver with a satellite dish or television to receive a particular channel, at request of PSE&G (BPTV-2682). Action Oct. 8.
- California—Commission granted applications of San Leandro and Hayward, Calif.—Request certification of compliance by LVO Cable of San Leandro and LVO Cable of Hayward, Calif. (BPTV-2680). Action Oct. 3.
- California—Commission granted applications of San Leandro and Hayward, Calif.—Request certification of compliance by LVO Cable of San Leandro and LVO Cable of Hayward, Calif. (BPTV-2680). Action Oct. 3.
- California—Commission granted applications of San Leandro and Hayward, Calif.—Request certification of compliance by LVO Cable of San Leandro and LVO Cable of Hayward, Calif. (BPTV-2680). Action Oct. 3.

Other actions


Ruling

WREX-TV Rockford, III.—Commission granted request of Gilmore Broadcasting Corp., licensee of WREX-TV Rockford, to amend section 76.610(2) of FCC’s cable TV rules, to allow the operator of cable systems in counties adjacent to, or within, the city of Rockford, to carry their program signals. Action Oct. 17.

Further FCC decisions and proposed rules, interpretations and policy statements, and other actions affecting cable service and new or modified cable TV systems, are contained in the Federal Communications Commission’s Reports and Orders to be issued.
Help Wanted Management


Sales-oriented manager needed for Southern medium market station. $25,000 income based on gross profits. Excellent for facility, locally market. Send resume to Box K-85, BROADCASTING.

No. 1 station WERK, Muncie, Indiana, is looking for aggressive sales oriented general manager with proven track record. Must stand rigid inspection. For the right individual an attractive salary or percent on sales. At present sales level your income would amount to $20,000 + with excellent growth potential. If you produce you gain. All replies confidential. No phone calls. Please write resume with references to WERK Radio, Box 2455, Muncie, IN 47304.

Help Wanted Sales

I need a versatile salesperson who can replace me. What other strengths you have: production, copy, sports play-by-play? Third with board experience necessary. $60,000 plus car allowance plus commission. Management possibility for right person. Send resume, photo, first reply. Equal opportunity employer. Box K-109, BROADCASTING.

Wanted: either play-by-play sportscaster for high school football, baseball, basketball, with DJ and production capabilities, or strong board and production person with good play-by-play and sport program capabilities. No beginners. $700 base plus sales plus commission. Equal opportunity employer. Box K-110, BROADCASTING.

Full time AM on Florida West Coast wants experienced salesperson to take over existing account list. All skills and knowledge 1st letter. Equal opportunity employer. Box K-139, BROADCASTING.

KCHE needs a salesperson/salesperson, experience in both areas desirable. Opportunity for advancement in all phases of production. Send resume, photo, references. Equal opportunity employer. Box 1440, Cherokee, IA 51012.

Need aggressive sales person, excellent opportunity, salary, commission, and excellent fringe benefits. Send resumes to Jack Ludescher, G.M., WGEZ, Box 416, Beloit, WI.

Virginia 5 kw modern country needs a hardworking salesperson to take over an existing account list. Earn $10,000 first year. Opening due to promotion. Growth market, excellent community. Send complete resume to Sam Funderburk, WCXY, P.O. Box 1110, Harrisonburg, VA 22801.

Creative sales person, proven small or medium market experience. Will be given established list. Send resume to Marcian Boudoir, Sales Mgr., WRB Radio, Box 2072, Erie, PA 16513.

Male or Female, experienced and able to travel. Send our proven sales promotions to stations and earn more than you have ever made in your life selling locally. Key Marketing Corp., P.O. Box 650, St. Petersburg, FL 812-821-0986.

Wanted: Experienced sales person at a 10,000 watt modern country station. Salary plus commission. Location Greenville, NC, call Jennings Blakely 919-758-2224.

Sales manager with solid sales background, some management experience needed by #1 station, able to commensurate with ability, Send resume to Community Service Broadcasting, Inc., Box 1299, Mirt, Vernon, CA 92454.

Sales Agent: To sell time. Write Sullivan, 790 President St., Brooklyn, NY 11211.

Help Wanted Announcers

Help Wanted Announcers Continued

Medium market station needs announcer, full time with some experience in music and news. Send resume. Equal opportunity employer. Box K-138, BROADCASTING.

Medium market station needs part-time announcer with some experience in music and news. Please send resume. Equal opportunity employer. Box K-140, BROADCASTING.

KCHE needs announcer-salesperson. Experience in both areas desirable. Opportunity for advancement in near future. Great place to live! Resume, photo, etc. Manager, Box 1460, Cherokee, IA 51012.

Announcer: KOSI AM-FM, the Denver area's good music stations need a strong announcer with an excellent voice and several years of experience in announcing, newswriting and delivery; a third class broadcast license; experience in board operation and outstanding production techniques. If you're our person, we can offer a fine opportunity; good pay and working conditions, excellent equipment and a chance to work with a great staff at a stable and well-respected station located in one of the great family-living areas of the country. You'll be working in a perma-son 13 years longevity with us. Please send tape and resume to Lee Stewart, P.O. Box 823, Aurora, CO 80010. Equal opportunity employer M-F.

Radio as a career? Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact program director, Art Brooks, KPOW, Box 968, Powell, WY 82435. An equal opportunity Employer.

WCHV has immediate opening for Top 40 jock with First Phone. Bush aircheck, resume, and photo to Ed Owens, WCHV, Box 5387, Charlottesville, VA 22903.

WNOD—"Washington's Goldmine"—is looking for a radio entertainer to do morning drive. If you're really good and feel you're ready to grab the number one market in the country, the Village Cohen, General Manager, 202-338-8700, or rush tape and resume to WNOD, 1680 Wisconsin Avenue, NW, Washington, DC. E.O.E.

Major public radio station needs announcer/operator. Main responsibility: produce interesting, literate, three-hour period from 1:00 AM through 4:00 AM. Must be strong on classical music announcing, writing, production and news. Must have valid FCC 3rd Class En- dorsement, valid driver’s license. Annual salary: $9,206 to $10,400. Excellent benefits. Send tape and resume to WNOZ, 961 Fort Knox, Fort Knox, KY 40121. WMU, an affirmative action/equal opportunity emp- loyee.

Central Pennsylvania contemporary is looking for a strong daytime personality. We would like someone with a proven record. Time and temp job need not apply. Come join our team in this very competitive market. Tape, resume, references and requirements first package, WRTA, Box 272, Altoona, PA.

Need mid-day person (good production/music skills). "Warington" has openings. Must be familiar with music and able to do your duds," don’t apply! Need individual who is good and needs to be great. Now is your chance. Only fair money, but great job in a big city market. Call (not collect) Dave Jacob, Program Director, WSAQ, Fort Knox/Louisville at 502-383-2676.

Staff Announcer/Newsreader needed for top-rated FM station. Excellent music taste and voice. Good production or copy skills helpful. No taped music or automation so you must be capable. Photo and resume to WSR, P.O. Box 961 W. Side St., Worcester, MA 01602.


Need late-night or all-night personality announcer for adult rock format. Minority applicants encouraged. Must be experienced and able to do work that is real commercial. No track record shows you qualified, send details. Equal opportunity employer. Box K-131, BROADCASTING.

Help Wanted Technical

Broadcast engineer for major FM station. Excellent opportunity for individual experienced in audio and transmitter equipment. Send resume. Box K-119, BROADCASTING.


Chief Engineer/Announcer. FM partially automated. Send resume. No phone calls. Dale Low, KLLS and KSMN, Mason City, IA 50401.


Florida coastal station needs chief engineer announcer capable of AM/FM and automation system mainte- nance and assisting construction of new tower site plus 100 kilowatt FM power increase; must be reasonably good Announcer. Prefer engineer brought up on transistors. Delightful living by the sea. Op- portunity for advancement with small chain. $10,000 to $12,000 annually. Send resume and tape, Hudson Millar, WIBA Fort Pierce. An Airmedia station. Equal opportunity employer.

Experienced chief for Southern Indiana AM & FM stereo. New equipment. 10 hours board work per week. WITZ 812-482-2311.

Engineer, $150.00 a week, WPFT Radio. Telephone 506-886-2050 or 606-886-6191. D. C. Stephens, owner.

Help Wanted News

Newsperson with writing ability and good delivery. Good spot news writer who can fill out live news after fast-paced morning air shift. Send resume to Box K-118, BROADCASTING.


30,000 watt net affiliate has immediate opening for drive time/newsman. Must be strong on the air for adult format. Send air check and resume to Mark Neely, news director, 501 Carew Tower, Cincinnati, OH 45202.

Help Wanted Programing, Production, Others

Beautiful Music Programming. We are the #1 Beautiful Music programming syndication company in the country. We are looking for the finest and most knowledgeable Beautiful Music programmer to join us in a key company position. The individual we seek must have proven ability as a music director or programmer in highly competitive Beautiful Music markets. All replies will be held strictly confidential. Box K-108, BROADCASTING.

Program director top 25 market network affiliate ex- perienced and competitive in all phases of program- ming, production and news. All replies confidential. Equal opportunity employer. Box K-137, BROAD- CASTING.

Affirmative action seeks a faculty member to teach news-oriented courses and provide occasional support in broadcast production. Ph.D. and dissertation stage candidate with related research interest and some professional experience. Letter and vitae to Di- rector, School of Journalism, University of Oklahoma, 850 Van Vleet Oval, Room 101, Norman, OK 73069.
Help Wanted Technical

UHF TV station wants experienced engineer for studio and transmitter operation and maintenance. Small town operation offers great opportunities. Send resume to Bureau Chief Engineer, WXOW-TV, 198, La Crosse, WI 54601.

TV Engineer. FOX, Conn. Strong video or videotape editing. No trainees. Best benefits. Contact Tom Morgan, WCZR-TV, 24 Summit St., Hartford, CT 06106. 203-278-3310.

Wanted Immediately in Midwest. Experienced technician in operations and maintenance of video tape machines. Excellent references and resume as video tape editor essential. Salary commensurate with experience. Contact Bernie Green, Edrite Inc., 1920 N. Lincoln, Chicago, IL 60614.

Help Wanted News

Wanted, meteorologist or weather person for Midwest medium-sized network affiliate. Prefer some broadcasting experience. Should have pleasant personality and be able to relate weather to people and their activities. Send resume and salary requirements. Box K-29, BROADCASTING.

Wanted. Applicant must be knowledgeable person for Midwest medium-sized network affiliate. Prefer some broadcasting experience. Should have pleasant personality and be able to relate weather to people and their activities. Send resume and salary requirements. Box K-29, BROADCASTING.

Help Wanted News

Wanted managing editor for Midwest medium-sized network affiliate. Prefer some broadcasting experience. Should have pleasant personality and be able to relate weather to people and their activities. Send resume and salary requirements. Box K-29, BROADCASTING.

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Help Wanted, Programming, Production, Others Continued

Experienced Prod. Dir. for prod. ABC VHF. Great place to live. Send resume to Operations Manager, KIVI, 1866 E. Chisholm Dr., Nampa, ID 83651.

Instructor for basic television production in laboratory setting. Duties include directing, photographing, and operating community college staff in developing instructional TV programs. Will also have production responsibilities in general public and educational radio and TV operation.


Excellent references. See Wanted Item 1629.

Radio Job Opening

Wanted (used): Collins, Gates, RCA, CCA, Muses, See Wanted Item 1629. M...n...Apt.

For Sale Equipment

For sale: self-sufficient utility tower antennas. See Wanted Item 1629.

WANTED TO BUY EQUIPMENT

We need used 250, 50, 1 kw, 10 kw AM and FM transmitter. No junk. Guaranteed Radio Supply Corp., 1314 irubire St., Lenexa, KS 78840.

CABLE

Help Wanted Sales

Television cameraoperator for local university television station. Experience in film to documentaries. Must know all phases 16mm photography and editing, and preferably have experience in commercial television news or public television. Degree with major studies in cinema, plus 2 years experience in 2 or more phases of commercial television.

Producer/Director, major market VHF. Min. two years experience. P. Restivity, WTIN, 203-777-3611. An equal opportunity employer.

WANTED TO BUY EQUIPMENT

We need used 250, 50, 1 kw, 10 kw AM and FM transmitter. No junk. Guaranteed Radio Supply Corp., 1314 irubire St., Lenexa, KS 78840.

FOR SALE EQUIPMENT

For sale: self-sufficiency utility tower antennas. See Wanted Item 1629.

INSTRUCTION

Broadcast Technicals: Learn advanced electronics and earn your degree by correspondence. Free brochure, W.F. Schuman, 2002 Stonier Avenue, Los Angeles, CA 90025.

Broadcasting Oct 1974

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Instruction Continued


Chicago or Milwaukee. FCC license. Results guaranteed. Vet approved. Lowest prices available. Institute of Broadcast Arts, 75 East Wacker Drive, 312-238-8105 or 414-445-3300.


FCC license. Don't memorize. Prepare the right way, through understanding.

Don't settle for a job. Add to your experience. Looking for a job in your field? Check these sources:

- School Placement Offices
- Government Employment Offices
- The classified section of your local newspaper
- Employment agencies
- Professional societies
- Networking

Don't wait for the job to come to you. Go out and get it!

Situations Wanted

Announcers

Beginner, looking for first break. Willing to really dig and work for recognition both on and off the air. Single, stable, mature, willing to relocate. Have creative ideas for small market station managers who are willing to listen. Will guarantee results. Call or lot a line.

JOHN F. PLATE
3701 E. Fountain Blvd., Apt. 103
Colorado Springs, Colo. 80910—303-634-0462

You belong in Broadcasting

The newspaper of broadcasting and allied arts

Funding Available

$100,000.00

Over the next ten years, The Wheatstone Bridge Engineering Company, The Reginald A. Fessenden Educational Fund, and allied organizations will make available $100,000 to needy community broadcasters, either through outright grants, or purchase/lease-back of expensive transmitting equipment. If yours is a bona fide community radio station, with open access and absolutely no racial, ethnic, or sexual barriers—or if you are planning to put such a radio station on the air, please contact:

Cese McGowan
President
222 University Avenue
Los Gatos, California

TELEVISION

Help Wanted Sales

Video Tape Sales

Major Supplier of Broadcast Video Tape
Requires Chicago Based Salesperson

Attractive Salary Plus Incentives
Automobile, Annual Bonus and Other
Fringe Benefits

All Replies Held In Strict Confidence

Box K-116, Broadcasting

Help Wanted Technical

TV Service Engineers

We're a leading producer of TV and Radio broadcast equipment offering career opportunities to well-trained, experienced professionals who are ready to assume responsibilities in these areas:

FIELD SERVICE REP (East Coast)
Our Service Department is seeking a TV Field Engineer to locate in the Eastern part of the United States to maintain and trouble-shoot UHF and VHF TV transmitters.

ANTENNA SERVICE ENGINEER (Quincy based)
Our Service Department is seeking an individual to troubleshoot, maintain, and supervise installation of TV antennas. You must be able to climb tall towers.

Both positions require extensive travel with expenses company paid. Salary commensurate with experience, comprehensive benefits including hospitalization, life insurance, plus paid relocation expenses. Please send resume, indicating specific position and salary history, in confidence to:

Bob J. Vaughan, Professional Employment Manager

GATES DIVISION
HARRIS-INTERTYPE CORPORATION
123 HAMPSTEAD STREET, QUINCY, ILLINOIS 62301 U.S.A.

Attention Owners

15 years of experience in radio and TV sales, programming, production, direction and talent. Looking for GM position in medium market with a station interested in community service and sales. Prefer N.E. but will relocate. Making $22,000. Please send resume to: Bob J. Vaughan, Professional Employment Manager.
YOU BELONG IN BROADCASTING

Why not reserve this space for your Classified ad and find out how well BROADCASTING can work for you.

AVAILABLE ON LOAN

CHINA CONVERSATIONS

Unique tape series of thirteen half-hour interviews for your Public Affairs programming. Each program features a specialist, usually a recent visitor to the People's Republic of China, who discusses a specific aspect of contemporary Chinese society. Some include original material taped in China. Produced by the National Committee on United States-China Relations, a non-profit educational organization, and available singly or in series for postage and handling costs from Broadcasting Foundation of America, 52 Vandebilt Avenue, New York, N.Y. 10017, (212) Murray Hill 4-2500.

FOR SALE


Box K-92, BROADCASTING

500 watt daytimer, 6 AM Signon. Arkansas town over 4,000. Expanding economy—excellent future. Owner wants quick sale. Priced at less than twice 1973 collections. $100,000. Includes valuable real estate. $60,000 cash, reputable buyer assumes $40,000 note.

Box K-111, BROADCASTING

Suburban Colorado Daytimer

Only station in 300,000 plus County $250,000, terms

Box K-142, BROADCASTING

PENNSYLVANIA

We have two, fine, AM-FM properties available, priced at $750M and $550M (with terms to qualified buyers.) Also, consider an opportunity to make an offer on an FM with fine potential. Each of these properties serves a good metro market in the Keystone State.

NEW YORK

A good selection of broadcast properties from $150M to $55M on terms; included is a single-station-market AM for as little at $35M down, with a long payout.

Brokers & Consultants to the Communications Industry

THE KEITH W. HORTON COMPANY, INC.

200 William Street • Eijma, New York 14902
(P.O. Box 94) • (607) 733-7138
New England office: St. Albans, Vermont 05478
(P.O. Box 275) • (802) 524-5963

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc, if this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy.

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Rates, classified listings ads:

—Help Wanted, 50¢ per word—$10.00 weekly minimum. (Billing charge to stations and firms: $1.00)

—Situations Wanted, 40¢ per word—$5.00 weekly minimum.

—All other classifications, 60¢ per word—$10.00 weekly minimum.

—Add $2.00 for Box Number per issue.

Rates, classified display ads:

—Situations Wanted (Personal ads) $25.00 per inch.

—All other $45.00 per inch.

—More than 4" billed at run-of-book rate.

—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. Publisher reserves the right to omit: Zip code and/or abbreviate words if space does not permit. Count each abbreviation, initial, single figure or group of figures or letters as one word. Symbols such as 35mm, CDQ, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name ____________________________

Phone ____________________________

City ____________________________ State __________ Zip ______

Insert ______ time(s). Starting date ____________ Box No. ______

Display ______ (number of inches).

Indicate desired category: ____________________________

Copy: ________________________________________________

For Sale Stations Continued

**Midwest Properties**

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<td>AM-FM Medium Market</td>
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Ralph E. Meador, Media Broker
P.O. Box 36, Lexington, Mo.
816-259-2544

**South Arkansas profitable small AM Single station market 110,000 on terms. Write:**

P.O. Box 2501
Knoxville, TN. 37901

**LARSON/WALKER & COMPANY**

Brokers, Consultants & Appraisers
Los Angeles
Washington
Contact: William L. Walker
Suite 508, 1735 DeSales St., N.W., Washington, D.C. 20036
202-223-1003

**FOR SALE Stations Continued**

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**FOR SALE Stations Continued**

**AT YOUR SERVICE WITH 20 YEARS EXPERIENCE.**

**RICHARD A. SHAHEEN, INC.**

Media Brokers
435 N. Wabash Ave., Chicago, Ill. 60611
312/467-0040

**ASSOCIATES, INC.**

Field BROADCASTING ad space for the future. Owner

Write: S Dunwoody Park Atlanta, Georgia 30341

**For Sale Stations Continued**

**BROADCASTING**

Oct 21 1974

66
The busy broadcast journalism world of Cox's Tom Frawley

Some kids play baseball, or collect stamps, or build go-carts. Tom Frawley hung around radio stations. Most kids have little notion about their future occupation. Tom Frawley wanted to be a broadcast newsmen ever since he understood the meaning of the word career. Some kids discard childhood ambitions as their perspectives of life broaden. Tom Frawley never had to. He was a broadcaster by the time he was 15.

It was only a summer job—a jack-of-all-trades position at tiny KWNO(AM) Winona, Minn. It was 1945 and there was a war going on. "They were really hard up for anybody," Mr. Frawley recalls of his first employer.

But it was a start. And now, at 45, Mr. Frawley has no time to contemplate where he will finish. Approaching his 30th year in communications, Mr. Frawley is entrenched in his profession. He has served for five years as the Washington bureau chief for Cox Broadcasting, administering a news staff of seven persons. Next year he will serve as president of the AP Broadcasters Association. And last month he became the new president of the Radio Television News Directors Association. Collectively, these responsibilities make him a busy man indeed.

If Tom Frawley ever understood what motivated him to become a broadcaster, he has long since forgotten. "I honestly don't know," he insists. "You just get a feeling that this is something you'd really like to do." So he set about to do it.

"I had been hanging around all the stations in Minneapolis and St. Paul [some 40 miles from his home town of Stillwater, Minn.] because I had wanted to get into the business for a couple of years. A fellow at WTCN(AM) there said they were looking for a summertime announcer at KWNO, where he'd formerly worked. So I climbed on a train and went down to audition and they hired me."

Apparently, radio work satisfied Mr. Frawley more than the world of higher education. He says he entered Winona State College because it would give him the opportunity to study while he worked full time at KWNO. But when KROC(AM) Rochester, Minn., offered him a more news-oriented job—at the commanding salary of $55 per week—after a year at Winona, his college studies ceased. Rochester was just too far away to commute.

Indirectly, it took a war to get Mr. Frawley his first opportunity in radio. It took another war—the Korean—to get him into television. He enlisted in the Air Force and wound up in Washington, producing and writing documentaries for its motion picture division.

In 1953, the Air Force moved most of its audio-visual functions to Wright-Patterson AFB near Dayton, Ohio. And who-but there needed a part-time newsmen. Tom Frawley became the new man. And when the station went hunting for a news director in 1957, Mr. Frawley was more than willing to leave the military behind. He started changing things immediately.

"At the time I came to WHIO-TV, there was one guy doing radio news and two or three in television. You went to the production department and borrowed a camera if you needed newsfilm. The first thing I did was start hiring, I expanded the staff to about a dozen in the first year." By the mid-60's, the staff had grown to 20, and it was becoming obvious that a format change was in order. "It seemed, to this news director anyway, that there was an obvious appetite for television news. With the Vietnam war, the Kennedy assassination, people relied on us more to keep them in touch with the world." Thus, WHIO-TV became the first Cox station—and one of the first in the country—to originate 60 minutes of local news in the early evening.

And things have changed since then. "News," Mr. Frawley notes, "has come a long way since the time that it was essentially something you inserted between other programs when you didn't have anything else to insert. . . . Absolutely and across the board, television news today is the basic element of a station's programming."

For that reason, Mr. Frawley feels that RTNDA must broaden its mission and its constituency. In his initial weeks in office, he has commissioned a study to determine the best way for the organization to accept all working broadcast journalists as voting members—as opposed to RTNDA's present system of including only news executives. He is also seeking ways to equalize the organization's dues structure. And he acknowledges that he will seek an amendment to the group's constitution so that college students may also be included in a special category.

But Mr. Frawley has other motives. "What we are aiming for," he notes, "is to develop an economic base that would allow us to consolidate all our efforts under one roof. Right now we have the RTNDA office here in Washington [located, conveniently, in the same building as Mr. Frawley's headquarters at Cox]. We also have an executive secretary in East Lansing, Mich. Our newsletter is put out at the University of Maryland. We figure that it will cost more to bring it all here than it does to run all three separately now. But it certainly would be more efficient."

It will take a great deal of efficiency, as RTNDA moves more into the area of stumping for general industry issues. The pending renewal bill, Mr. Frawley feels, is newsmen's fight too. "Giving the stations more stability," he claims, "should be important to any news director." Then there's the fairness doctrine. Says Mr. Frawley: "I'm just damned if I can understand why anyone can argue that broadcasting doesn't have the same First Amendment protection as print journalism."

With the industry's court victories in such cases as the NBC Pensions affair and the Miami Herald case—both of which RTNDA helped to litigate—Mr. Frawley sees the tone of government moving more toward emancipation. "By and large," he says, "the momentum is toward a recognition that when the Constitution says Congress shall enact no law that abridge press freedom, it means just that."

But, the RTNDA president concedes, "It's not going to happen tomorrow. We just have to keep working on it and be persistent."
Editorials

The Federal Censorship Commission
There is a very real prospect that no broadcaster in the future will be able to change formats without risking an FCC hearing at the very least if any listener group, however inconsequential, raise an objection. That is the meaning of the recent U.S. Court of Appeals reversal of the FCC's approval of the sale of WEFM(FM) Chicago and the proposed change of its classical-music programing to contemporary music.

The Washington-based appellate court has for years been goading the FCC into ever-tightening regulation of radio and television. This decision, however, is its least discreet instruction to the FCC to assume the power of final arbiter in broadcast programing. It is the commission's duty, the court has now ruled, to assure program diversity within a given community, even if it means making specific judgments about a program service on a given station.

In a long concurring opinion, Chief Judge David Bazelon professed uneasiness about the constitutionality of the FCC's acting as a board of acceptance or rejection of broadcast programing. Judge Bazelon would have left a deeper mark with a dissent that squarely faced the First Amendment problem.

Hopefully, the Supreme Court's attention will be directed to the matter. If the FCC has the power to make WEFM continue to broadcast classical music when the station wants to broadcast something else, it has the power to make any station-broadcast anything that strikes the FCC's fancy. A clearer conflict with the freedom of the broadcast press could hardly be imagined.

Whose editorial judgment?
After a refreshing start with the nation's press, broadcast as well as print, the Ford administration has provoked a situation that has to be construed as smacking of Nixon-administration pressure tactics.

We think the White House erred in bucking for live network coverage of his speech last Tuesday in Kansas City, Mo., before the Future Farmers of America.

Acting independently, the news heads of each network had decided, with benefit of advance text, that the address didn't warrant prime time, disrupting regular schedules as well as the World Series on NBC.

Perhaps the networks were at fault in yielding, but yield they did, obviously preferring to give the new administration a chance to shake down after the abrasive experiences with the preceding administration.

Network editors were not alone in their first evaluations of the Kansas City speech. The New York Times and the Washington Post gave the speech secondary play on page one. The Wall Street Journal played it on page three.

Inch of ground gained.
The campaign reform bill adopted by this Congress repairs some of the more conspicuous imperfections of the campaign reform bill adopted in 1972. Who knows? It may even lead to campaign reform.

It does not, however, redress all of the injustices broadcasters have unfairly suffered under the 1972 reform act. The one piece of good news in the 1974 legislation is the elimination of a 1972 provision prohibiting candidates from spending more than 60% of their allowable budgets on radio and television advertising. In the new bill ceilings on total expenditures are set, but candidates are left free to make their own allocations among media.

The bad news for broadcasters is that 1972 restrictions on advertising rates remain untouched. Broadcast charges to candidates may not exceed "the lowest unit charge...for the same class and amount of time for the same period." Print media are held only to rates no higher than those charged for comparable commercial accounts.

And in the long run it may turn out to be even worse news that another vestige of the 1972 legislation lies embedded in the Communications Act. The new bill does nothing to remove an amendment giving the FCC the power to revoke station licenses for failure to give candidates "reasonable access" to the air. So far the FCC has been, well, reasonable in interpreting what constitutes reasonable access, but that condition cannot last. Case by case, standards of access will be created. One day broadcasters will awaken to discover that Section 315's requirements of equal time have, by comparison, turned downright liberal.

Sad to say, the equal-time law is also left untouched in the new legislation. But then as matters now stand in Washington, any law that gets enacted without adding controls over radio and television is a good law.

A squiggle on the chart
The customized radio "network" fashioned by a station representative has developed well beyond the oddity stage. As an article in last week's issue of this publication explained it, the phenomenon is common enough to trouble some traditionalists who think of it as a rate-cutting mechanism to cannibalize spot and regular network business.

Maybe the traditionalists will turn out to be right, but we think not. For one thing, the customized network is attractive only if it includes stations of demonstrated ability to deliver audience. Those are the stations that are in the best positions to resist the quick buck. They are the stations with strongest appeal to both national spot and local advertisers.

As to the possible effects on conventional networks, it is difficult to see how they could be more radical than those created by conventional networks themselves. Nine live networks, including two aimed at blacks, now operate in an economy less than half the size of that in which only four networks operated before television.

Radio has demonstrated a remarkable adaptability to both internal and external changes. It will adapt to this one.

"One of the reasons it took so long to fix is that all our servicemen were out making commercials. . ."
We gave our audience good reason to think twice about having children.

Huntington's Chorea is a disease, an incurable, hereditary disease that robs a person of many faculties before it kills him. It usually develops late in life—after age 30. And, because the symptoms are similar, it is frequently misdiagnosed as senility or insanity. Woodie Guthrie died from it in a New Jersey sanitorium.

Unfortunately, Huntington's Chorea families can be identified only after the disease has developed in a parent. And it is a legacy that children have a 50-50 chance of inheriting.

This means that more research is desperately needed to discover means of earlier detection. It also means that until then, identified families will need long-term advice, counsel and support through the maturity of children previously born.

And it means that more people need to be informed about the disease and its effects and encouraged to come forth and be checked.

On June 16, 1973, the Philadelphia area learned about Huntington's Chorea on "Assignment," a regular, Saturday night, prime time, half-hour, public affairs film show. It was one of a series on genetic birth defects resulting from contacts with local medical geneticists.

Featured was Woodie Guthrie's widow, Marjorie, who had watched her husband deteriorate under the onslaught of the disease. Later, after she understood what it was all about, she organized a small group of parents into The Committee To Combat Huntington's Disease.

The program identified her group and its purpose. It explained the disease and described the symptoms.

The response was exceptional. In Philadelphia, The Committee To Combat Huntington's Disease has since grown to 58 families, plus 35 young volunteers. Hahnemann Hospital in that city is establishing a clinic specifically to deal with the disease.

As side benefits, literally hundreds of people responding to the symptoms as described, but who did not actually have the disease, were referred to appropriate help. And hospitals were subsequently deluged with requests for genetic testing of all kinds.

We think our series on genetic birth defects points to an important new role for television: The delivery of social and medical information services to the community.

WPVI-TV Philadelphia.

One of the stations of Capital Cities Communications. We talk to people.
Auditing the IRS

This year, as for many years, the Fetzer radio station in Kalamazoo invited representatives from the Internal Revenue Service to appear on the program AT YOUR SERVICE to answer questions and explain tax forms.

After the program, the District Director of the IRS wrote, “I can think of no effort more helpful to more taxpayers than the type of radio program offered by WKZO and made successful by your talents.”

Helping people understand complicated tax rules is another part of Fetzer total community involvement.