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

Nevertheless, fee matter is not closed. Commission hopes to consider new schedule by early January. And by that time, too, staffers expect to have before commission proposals for dealing with pending requests for other refunds that have been filed by broadcasters and cable systems.

Still to be heard from, also, is U.S. Court of Claims, where still other refund demands have been filed. Court has said it will not consider them until commission completes work on new schedule.

Cable crossownership. FCC is nearing final decision in two proceedings involving crossownership of cable television. In one, it is expected to grant all but seven of 50 requests for waiver of rule requiring breakup of existing crossownerships of cable systems and television stations in same market. In other, it plans to adopt rule barring creation of new newspaper-cable crossownerships but not requiring divestiture in existing situations. Decision on cable stations — bound to arouse ire of Justice Department, which opposed virtually all waiver requests — is more tentative of two; officials say it could be modified. And action would have to be preceded by remand of case now pending before U.S. Court of Appeals in San Francisco, in which divestiture rule is being challenged (commission lawyers say action commission is contemplating amounts to de facto change in rule).

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

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

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

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

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

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

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

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

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

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

About face. NCTA decides it doesn't like the bill cable was going to have to pay for copyright. Reversal of policy on pending S. 1361 was bombshell of NCTA board meeting in Washington. Page 33. FCC Chairman Richard Wiley was lightning rod at meeting; he bore brunt of NCTA's and cable's ire over FCC's pay cable ruling. Page 36.

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


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

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


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


Index to departments on back cover

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

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

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

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

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

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

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

FCC lifts origination mandate

FCC has conferred error in attempt to force program origination by cable television systems. It issued order last week deleting mandatory origination rule, adopted in 1969, and substituting for it rules requiring cable systems with 3,500 or more subscribers to make equipment available for local production and presentation by outsiders on first-come, first-served basis ("Closed Circuit," Nov. 18). Commonly owned systems that are technically integrated with 3,500
Sex-violence summitry. Chairman Richard Wiley and delegations from TV networks met for two hours on FCC carpet last Friday, with chairman emerging to say he had talked of "need" for "new commitment to avoiding gratuitous violence" but had not asked for one. Chairman called it "meaningful discussion." In keeping with summit atmosphere of occasion, he said there would be further meetings at staff levels (as well as with NAB code officials), then another meeting "at the top." Suggestion that networks might respond to chairman's initiative came in his remark that "our discussions were fruitful; if they hadn't been, there wouldn't be another meeting." Networks' delegation — ABC's Elton Rule and Everett Erlick, CBS's Arthur Taylor and Jack Schneider, NBC's Herbert Schlosser and David Adams — had no comment at all.

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

or more subscribers are also subject to rule.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Broadcasting Nov 25 1974
$4,990,629 while stations earned $4,005,593.

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

Agency study gains endorsements

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

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

**In Brief**

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

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

**No surrender.** Justice Department has filed antitrust suit against AT&T, world's largest privately owned corporation, and company's board chairman has vowed "fight to the end." Justice's antitrust division, in suit filed in U.S. District Court in Washington, charges company with monopolizing telecommunications service and equipment in U.S. and seeks breakup of major portions of Bell System. John D. deButts, AT&T board chairman, says company is not in violation of antitrust laws and will successfully defend itself against suit. Among other charges of antitrust law violation that Justice cites in its suit is allegation that AT&T and its subsidiaries obstructed its interconnection with Bell System of miscellaneous common carriers, which transmit audio and video programming between networks and their affiliates.

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

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

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

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

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

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Broadcasters must ask themselves questions like these every day. Not only for their own advancement, but to lead others out of the valley.
He that stays in the valley shall never get over the hill

John Ray
Different values

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

I had before informed you ("Open Mike," Oct. 7) how this annual subscription went from $6.00 to $12.00 to $36.40 a few months ago. I did not renew this service at that time, and so, lo and behold, yesterday in comes another renewal notice for these FCC Reports, but the price now has been elevated to 86.85 annually. Where do she end?—Murray Arnold, Palm Springs, Calif.

EDITOR: Ah, inflation.

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

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

More than a token

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

In the second paragraph of our filing of Sept. 20, 1974, we told the FCC: "CBS continues to believe, as it has expressed in the past, that the public interest would be best served by the complete repeal of the rule..." In those comments we suggested that the commission implement the limited rule changes originally planned, effective September 1975, as "an interim measure and preliminary step to the total repeal of the rule in September 1976." We felt, and continue to feel, that an earlier repeal would be impractical from the point of view of the networks, the stations and the syndicators.—John A. Schneider, president, CBS/Broadcast Group, New York

The movers

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

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

The 'Minority Rule' editorial

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

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

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

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

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

Datebook®

- Indicates new or revised listing

This week


Nov. 26—Award dinner, International Emmy awards, National Academy of Television Arts and Sciences Plaza hotel, New York.


December

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

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

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


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

Dec. 3-5—10th Hollywood Festival of World Television, Los Angeles World Trade Center, Entries Invited, P.O. Box 2420, Hollywood 90028.

Dec. 4—State Bar Association of Georgia midwinter meeting, Speaker: FCC Chairman Richard E. Wiley, Strouffer's Atlanta inn.

Dec. 4-6—Association of Maximum Service Telecasters board of directors fall meeting, Information: Lester W. Linnard, 1725 DeSales Street, N.W., Washington 20036, Mauna Kea Beach hotel, Kamehame, Hawaii.

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

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


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

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


January 1975

Jan. 8-9—Winter Consumer Electronics Show, Conrad Hilton hotel, Chicago.

Jan. 9-10—California Broadcasters Association midwinter meeting, San Diego.

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

Jan. 16—Deadline for entries, 32nd annual televi...
Major meeting dates in 1974-75
Dec. 4-7—California Community TV Association annual fall convention and Western Cable TV Show, Anaheim, Calif.
Feb. 8-12, 1975—National Association of Television Program Executives annual conference, Hyatt Regency Hotel, Atlanta.
April 4-6, 1975—National Association of Broadcasters annual convention, Las Vegas Convention Center, Las Vegas.
April 13-17, 1975—National Cable Television Association 24th annual convention, Rivergate Convention Center, New Orleans.
July 17-20, 1975—National Association of FM Broadcasters 19th annual convention, Marriott Hotel, Atlanta.
The DIAMOND HEAD Game—a new game show—has just been sold to the NBC owned and operated stations in three major markets:

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

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

The DIAMOND HEAD Game is being taped entirely on location in Hawaii, on the grounds of the lush Kuilima Resort Hotel and Country Club. The DIAMOND HEAD Game stars Bob Eubanks, who played a major role in the eight-year success of The Newlywed Game.

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

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

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

That’s why NBC bought The DIAMOND HEAD Game.

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

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KKNX-FM  Las Angeles  WQQM-FM  Philadelphia
KADI  St. Louis  KWKU-FM  Kansas City
WNAP-FM  Indianapolis  WRKR-FM  Milwaukee
KXAN  Portland, Oregon  KFMI  Denver
WZZK-FM  Birmingham  WGAE  Richmond
KTBA-FM  Tulsa  KKK-FM  Davenport-Rock Island
KRHO  Austin, Texas  WMDI  Erie, Pennsylvania
WSEU  Beaufort, South Carolina  WABY  Babylon, New York
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Mexico convention trip, Camino Real hotel, Mexico City.
March 14-16—American Advertising Federation seventh district meeting, Knoxville, Tenn.

April 1975
April 3—Alpha Epsilon Pi, national honorary broadcast society, annual convention, Las Vegas.
April 6—National Association of Broadcasters annual convention, Las Vegas convention center.
April 13-17—National Cable Television Association 24th annual convention, New Orleans.
April 17-20—American Advertising Federation fourth district meeting, Fort Lauderdale, Fla.
April 17-19—New Mexico Broadcasters Association convention, Roswell Inn, Roswell.
April 23-24—Institute of Broadcasting Financial Management Broadcast Credit Association quarterly board of directors meetings, Century Plaza, Los Angeles.
April 23-26—International Communication Association annual meeting, LaSalle hotel, Chicago.

May 1975
May 15-18—Oregon State Advertising Agencies Association annual conference, Canyon hotel, Palm Springs, Calif.
May 21-25—Ohio Association of Broadcasters spring convention, Imperial House South, Dayton.
May 29-31—Associated Press Broadcasters Association 1975 national convention. Hotel Palacio Del Rio, San Antonio, Tex. Texas APBA annual meeting will be held at saloon.
May 31-June 4—National Association of Broadcasters two-day workshop on children's television, Washington.

June 1975
June 1-3—1975 Video Systems Exhibition and Conference, McCormick Place, Chicago.
June 3-5—Conference on "University Applications of Satellite and Cable Technology" sponsored by Universities of Wisconsin and Minnesota and Midwest Universities Consortium for International Activities, University of Wisconsin, Madison.
June 6-11—Broadcasters Promotion Association 20th annual seminar, Don Whites, KBTV(TV) Denver, chairman. Denver Hilton hotel, 1976 seminar to be held June 15-20 in Washington; 1977 seminar to be held June 12-16 in Los Angeles.
June 22-25—Florida Association of Broadcasters 40th annual convention, Don Clark, WDAE(AM) Tampa, chairman. Dutch Inn, Disneyworld.

July 1975
July 9-12—Colorado Broadcasters Association summer convention, Tamarron, Durango.
July 17-18—Institute of Broadcasting Financial Management Broadcast Credit Association quarterly board of directors meetings, Toronto, Canada.

August 1975

September 1975
Sept. 25-27—Committee of International Telecommunications Union meeting, Geneva.

October 1975
Oct. 4-6—International Telecommunications Union second world telecommunication exhibition, Tel Aviv, Israel. Event scheduled simultaneously with 2d World Telecommunications Forum, 2d International Seminar of Telecommunications and Electronics Film, and Youth in Electronic Age competition all to be held in same city. Palais des Exposition, Geneva.

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The newsweekly of broadcasting and allied arts

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Executive and publication headquarters
BROADCASTING-TELECASTING BUILDINGS
1735 DeSales Street, N.W., Washington, D.C. 20036.
Phone: 202-636-1022.
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TV was the weapon; teen-agers were the target

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

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

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

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

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

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

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

The advertising theme developed by our agency, Creamer Colarossi Basford Inc., was, "We make them really beautiful, and by adding your favorite remembrances, you make them beautifully real." The illustrations showed teen-age situations with a large visual of an identification bracelet engraved with a phrase relating to the situation.

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

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

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

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

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

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

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

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

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

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

It pays to reposition.
The 10:10 knockout on the 11 o'clock news: Channel 7.

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

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

Ray Karpowicz, General Manager, KSD-TV

"One afternoon the Fairmont Racetrack in Illinois burned to the ground and KSD sent a crew out in a helicopter. Over the site, we moved as slowly as possible and held the Akai VTS-150 to our chest to reduce vibration. The system worked to perfection and we had the story on at 6 o'clock."

Tony de Haro, News Director, KRIS-TV

"At 4:30 P.M., a news conference was called by a local evangelist we were doing a series of investigative reports on. He stalled until 5:30 and didn't finish until 6:00, but we had the story on the air at 6:17. It was only a matter of driving back to the station with the Akai VTS-150."

Steve Currie, Director of Broadcasting, WCBD-TV

"When Gen. Alexander Haig visited "The Citadel" in South Carolina, his press conference began at 4:30 P.M. We took an Akai VTS-150 with us and returned in plenty of time for the story to be televised during our 6:00 P.M. News."
The 10:10 knockout on the 11 o'clock news:
Channel 4.

Ray Miller, News Director
KPRC-TV

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

The VTS-150. It weighs only 22 pounds. It costs only $6995. Its 1/4" tape can be dubbed up to quad. Or with a time base corrector go directly on air. It has automatic editing control. And a sound dubbing capability. It can go anywhere. Shoot anything. Edit anything. In a matter of minutes. We think it's revolutionizing broadcast journalism. Just watch.

AKAI
People watch the news to see the news.
Yellow flag is out for advertising in '75 economy

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

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

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

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

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

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

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

The AAAA poll was one in a series the association conducts at approximately six-month intervals to ascertain broad trends. Thus it did not go into details such as projections by individual media or estimates of the extent of projected increases and decreases. Nor did it deal at all with potential changes in agency practices or procedures.

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

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

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

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

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

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

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

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

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

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

But, he continued, "If I had to make a prediction, I'd say we'll be off a little, that there'll be some slippage from this year."

Even so, he thought Bates "may be luckier than some other agencies" because so many of its clients deal in package goods that "are less affected by the swells in the economy."

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

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

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

Arthur E. Durham, president of Fuller & Smith & Ross, New York, said he was "optimistic" for 1975. "All our clients are holding firm," he asserted. But like several others he added a caveat: "I can't say there won't be changes in midyear. If everybody runs out of money it'll be a whole new world."

Short of that, however, he thought F&S&R's billings might increase somewhat, though he couldn't say the gain would outstrip media rate increases.

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

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

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

Howard York of the Philadelphia office of Doremus & Co., a major New York-based agency specializing in financial advertising, regarded the outlook as "fairly steady." Kingsley Meyer of Horton, Church & Goff, Providence, R.I., whose clients are divided about 50-50 between consumer and industrial accounts and which puts 15%-16% of its billings into TV and radio, said he was "optimistic."

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

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

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

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

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Senate ponders a commission on communications

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

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

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

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

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

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

It was the administration figures and agency heads who endorsed President Ford's proposal. Mark J. Green, director of the Corporate Accountability Research Group, a Ralph Nader project, said he finds himself in apparent agreement with "a conservative President" and Federal Trade Commission Chairman Lewis E. Engman (in a speech last month [BROADCASTING, Oct. 14]) that federal economic regulation can be a monopoly-making machine, that it artificially boosts prices to consumers for the benefit of producers, that it has failed. He pegged the economic waste from regulation at $16-$24.2 billion annually. Of that, $8 billion was attributed to the FCC; he said there would be much additional value to consumers if the commission re-allocated TV channels in a way that would permit the establishment of seven national networks instead of three.

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

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

S. 4145 would also provide for a 12-member commission, but only four members would be picked from Congress - two from each House - and eight would be chosen by the President with the advice and consent of the Senate. Four of the eight picked by the President would be "senior officials of the executive branch" and four would come from the private sector. The commission would submit its report one year after it was constituted.

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

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

But he also objected to membership on the proposed commission of the types of government officials mentioned in the Planning under the sun. Executives of ABC-owned AM stations gathered in Phoenix to discuss marketing and sales strategies for 1975. General managers were joined for the first time by general sales managers at the meeting. Attending the session were (front, 1 to r): Steve Berger, vice president and general manager, KQV Pittsburgh; Mike Hauptman, vice president, ABC Radio New York; Ron Sack, vice president and general manager, KXYZ Houston; Marty Greenberg, vice president and general manager, WLS Chicago; Chuck Fritz, vice president and general manager, WXYZ Detroit; Charles DeBare, president, ABC-owned AM stations, New York; Harold Neal, president, ABC Radio, New York; Ben Hoberman, vice president and general manager, KABC Los Angeles; Al Racco, vice president and general manager, KGO San Francisco; George Williams, vice president and general manager, WABC New York; (rear, 1 to r): Gil Rozzo, general sales manager, KQV; Norm Goldsmith, director of sales development, ABC-owned AM stations, New York; Bob Holgren, business director, ABC-owned AM stations, New York; John Hare, general sales manager, KXYZ; Jay Hoker, general sales manager, WXYZ; Jeff Woodruff, research director, ABC-owned AM stations, New York; Mickey Luckoff, general sales manager, KGO; Rick Trigony, general sales manager, WLS; Bob Biernacki, general sales manager, WABC; George Green, general sales manager, KABC; Mark Roth, vice president and director of legal affairs, ABC-owned AM stations, New York; Rick Sklar, director of program development, ABC-owned AM stations, New York.
three measures. Regulatory agency members and representatives of the executive branch, he said, would have “a conflict of interests as to whether they would change the law or not.” He added, would not have the time needed to devote to the proposed commission’s work.

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

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

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

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

Mr. Cox, who now practices law before the commission, expressed the view that it functions better than it is given credit for, but not as well as it should. He said one reason, he said, is that Presidents over the years have not paid much attention to their role of nominating members of commissions generally—or, he said, has the Senate, in its confirmation process, held nominees to particularly high standards. The Senate, he said, seems to say the nomination is “up to the President.”

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

Static over AM-FM bill keeps House from moving

Measure still in committee as both sides worry about winning

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

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

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

As soon as he had finished, however, Representative Staggers was placed on the defensive. Said Representative James DeLaney (D-N.Y.), “There’s no guarantee it [FM] can penetrate the price you state.” “Do you think now is the time to load more expenses in cars?” Representa-

tive Madden asked. And again Mr. De-

laney, “I don’t think we’re interested in FM stations making more profits.”

That night the House Commerce Subcommittee on Consumer Affairs was consumed on how it would affect consumers and laborers in today’s already gloomy economic climate. In testimony before the Rules Committee, Representative James Collins (R-Tex.), a member of the Commerce Subcommittee, said FM business “is not hurting,” but the auto-

mobile industry is. Representative John Dingell (D-Mich.) agreed, adding that the bill would also take away the con-

sumer’s freedom of choice. Representative Hills (R-Ind.) told the Rules Committee that passage of the bill would cause consumers to look for cheaper radios in the “after-market,” that is, they would purchase cars without radios and buy their radios from inde-

pendent firms that could legally manu-

facture AM-only radios. Such a shift in auto radio demand from the factory-

installed market to the after-market, Rep-

resentative Hills said, could result in layoffs of auto-equipment workers. In Mr. Van Deering’s own district is located the plant for Delco Electronics, the only company that makes radios for GM autos (all the major auto manufacturers own their own radio subsidiaries). The congressman esti-

mated that the bill’s passage could “ad-

versely affect” 4,600 hourly and salaried Delco jobs, which amounts to a total payroll loss of $65.8 million, he said. He added that “the expected loss of revenue in goods and services amounts to $22 million in Indiana and $76.6 million na-

tionally.”

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

ing practices of automobile manufac-

turers.

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

Mr. Van Deering argued, as did Rep-

resentative Clarence Brown (R-Ohio), also a member of the House Communications Subcommittee, that addition of FM to auto radios will broaden the community service in that it would enhance the emergency weather warning system. Mr. Brown’s district was one which suf-

fered heavy damage in the path of the tornado which ravaged portions of the Midwest last April. He and Representa-

tives of Delcos Committee, said the FM unlike many daytime-only AM stations, FM sta-

tions can operate all night without inter-

fering with one another and that their transmissions are unaffected by electrical interference. Thus they would be valu-

able in warning motorists of any impending weather emergencies, the two Congress-

men indicated.

Broadcasting Nov 25 1974
A LOT OF TEENAGERS ARE DYING FOR A DRINK.

Storer stations are doing something about it.

Alcoholism is on a rampage. Today 9 million Americans are considered alcoholics.

Alcohol is the cause of half of all traffic fatalities.

Appallingly, the biggest rise in drinking is among young Americans.

74% of today's high-school students drink—nearly double what it was just four years ago, according to the National Commission on Marijuana and Drug Abuse.

Arrests of boys 18 and younger for intoxication have jumped 250% in that same period. And, incredible as it seems, some 450,000 of the nation's alcoholics are between 10 and 19 years of age.

Clearly, there's a crying need for help. A need Storer Stations recognize and whole-heartedly support by devoting an increasing number of programs and editorials to the problem.

For example, WJBK-TV, Detroit, recently surveyed high-school students and found alcohol the number one abused drug of the young. So in their continuing series "Can We Win Against Drugs?" they turn the spotlight on teenagers and alcohol—including illegal ways they are able to buy it.

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

Milwaukee's WITI-TV launched a concerted drive against alcoholism with a 13-week series of half-hour programs on such subjects as "Alcoholism and Youth," "Alcohol and Driving," plus a 90-minute special, "Is There a Life After Alcohol?"

In Toledo, WSPD-TV received the top award from the Ohio Associated Press Broadcasters Association for its series on alcoholism, during which it fought lowering the drinking age to 18.

Storer Stations see it this way: the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

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WJW Cleveland/KGBS Los Angeles/WGBS Miami/WHN New York/WSPD Toledo
Case is made in Senate for lottery broadcasts

State officials say present laws are outdated and discriminatory

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

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

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

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

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

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

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

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

But he also endorsed S. 3524, sponsored by Senator Hugh Scott (R-Pa.), provided it is amended in the following fashion: state lottery information could be broadcast or mailed and state lottery tickets could be mailed, transported or advertised in interstate commerce if (1) the lottery activity is between two or more states which either conduct their own lotteries or permit betting on other states' lotteries, or (2) the activity is between two or more states which merely permit their citizens to bet on other states' lotteries.

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

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

What FCC, OTP would like in a renewal bill

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

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

At midweek last week the renewal bill was still on hold, and House Commerce Committee Chairman James Oberstar (D-Minn.) has not yet sent the names of the House conferees to the speaker.

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

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

from the Muscular Dystrophy Association.

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

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

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

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

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

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

Thanks KUPK
Thanks WLIR-FM
Thanks KZRA
Thanks KRGI
Thanks WLAV
Thanks KELK
Thanks WNFL
Thanks WBIG
Thanks WCOG
Thanks KJEE
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Thanks KRNY
Thanks KOKX
Thanks KERB
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Thanks WCCM
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Thanks KIKO
Thanks WMFX
Thanks KMBY
Thanks WBRB
Thanks WLCN
Thanks WMAK
Thanks WOWW

Thanks WRCH
Thanks WOS
Thanks WABC
Thanks WBLS-FM
Thanks WCBS
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Thanks WNYC
Thanks WOR
Thanks WPJ-FM
Thanks WXRF
Thanks WXO-FM
Thanks WCRS
Thanks WOGR
Thanks WAC
Thanks WETT
Thanks KEBX
Thanks KOMA
Thanks KKO
Thanks KGOT
Thanks WDIX
Thanks WOAP
Thanks WXDR
Thanks WALK
Thanks WBL
Thanks WUS
Thanks WBLA
Thanks WCBL-FM
Thanks WIRL
Thanks WMBD-AM/FM
Thanks KOY
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Thanks KEM
Thanks WGAN
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Thanks WPA
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Thanks WREB
Thanks KTRT
Thanks KCB
Thanks KHOS
Thanks KIXE
Thanks KKT
Thanks KTHO
Thanks KXK
Thanks KT
Thanks KDB
Thanks WSF
Thanks WGAN
Thanks WDBK
Thanks WDNK
Thanks CKL

Thanks and apologies to any stations
we inadvertently omitted.

Muscular Dystrophy
Association
810 7th Avenue, New York, N.Y. 10019
needs. If the conference insists on a single “substantial” test, Mr. Wiley said, “it is impossible to define how the standard is to be applied in non-comparative hearings.”

Acting OTP Director John Eger, on the other hand, said OTP prefers the Senate’s single standard. He said: “The public interest is at its best possible service, and the single renewal standard provided by the Senate bill would encourage such performance.”

With regard to the two bills’ treatment of media crossownership, both the FCC and OTP agree that the commission should have the discretion to determine how restructuring of the industry at renewal time, but should instead proceed by rule, But Mr. Eger endorsed the House’s approach, saying that the Senate bill’s simple direction that the FCC complete its rulemaking in the area could result in the adoption of no rule at all, “thereby allowing an ad hoc restructuring that the Senate report and floor debate imply would be undesirable.” The House’s approach, he said, would “merely require that specific rules be adopted before ownership concentration policies are applied against broadcasters in such hearings.” Mr. Wiley said he welcomes guidance from Congress on the matter, noting that the FCC, in its rulemaking, would retain “limited flexibility to enable us to deal with undue media concentration in unique circumstances where the public interest might require it.”

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

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

The House and Senate bills differ in describing what should respond to the community ascertainment information—the broadcast operations included in the House bill, or the licensee’s “program service” as in the Senate bill. OTP prefers the former and the FCC the latter. Broadcast operations take into account non-programing concerns as a station’s employment practices or community involvement, “important matters,” Mr. Eger says, which should not be lost in the bill. Mr. Wiley says some of the matters included in broadcast operations are already governed by commission rules. But Mr. Wiley has another concern, saying he hopes the conference committee will clarify whether entertainment program-hours will be included in the licensees’ “program service.”

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

A changing NAEB goes to Las Vegas to find itself

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

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

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

It was indeed NAEB’s 50th birthday, but in another sense it was, as NAEB President William G. Harley said, NAEB’s first. The organization that was founded half a century ago to examine the idea that we should entrust government with “enhancing” the flow of information under the First Amendment was re-examined the idea that we should entrust government with ‘enhancing’ the flow of information under the First Amendment.

And answering the argument that the fairness doctrine was “anti-fairness,” Mr. Jencks noted that in Oct. 31 there were 7,737 commercial radio-TV stations and fewer than 1,800 daily newspapers.

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

“Take away the fairness doctrine,” Mr. Shayon said, “and you have no Communications Act.” It is “unconstitutional,” he said, “to permit one man to operate a monopoly [so that] he can say, ‘It’s mine.’”

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

he believed that the printed press should have a fairness doctrine too. In many cases, he commented, the printed press does not serve the public needs. He called on broadcasters not only to set aside time for public access but also professionally to help those who were not articulate enough to get their message across. In fact, he said, broadcasters should, in many instances, initiate the airing of controversial issues. No members as well as other public broadcasters received a slight boost in spirits when McGeorge Bundy, president of the Ford Foundation, said that although Ford is phasing out its support of public broadcasting, it would support special needs as they arise. He was given the association's distinguished service award in honor of the foundation's support—some $273 million since 1951—of public broadcasting. Mr. Bundy told the assembled broadcasters, "You have learned not to depend on any one source or one kindly light for all your support." And, he added, "During all the time of our support, we never got our cotton-picking hands on anything, and I hope that's how you leave all your sources of support."

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

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

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

**CPB and PBS smoking peace pipe on funds**

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

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

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

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

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

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

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

**Kristol out of new list of CPB board nominees**

The Nixon administration-proposed list of nominees to fill vacant seats on the Corporation for Public Broadcasting board of directors, which was kept under wraps by President Ford for months, was officially transmitted to Congress last week. In the three-month interim one candidate—New York University Professor Irving Kristol—dropped out. The current list is as follows: Republicans—Coors Brewing executive Joseph Coors, replacing Albert Cole; Chicago banker Luciost Greg, replacing retiring CPB Chairman James Killian (an independent); attorney (and former FCC general counsel) John Pettit, replacing current CPB Vice Chairman Robert Benjamin; (a Democrat). Democrats—Virginia Duncan, KOED-TV San Francisco, acquiring the seat of retired Chairman Thomas Curtis Jr., a Republican; Continental Cablevision's Amanda Hostetter, replacing Theodore Braun; educator Lillie Horn, replacing Frank Pace.

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

**CPB stiffens rules for radio funding**

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

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

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

Mr. Warnock said, "any station which failed to meet the new maximum number of hours of "full service" programming and 50% of its revenue must seek funds elsewhere."

In addition, no station will receive CPB money that exceeds 50% of the amount it derives from other federal sources. The last requirement is in response to provisions of the pending CPB long-range funding bill, which specifies that only 50% of the total annual CPB federal allocation can be distributed to those stations through community service grants.

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

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

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

What to do?

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

FCC grants relief to citizen groups challenging WCFL

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

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

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

The commission agreed to waive the required six copies of pleadings and to allow free use of the hearing transcript. The commission noted that administrative law judges do not have the authority to waive such rules. Accordingly, the commission extended waiver authority to the presiding administrative law judge to determine if the groups' financial situation warranted such relief. ALJ Thomas B. Fitzpatrick last Wednesday (Nov. 20) ruled in favor of the petitioners.

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

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

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

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

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

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

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

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

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

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

- WFHG(AM) Bristol, Va.; wkaz-AM-FM Charleston, W.Va.; wxyx(AM)-wkvo-(AM) Paducah, Ky., and wkoy(AM) Bluefield, W.Va.; Control of Bristol Broadcasting Co., licensee, sold by C. Edward Wright, W. K. Vance and estate of H. I. Goode (50% before, none after) to W. L. Nininger (50% before, 100% after) for $285,000. Negotiations looking toward sale of wkoy(AM) by Bristol are under way; if completed, the transfer application will be amended to exclude the station. Aside from his broadcast interests, Mr. Nininger owns a dairy farm. wkaz is on 950 kHz with 5 kw day and 1 kw night; wkoy is on 950 kHz with 5 kw day and 1 kw nights; wkaz-(AM) is on 97.5 mhz with 9 kw and antenna 110 feet above average terrain; wxyx is on 570 kHz with 1 kw day and 500 w night; wkvo(AM) is on 13.3 mhz with 31 kw and antenna 380 feet above average terrain, and wkoy is on 1240 kHz with 1 kw day and 250 w night.

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

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

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

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

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

During two separate time periods, under different general managers, this practice of "network clipping" took place, according to WEAU Inc.'s admission. As
the result of a 1969 investigation, the first general manager was dismissed, but Judge Sharfman noted that adequate controls to prevent a recurrence were not established at the time.

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

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

It's Atlanta for NAFMB '75
James Gabbert, president of the National Association of FM Broadcasters, has announced the site and dates of the 1975 NAFMB convention. The Atlanta Marriott hotel will be the site of the event, to be held Sept. 17-20. "Based on commitments already received," Mr. Gabbert stated, "we can confidently predict that we'll have twice as many exhibitors in Atlanta in 1975 as we did in 1974, and attendance by radio broadcasters — both FM and AM — will undoubtedly follow result." NAFMB's convention committee is scheduled to meet during early December to set the 1975 agenda.

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

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

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

Media Briefs
Carving his own. Jack O. Lantern has formed own broadcasting firm, specializing in services for small and medium market stations. Mr. Lantern, formerly vice president and general manager of Raystay Co. (WEEO[AM] Waynesboro, Pa., and WTIV[AM] Toledo, Ohio), announced six stations already signed. 19230 Mercer Road, Bowling Green, Ohio 43402; (419) 352-4065.

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

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

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

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

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

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

At its meeting in Washington last week the NCTA board resolved to work for three major changes in S. 1361, the Sen-
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Introducing Hughes Television Network’s first schedule of continuous, weekly programming.

We don’t have to spell out the credentials we’ve established in 18 years of television programming. Most of you know what we’ve accomplished over the years in outstanding sports telecasts (Remember, “sports” used to be our middle name.)

Lots of you know about all our prime-time specials. So, after 18 years of all kinds of “specials” we’re ready with our first schedule of regular, weekly programming. And we mean balanced family programming.

Since it’s our first, we’ve done everything possible to make it our best.

Hanna-Barbera’s
“Funtastic World of Comedy”
1 hour weekly for the family

From Hanna-Barbera, television’s most successful producer of children’s programming, we’re proud to present “Hanna-Barbera’s Funtastic World of Comedy,” two hours weekly of America’s family favorites. “Wacky Races,” “Where’s Huddles,” “Josie and the Pussycats,” “Dastardly and Muttley,” “Chattanooga Cats,” “Motor Mouse” just to name a few. “Funtastic World of Comedy” will air in a weekend afternoon time slot beginning late January 1975.

“The Competitors...other places, other games”
1 hour weekly for young adults

For the ever growing, increasingly younger, “outdoors” oriented audience—Hughes Television Network introduces an exciting, new series—“The Competitors...Other Places, Other Games” Every week, “The Competitors” will present an action-packed hour covering the broadest spectrum of competitive sports activities.

The off-beat and unusual. Everything from a prison rodeo and bear wrestling to jousting tournaments and antique auto rallies.

The “Competitors” airs in a weekend time slot, beginning late January, 1975.

Pro Golf ’75 - 5 of 1975’s most outstanding tournaments
Every year since 1963, we've been presenting the best in professional championship golf. Over 100 top tournaments. And 1975 is no exception:

The Andy Williams San Diego Open  
February 15-16
The Jackie Gleason Inverrary Classic  
March 1-2
The Doral-Eastern Open  
March 15-16
The Western Open  
June 28-29
The Westchester Classic  
August 2-3

We think the line-up is our best ever.

"Outdoors with Liberty Mutual" returns for its 6th great year.

Once again, "Outdoors with Liberty Mutual" returns with host, Julius Boros. Besides presenting a half-hour of outstanding programming for the outdoor sportsman, "Outdoors with Liberty Mutual" stands as a prime example of our "marketing network" concept.

We're not building another network

If there's one thing all our new programming should tell you, it's that you'll be seeing a lot more of us than you've ever seen before. Because what we're building is something unique in the broadcasting business. Not just another network—but a whole "Telecommunications System." And we've got the experience, capability and know how to make it work for you.

We're a whole telecommunications system.

Our production people, working with the best hardware in the business, are making all kinds of broadcasting concepts technically and economically possible.

Equipment like our “Mod Pod,” the most advanced remote pickup system in the business. Its flexibility finally puts video tape on a competitive level with 16mm film.

At our mid-town Manhattan Operations Center you'll find the finest in broadcast facilities. From high-speed tape duplication to editing; from screening facilities to a network control center, from the latest in remote facilities to world-wide satellite transmissions—backed-up by a full time crew of the most experienced engineers and technicians in the business ready to put it all to work for you.

And we'll continue to work with America's largest companies to "hand tailor" networks into programming and marketing successes. Prime time specials like General Mills' "B.C. The First Thanksgiving," 3M Company's series of bi-centennial specials—"From Sea to Shining Sea" and Exxon's TV premiere of the new, Childrens Television Workshop series on health—"Feeling Good."

Lastly, there's a whole new team here, from the top man on down. We'd like to see more of you. We mean business—so give us a call.

Hughes Television Network

1133 Avenue of the Americas, New York, N.Y. 10036
(212) 765-6600
The Broadcasting Company

Call Avery-Knodel today.

Here's how we deliver it:**

** WTV/WWUP-TV leads in all day parts over the next two stations combined in all demo parts. For example, in the prime access time, 7 to 8 p.m., average Monday through Friday, WTV/WWUP-TV delivers more than 2 to 1 homes than the next two stations combined.

In the 6 to 7:30 p.m. time, more than 4 to 1 homes over the next two stations combined.

And on Saturday, Lawrence Welk draws 52,000 households with $2,000 adults and a healthy 72% share.

Maybe somewhere else there's a buy like this, but not at our rates.

Call Avery-Knodel today.

*Source: SRDS Aug. 1974 **Source: ARB May 1974

Please send

Broadcasting
The newsweekly of broadcasting and allied arts

Name ________________________________ Position ________________________________

Company ________________________________

Business Address ________________________________ Home Address ________________________________

City __________________ State __________ Zip ______

SUBSCRIBER SERVICE

☐ 3 years $60  ☐ 1 year $25
☐ 2 years $45  ☐ 1975 Cable Sourcebook $10.00 (if payment with order, $8.50)
☐ Foreign Add $6 Per Year  ☐ 1975 Yearbook $17.50 (if payment with order, $15.00)

☑ Business Address Foreign Add $4 Per Year

☐ Payment enclosed  ☐ Bill me

BROADCASTING, 1735 DeSales Street, N.W., Washington, D.C. 20036

ADDRESS CHANGE: Print new address above and attach label from a recent issue, or print old address including zip code. Please allow two weeks for processing.

ate-passed omnibus copyright bill that now awaits consideration in the House:

- It elected to oppose the creation of a copyright tribunal empowered to arbitrate adjustments of fees cable would pay into a pool to be distributed to copyright owners and broadcasters. Without the tribunal, the fees established in the original bill would remain in effect unless modified by future legislation.
- It resolved to work for a change in the penalty provisions of S. 1361 to shield cable operators from "undue harassment." Cable interests think the provision now contains language that could be used by broadcasters to take legal action against cable systems that do not afford nonduplication protection required by FCC rules. Under an alternative proposal, the option to litigate would be given exclusively to copyright owners.
- It voted to push for an amendment to S. 1361 exempting systems with under 1,500 subscribers from any copyright payment.

All three decisions constituted a victory for dissident factions of the industry which for months have been arguing that S. 1361 in its present form would severely hurt the cable industry (Broadcasting, Oct. 28).

Although it had also been urged to take some action on the pending CATV fee schedule in S. 1361 (which now calls for systems to pay an average of 2¼% of their annual gross revenues into the broadcast copyright pool), the board elected to let the present fees stand. The decision was apparently in recognition that the Senate this year had already cut the proposed cable fees to half the amounts specified in the committee draft of legislation.

Many factions of the cable industry—particularly the independent-operator members of the Community Antenna Television Association—had been arguing that the proposed tribunal could be expected to raise the cable royalties substantially. Beyond that, there had been widespread concern that the tribunal would be given the power to create a "mini-bureaucracy" in competition with the FCC as a cable regulator.

The NCTA board embarked on its two-round course after listening to CATV officials and attorneys Sol Schildhause, Harold Farrow and Fred Ford (the last a former FCC chairman and former NCTA president).

None of the board members leaving the Washington meeting harbored any notions that NCTA will have an easy time turning its new proposals into legislation. "Quite frankly," said the NCTA president, David Foster, "the easiest position for us to take is to oppose any copyright liability." But rather than do that, Mr. Foster noted, NCTA has embarked on an "extremely complex" mission. Implementation of the board's mandate, he noted, will require a lobbying effort "the likes of which we've never seen before."

Mr. Foster acknowledged that he has been subject to criticism recently for "saying too much about political realities" in his defense of NCTA's original position on the bill. "But we must all
Copyright payments, Mr. O'Neill himself.

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the fact that he spends
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on cable at his Cape Cod residence, Mr.

O'Neill commented: "You take cable TV

away from me and I think I'd sell

house."

Pressed by some operators for an

planation as to why he supports cable

Copyright, Mr. O'Neill himself

 speaks of political realities. "It's about

time that you began to negotiate with

members of the [Congressional] committee

examining S. 1361," Mr. O'Neill said.

"These are facts of life, and it's about

time you began to realize it."

The board's decisions followed a rare

session in which the press and other

invited guests were permitted to witness an

entire morning's proceedings. The morning

was devoted to several dissertations on

copyright. Contrary to some expectations,

the session produced relatively few

fireworks. Indeed, Mr. Schildhause, who

had been bitterly attacked by Mr. Foster

and other NCTA officials for his

copyright activities in the past, seemed to

be the dominant figure—to the extent that

he fielded, without objection from the

board, several questions that had been

directed at the NCTA legal staff.

Although nobody was saying so, politics

may have been an underlying reason for

the board's sudden cordiality toward

Mr. Schildhause. For months, the attor-
nery had declined to reveal who had re-
tained him to do his copyright analysis—

which was a major catalyst for NCTA's

rassessments of the issue. At last week's

meeting, Mr. Schildhause broke his

silence. The client was Teleprompter Corp.,

the nation's largest multiple station oper-

ator, NCTA's largest single source of dues

and a company that has prodded the

association to alter its stance on several

major issues in the past—notably on pole

attachments.

A spokesman for an even more radical

policy at the Tuesday session was Mr.

Ford. He was representing a group

calling itself the Ad Hoc Committee

Concerned Cable Television Operators

for a Fair Copyright Law—of which the

prime movers are cablemen Warren Frib-

ley and Larry Flynn ("Closed Circuit," Nov. 4). He took the position that the

industry should revert to its "historical" position on copyright. That position,

enunciated by NCTA in 1966, called for

no copyright liability for broadcast sig-

als whatsoever. Mr. Ford said there is

"ample reason" for the industry to en-
This year, give your listeners a traditional Swiss Christmas to make their Christmas a little different.

Each year, The Lutheran Hour has made it a tradition to bring you a traditional Christmas from another part of the world. Led by Dr. Oswald Hoffmann, we visit different countries to experience the universal meaning of Christmas. And this year, we're going to celebrate "Christmas in Switzerland." This unique program will enchant your audience. First, they'll delight to English excerpts from "Zeller Weihnacht," an operetta written especially for children by Paul Burkard. Then, they'll enjoy a lively discussion between Dr. Hoffmann and some Swiss teenagers, who will discuss Swiss Christmas customs.

And last but not least, your listeners will hear a special rendition of "Silent Night." It will be sung by orphans from all over the world who now live in Pestalozzi Village, each singing in his own language.

"Christmas in Switzerland" is available to you at no charge. It's a disc that runs 29:30. In the past, we've been heard on over 3,200 stations. This year, we hope to be heard on even more.

So give your listeners a traditional Christmas. A Christmas they've never experienced before. A "Christmas in Switzerland."

For your free disc write to:
Tommy Thompson
International Lutheran Laymen's League
2185 Hampton Avenue, St. Louis, Mo. 63139
man Richard Wiley. That was the chairman’s initial reaction to the outage the commission created in the cable industry two weeks ago, when it tentatively approved its new cable rule (Broadcasting, Nov. 18).

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

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

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

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

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

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

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

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

But at the same time, Mr. Wiley seemed to be expressing some misgivings about the recent rumblings in the cable industry for a complete rewrite of
Inside story. City of Norman, Okla., has published 450-page document. "Report by the Norman Cable Communications Commission," discussing application and justification of 5% franchise fee, ordinance preparation, resolution by citizen protests and establishment of local cable commission. Copies are $15 and are available from: Norman Cable Communications Commission, 111 North Peters, P.O. Box 370, Norman 73069.

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

Cable Briefs

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

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

In other actions the board:
* Created a task force to study the problems of certification of cable technical personnel.
* Effected a bylaws change to combine the educational and community service committees into a single unit; both are now chaired by Beverly Land (Telecable Corp., Norfolk, Va.).
* Changed the bylaws to make NCTA's fiscal year end on Jan. 31. The former date was June 30.

Broadcasting Nov 25 1974

TVB convention maps road to 1980

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

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

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

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

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

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

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

Mr. Rice noted that since 1970, the audience being delivered in early evening has grown by 9.4%, but the cost of a 30-second spot in that time period has gone up only by 6.6%—resulting, he said, in a decline of 2.4% in cost-per-thousand. The same thing is true of other time periods, he said. Daytime audiences are up 8.4%, but a 30-second spot costs 1.5% less—meaning C-P-M is down 9.3%. Late night audiences are up by 8%, but
would and underspent national accounts, will Shapiro, Westinghouse Broadcasting Co., who was chairman of the select committee and a member of the steering committee, announced that he was hopeful that TV stations would be able to sell their time.

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

To appeal to retailers, TVB plans to build a library of proved station-produced commercials and direct a competition for best in this area with emphasis on costs, results and creative new ideas. Attention was also called to a TVV video cassette on retail TV advertising used at retail association meetings and available to station members. Also to be reinstated is a regular report on co-op funds and plans, on a category-by-category basis.

"Co-op advertising," C. P. Person of WKRF-TV Mobile, Ala., said, "represents billions of dollars in television dollars if we know how to go and get it."

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

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

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

How TVV intends to assign its troops and resources was spelled out by Mary Shapiro, Westinghouse Broadcasting Co., who was chairman of the select committee and a member of the steering committee, announced that he was hopeful that TV stations would be able to sell their time.

And it was announced, the TVV staff was going to be organized so that there would be an expert on the staff in particular categories. Along these same lines, it was reported, individual TVV staff people would be directly responsible for specific accounts.

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

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

Among other highlights:

TVV's treasurer, Arthur A. Watson, WNBC-TV New York, reported that total income for the year was $7,724,000 and that total expenses, without special charges, were $1,686,000. Special charges, principally owed Kinsey & Co. for studying TVV's organization and goals, amounted to $59,000, Mr. Watson reported. This leaves the association $21,000 in the red, he noted.

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

RAB devises more plans to light fires under prospects

The Radio Advertising Bureau is forming regional sales councils composed of broadcasters and RAB sales executives, in 10 U.S. regions to lead a campaign to boost radio spending by retail chains and other major national accounts. RAB President Miles David said last week.

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

The regional councils and co-op effort are part of RAB's five-part "Radio Growth Plan 75" for boosting national, regional and local radio advertising. "A Circuit" announced, "The new RAB co-op idea exchange that will issue regular reports on ideas for selling with the help of co-op funds, Mr. David reported.

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

Spottedlighted at the Eastern Annual Conference of the American Association of

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

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

Broadcasting Nov 25 1974
BAR reports television-network sales as of Nov. 10

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<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended Nov. 10</th>
<th>Total dollars week ended Nov. 10</th>
<th>1974 total minutes</th>
<th>1974 total dollars</th>
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<td>Monday-Friday</td>
<td>118 642,100</td>
<td>3,157</td>
<td>21,649,500</td>
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<td>Monday-Friday</td>
<td>1,020 10,932,500</td>
<td>44,659</td>
<td>394,042,700</td>
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<td>10 a.m.-6 p.m.</td>
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<td>Saturday-Sunday</td>
<td>304 7,128,200</td>
<td>12,722</td>
<td>191,933,300</td>
<td>185,682,600</td>
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<td>Monday-Saturday</td>
<td>105 3,266,000</td>
<td>4,413</td>
<td>95,781,200</td>
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<td>Sunday</td>
<td>12 356,100</td>
<td>605</td>
<td>14,474,800</td>
<td>14,918,100</td>
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<td>Monday-Sunday</td>
<td>399 26,798,800</td>
<td>17,681</td>
<td>1,017,718,300</td>
<td>939,662,200</td>
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<td>7:30 p.m.-11 p.m.</td>
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<td>Monday-Sunday</td>
<td>208 4,494,700</td>
<td>7,806</td>
<td>133,314,900</td>
<td>113,927,400</td>
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<td>11 p.m.-Sign-off</td>
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<td>Total</td>
<td>2,166 533,638,400</td>
<td>91,043</td>
<td>$1,868,317,700</td>
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Source: Broadcast Advertisers Reports

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

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

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

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

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

According to Mr. Pojednic, Gillette was known as the "double edge man's company," and initial TV commercials for the Schick Super II zeroed in on this prospective share of the market. He said these commercials "got Super II off to a good start" and Super II then went after the market leader, Trac II.

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

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

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

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

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

Extensive advertising, particularly on radio-TV, helped Dr. Pepper move up ahead of Royal Crown by 1973, but it
still trailed “the giants,” Coca-Cola and Pepsi-Cola, according to Mr. DiJoseph. "The upward climb until this year was abetted by an advertising effort that depicted Dr. Pepper as “America’s most misunderstood soft drink,” since it wasn’t a cola or root beer. By the beginning of this year, Mr. DiJoseph noted, the campaign no longer seemed appropriate because Dr. Pepper was “no longer misunderstood.”

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

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

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

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

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

**Business Briefs**

Timex splurge. Timex Corp., Greenwich, Conn., through Warwick, Welsh & Miller, New York, has bought full sponsorship of four entertainment specials on ABC-TV during 1974-75: The John Denver Show in Dec. 1 (8-9 p.m.), Yes, Virginia, There is a Santa Claus on Dec. 6 (8-8:30 p.m.) and Opryland and Diana Ross Special on dates still to be determined in 1975.

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

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

**ARF deals in numbers**

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

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

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

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

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

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

- Dr. O’Brien—Fellow of the American College of Physicians and Certified Specialist in Internal Medicine and Nuclear Medicine.
- A 13-year regular on WCCO (CBS) Minneapolis.
- Five new 5-minute programs each week, year-round, geared to the needs of the contemporary American family.
- Ideal low-cost vehicle for local Drug Chains, Insurance Co’s, Retailers.
- Top audience loyalty and sponsor renewal patterns. On the air in 30 states to date.

For demos and rates call or write: The Nevin Company, Inc. 4680 West 77th Street Minneapolis, Minn. 55435
ning to demonstrate that a half-length unit had virtually the equivalent communications effect. This research ignored both the context and the consequences. Since the 30 became standard, the number of spot and network commercials broadcast each night has increased by two-thirds.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

'Godfather' doesn't depose all-time champs

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

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

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

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

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

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

'Burr' irritates SAG

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

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

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

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

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

SAG had no comment on the SAG moves early last week.

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

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'Mickey Mouse Club' plans another encore

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

After 10 years away, The Mickey Mouse Club series will return to television in January with 390 of the half-hour, black-and-white episodes originally carried on ABC-TV from 1955-57. Walt Disney Productions and its distribution firm, Buena Vista Distribution Corp., Burbank, Calif., said last week they have signed SFM Media Service Corp. to place the series with TV stations on a barter basis. Stan Moger, executive vice president of SFM, reported commitments already have been received from more than 50 stations in major markets to carry Mickey Mouse. He added that under the barter arrangement, stations are to retain four of the six minutes in each episode (five a week) for local sale, while Disney/SFM is to keep two. Mr. Moger said one-half of the national commitment allotment already has been taken and the names of advertisers will be announced shortly.

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

CBS sends in another sub

CBS-TV has decided to tap a spiritual descendant of Charlie Chan as the second-season replacement for Planet of the Apes. The new series will be called Khan! and the title character, an Oriental detective operating out of San Francisco's Chinatown, will be played by Khigh Dhiugh (who occasionally turns up as the Khan Who Fat of Five-0). The show, a CBS in-house production, premieres Feb. 7. Planet of the Apes, which 20th Century-Fox stopped production on after 14 episodes, will bow out on Dec. 27, the five succeeding weeks to be filled in by specials and, in one or two cases, by extra-long theatrical movies.

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

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

TV technicians had claimed military personnel were stepping on their jurisdiction to fix during presidential broadcasts.

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

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

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

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

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

The meeting, he said, was a "good" one; it indicated willingness on the part of the White House to be cooperative.

Mr. Mead called the meeting "productive." He said the Ford administration now has better relations with the unions than previous administrations have had.

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

3M buys Datavision

Major manufacturer now has video-character generator line

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

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

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

The Mincom division also markets drop-down compensation switching, encoder, processor, amplifiers, image enhancers and special effect generators.

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

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

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

The rule changes came in response to a petition filed with the FCC by the Consumer Electronics Group and the Broadcast Equipment Division of EIA. According to them, if the potential of the VIR signal was to be fully realized, its use with virtually all program material had to be pilot-tested. EIA had said that an important step toward that goal would be for the commission to amend its rules "to accord specific status to the VIR signal and to designate and reserve a specific place for its transmission in the vertical blanking interval of the video signal."

The vertical blanking interval is the time period during which the electron beam, having scanned the image to be transmitted in closely spaced horizontal lines, returns to the top of the picture to begin a new scanning cycle.

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

The rule changes otherwise become effective Dec. 27.

FM rockers are taming their free formats

Many are beginning to restrict number of new albums they add

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

Much of the intentional limitation of album additions comes from major-market stations: "We're getting increasingly selective," says Jerry Stevens of WMGR (FM) Philadelphia. "We can put on only the best we can."

He cites an overall drop in the number of quality albums as the principal reason behind the trend, a drop accompanied by a similar falling off in the number of good cuts on a given album.

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

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

Also responsible for the tightening of album additions is a change in music department policy at some stations. Stations which once added virtually every album they received are now holding staff meetings to vote on new releases. At WABC (FM) Detroit, a weekly staff meeting at which three of eight votes are required to playlist a record determines what the audience hears, and, consequently, fewer records are going into the studio. "We'd lose our audience if we played everything," says music director John Petrie.

Albums out of the rock mainstream are also feeling the crunch: Rollie Bristol, music director of WQX(FM) Norfolk, Va., is among those who feel increasingly obliged to limit play on material which is "strictly soul, jazz, or country and western."
Tracking the 'Playlist.' The top 10 singles on this week's 'Playlist' all seem near the peak of their airplay and sales potentials, and those that have dropped a few places from last week do so because of the large number of strong releases following them up the chart. One of the most successful hard-rock singles of the year, Bachman-Turner Overdrive's 'You Ain't Seen Nothing Yet,' remains in the first spot, followed by Carole King's 'Jazzman,' number two for the second week in a row.

Cari Carlton, with one of the few R&B hits outside of the mellower Barry White mold, moves up strongly to the third position with 'Everlasting Love.' Bobby Vinton's Polish ballad, 'Melody of Love,' continues to gain at four on the chart. Harry Nilsson, whose Caesars Palace show is one of the year's most successful, has another hit in 'Just a Little Talk.' RF's hit Mr. Vinton's song near the top of MOR charts, moves up to the ninth spot, while the Three Degrees' 'When I See You Again' moves up to eighth. Billy Swan, with high ranking on C&W and MOR lists, is making I Can Help into one of the most heard singles of the season, and is at 11 this week. Barry White's latest release continues to be one of the fastest-moving records on the chart, bolstered again this week at 18, while two more rapid climbers, 'The Four Tops' and 'Ringo Starr,' remain at 22 and 25 respectively. Nell Sedaika, with yet another MOR hit making strong pop gains, is at 27. The Rolling Stones have already surpassed the success of their last single, as Ain't Too Proud to Beg climbs to 31, with their It's Only Rock & Roll album also near the top of national charts. The Carpenters have bettered Ringo Starr's impressive debut of a week ago, entering the "Playlist" at 32. Also bolstered is Rufus' latest single, You Got the Love, at 35. Strong gains in the middle range of the chart are made by Paul Anka (37), Gladys Knight & The Pips (38) and the Huey Corp. (44). George Harrison's Dark Horse enters at 53, and Barry Manillows' Mandy makes its first appearance at 60. Other bolster debuts come from Gloria Gaynor (61), the Stylistics (63), the Righteous Brothers (64), and the Guess Who (65). Elton John's re-make of the Beatles' Lucy in the Sky with Diamonds, with John Lennon singing and playing guitar, breaks in at 67. A total of 16 singles are bolstered this week, as holiday-themed releases move up the chart.

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

Most spokesmen for progressive stations, however, consider the drop in album additions an encouraging sign. "Progressive radio is finally cleaning up its act," says George Meier, editor of the progressive FM newsletter, Wairus. "The original outlook that progressive radio had six years ago has changed," he asserts, to one of increasing responsiveness to audience tastes. The program directors contacted also like the trend to research into audience tastes and purchases, and feel that most of the album product that is left out now should have been omitted all along. Mr. Harrison points to the number of best-selling albums (and singles) by groups unknown a year ago as a sign that FM progressives are still presenting new faces to their listeners, and programmers play down any great negative effect on new talent. Mr. Bass of RCA concurs: "A good record will always be played. It doesn't necessarily hurt any particular album."

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

Arista makes its bow

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

Columbia Pictures Industries Inc. has broadened the base of its recording operations with the formation last week of Arista Records with Clive Davis as president. Most of the artist roster of Bell Records, Columbia Pictures' previous label, will be taken over by Arista. Mr. Davis also transfers from Bell, where he has served as a consultant for six months. Bell's future is unclear, but some sort of phasing-out is indicated.

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

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

Arista will be headquartered at 1776 Broadway, New York.

Please Mr. Postman—Carpenters (A&M)

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

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

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

The Entertainer—Billy Joel (Columbia)

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

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

<table>
<thead>
<tr>
<th>Company</th>
<th>Period/Ended</th>
<th>Revenues</th>
<th>Change</th>
<th>Net Income</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
<td>9 mo. 9/29</td>
<td>1,250,074</td>
<td>14.6%</td>
<td>78,103</td>
<td>10.4%</td>
</tr>
<tr>
<td>Columbia-Pye</td>
<td>3 mo. 9/28</td>
<td>72,744,000</td>
<td>18.1%</td>
<td>788,000</td>
<td>201.9%</td>
</tr>
<tr>
<td>Concord</td>
<td>9 mo. 9/30</td>
<td>5,530,000</td>
<td>23.3%</td>
<td>248,747</td>
<td>123%</td>
</tr>
<tr>
<td>McGraw-Hill</td>
<td>9 mo. 9/30</td>
<td>368,389,000</td>
<td>9.5%</td>
<td>19,674,000*</td>
<td>12.4%</td>
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<tr>
<td>Telepromiser</td>
<td>9 mo. 9/30</td>
<td>62,144</td>
<td>15.1%</td>
<td>(5,093)</td>
<td>-</td>
</tr>
<tr>
<td>Moviola Inc.</td>
<td>9 mo. 9/30</td>
<td>15,496,717</td>
<td>5.3%</td>
<td>235,404</td>
<td>-18.7%</td>
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</table>

* Change too great to be meaningful.
* Includes results of special magazine subscription campaign.

Year Earlier

<table>
<thead>
<tr>
<th>Per Share</th>
<th>Revenues</th>
<th>Net Income</th>
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<tbody>
<tr>
<td>CBS</td>
<td>1,086,587</td>
<td>68,932</td>
</tr>
<tr>
<td>Columbia-Pye</td>
<td>61,556,000</td>
<td>261,000</td>
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<tr>
<td>Concord</td>
<td>4,449,287</td>
<td>232,352</td>
</tr>
<tr>
<td>McGraw-Hill</td>
<td>353,452,000</td>
<td>17,413,000</td>
</tr>
<tr>
<td>Telepromiser</td>
<td>53,952</td>
<td>(1,807)</td>
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</table>

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

Breaking In

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<table>
<thead>
<tr>
<th>Broadcasting with other major Interests</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADAMS-RUSSELL</td>
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<tr>
<td>AVCO</td>
</tr>
<tr>
<td>BARTELL MEDIA</td>
</tr>
<tr>
<td>JOHN PLAIR</td>
</tr>
<tr>
<td>CAMPION INDUSTRIES*</td>
</tr>
<tr>
<td>CRES</td>
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<tr>
<td>CROMWELL</td>
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<tr>
<td>FUUSA</td>
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<tr>
<td>GANNETT CO</td>
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<tr>
<td>GLDROTTER</td>
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<tr>
<td>GRAY COMMUN.*</td>
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<tr>
<td>HARRIS-HANKS</td>
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<td>JEFFERSON-PILOT</td>
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<tr>
<td>KAISSER INDUSTRIES*</td>
</tr>
<tr>
<td>KANSAS STATE NET.*</td>
</tr>
<tr>
<td>KINGSTIP</td>
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<tr>
<td>LAMU COMMUNITY**</td>
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<tr>
<td>LEE ENTERPRISES</td>
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<tr>
<td>LIBERTY</td>
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<td>MCGRAW-HILL</td>
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<td>MEDIA GENERAL</td>
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<tr>
<td>NEW YORK TIMES CO.</td>
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<td>OUTLET CO.</td>
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<td>POST CORP.</td>
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<td>PREUS TELECOM</td>
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<td>RIDGON PUBLICATIONS</td>
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<td>RUST CRAFT</td>
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<td>SANFORD &amp; SOUTHERN</td>
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<td>TURNER COMM.*</td>
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<tr>
<td>WASHINGTON POST CO.</td>
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<td>WETCODY</td>
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| TOTAL | 368,031 | 6,290,994 |
Top-50 Agencies in Radio-TV... a Special Report in Broadcasting's December 9 issue.

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

Your advertising message in this issue will do double duty. For not only will it be read by more than 130,000 broadcasting influentials, but it will also be kept for frequent reference by agency and advertiser personnel of dollars-and-cents importance to you. Don’t miss this unique advertising opportunity. Closing date: December 2. For complete details, contact your nearest Broadcasting office.

Washington 20036
Maury Long, John Andre
1735 DeSales Street NW
202-636-1022

New York 10019
Win Levi, Dave Berlyn,
Ruth Lindstrom
7 West 51st Street
212-757-3260

Hollywood, California 90028
Bill Merritt
1680 North Vine Street
213-463-3148

You belong in Broadcasting Dec 9
### Programming

<table>
<thead>
<tr>
<th>Programing</th>
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<tr>
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<td>DISNEY</td>
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<td>FILMWAYS</td>
<td>FMY</td>
<td>A</td>
</tr>
<tr>
<td>FOCKER &amp; SONS</td>
<td>FCKS</td>
<td>C</td>
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<td>GULF &amp; WESTERN</td>
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<td>RCA</td>
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<td>N</td>
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<tr>
<td>MGM</td>
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<td>WALTER READE</td>
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**TOTAL** 85,645

### Service

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<td>DOYLE DANE BERNBACH</td>
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<td>ELKINS INSTITUTE</td>
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<td>FEOTE CONE &amp; RELING</td>
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<td>GREY ADVERTISING</td>
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<td>INTERPUBLIC GROUP</td>
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<td>A. C. NIelsen</td>
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<td>JWH</td>
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<tr>
<td>UNIVERSAL COMM.</td>
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<tr>
<td>WELLS, RICH. GREENE</td>
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**TOTAL** 166,268

### Electronics

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<td>CCA ELECTRONICS</td>
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<td>COMCO, INC.</td>
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<td>CONRAD</td>
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<td>HARRIS CORP</td>
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<td>INTERNATIONAL VIDEO</td>
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<td>C</td>
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<tr>
<td>MAGNAVOX</td>
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<tr>
<td>3M</td>
<td>MMM</td>
<td>N</td>
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<tr>
<td>MOTOROLA</td>
<td>MDT</td>
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<tr>
<td>OAK INDUSTRIES</td>
<td>OEN</td>
<td>N</td>
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<tr>
<td>RCA</td>
<td>RKA</td>
<td>C</td>
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<tr>
<td>ROCKWELL INTL.</td>
<td>ROK</td>
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<td>TELTRONICS</td>
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<td>WESTINGHOUSE</td>
<td>WX</td>
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<tr>
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**TOTAL** 57,633

### Standard & Poor's Industrial Average

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<tr>
<th>Standard &amp; Poor's Industrial Average</th>
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<tbody>
<tr>
<td>75.7</td>
<td>82.0</td>
<td>-6.3</td>
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</table>


Over-the-counter bid prices supplied by Nomura Securities International Inc., Washington, D.C. Yearly highs and lows are drawn from trading days reported by Broadcast. Actual figures may vary slightly. P/E ratios are based on earnings-per-share figures published last 12 months as published by Standard & Poor's Corp. or as obtained through Broadcast's own research. Earnings figures are exclusive of extraordinary gains or losses. 1Stock split.

*P/E ratio computed with earnings for last 12 months plus last 12 months dividends, or no earnings figures available. **No P/E ratio is computed; company registered net losses.

**Broadcasting Nov 25 1974** 52
Media

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

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


Carl J. Occhipinti, manager, KTYS-TV Sterling, Colo., named general manager, Wyneco Communications, subsidiary of Lamb Communications, comprising KYCU-TV Cheyenne, Wyo., KSTP-TV Scowstonbluff, Neb., and KTIV-TV Sterling.

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

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

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

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

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

Robert B. Bingham, sales manager, KSW-FM Seattle, named station manager.

Newly elected officers of Texas Association of Broadcasters: Nathan Safrin, KCOR(AM)-KQXT(FM) San Antonio, president; Rush Evans, KTBC-TV Austin, VP; presidents-elect, Bill Walthers, WTAW-AM-FM Bryan, secretary-treasurer. New directors: Jack Bell, KXET(AM) Center; Bill Buchanan, KCly(AM) Lockhart; Jack Robards, Kuno(AM) Corpus Christi; Bob White, KIIT(AM) Corpus Christi; Bob Woodman, KVQ(AM) Eastland; Bill Fox, KRBC(AM) Abiline and Irene Runnels, KOAX(AM) Dallas.

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

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


Broadcast Advertising

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

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

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

Thomas McEigott, copy chief, Knox Reeves Advertising, Minneapolis, elected VP. Ronald Sackett, copywriter, Car-michael-Lynch Advertising, Minneapolis, joins Knox Reeves in same capacity.


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

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

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


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


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


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

Majorie Banks, media coordinator, Boylart, Locket & Dean, Los Angeles, joins D'Arcty-MacManus & Masius, same city, as media planner/buyer.

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

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

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

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

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

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

Programing

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

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

ects. John E. Goldhamer, program manager, KDKA-TV Pittsburgh, joins WTPX-TV succeeding Mr. Horich. David P. Beddow, executive producer, KYW-TV Philadelphial, named to succeed Mr. Goldhamer at KDKA-TV.

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

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

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

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

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


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

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

Mike Randell, nighttime air personality, KTRR-(AM) Rolla, Mo., named to additional duties as music director, KTRR and K2NN-(FM) Rolla.

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

Broadcast Journalism

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

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


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

David Deal, with WWXX-(AM) Deland, Fla., joins WMTV-(TV) Madison, Wis., as weekend anchorman and news reporter.

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

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

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

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

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

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

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

Cable

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

Equipment & Engineering

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

Andreas A. Vanagas, national distributor manager, International Video Corp., Sunnyvale, Calif., named manager, IVC Canada Ltd., Redvale, Ont.

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

Kenneth M. Mason, assistant VP, Eastman Kodak Co. and general manager, Kodak's Motion Picture and Audiovisual Markets Division, Rochester, N.Y., elected president, Society of Motion Picture and Television Engineers.

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

Allied Fields

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

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

Deaths

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

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

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

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

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


Allen Douglas, 50, died Nov. 20 in Detroit in apparent suicide after doing his first show on WWXY(AM) Detroit which he had just joined as talk-show host.
As compiled by Broadcasting, Nov. 11 through Nov. 15 and based on filings, announcements, and FCC actions.

Abbreviations: ALL—Administrative Law Judge, alt.—alternate, ann.—announced, ant.—antenna, area.—area, board.—board, broadcast.—broadcasting, CH.—channel, color.—color, DA.—directional antenna, ERP—effective radiated power, HAAT—height above average terrain, kHz—kilohertz, kW—kilowatts, MEO—maximum expected operating altitude, MHz—megahertz, mod.—modulation, N.—night, PSA—press release authority, std.—standard, transmitter output, U.—unlimited hours, vis.—visual, w.—watts, *—no commercial.

New stations

TV application

* Martin, S.D.—State Board of Director for Educational Television seeks ch. 8 (180-186 mhz); ERP 316 ft, 320 watts. Action: Nov. 15.


* Reidville, S.C.—Reidville Broadcasting Corp. seeks ch. 30. (Priority is in Reidville.) Action: Nov. 11.

AM applications

* San Jose, Calif.—Public Communicators seeks ch. 1170 kHz, 50 watts. Action: Nov. 15, 1974.


AM start

KAZM Sedona, Ariz.—Authorized program operation on 1467 kilohertz, 5 kw-D. Action Oct. 31.

FM applications

Union Springs, Ala.—Union Springs Broadcasting seeks ch. 109.9 mhz, 275 watts, P.O. address: Box 505, Union Springs 35175. Estimated construction cost $26,000; first-year operating cost $6,100; five-year operating cost $25,000; transfers: Pauk. James R. Cohn, Executive, owner. Action Nov. 15.

Pacoa Grove, Calif.—Media Four seeks ch. 104.9 mhz, 1000 watts. Action: Nov. 15.

Union Springs, Ala.—Union Springs Broadcasting seeks ch. 109.9 mhz, 275 watts, P.O. address: Box 505, Union Springs 35175. Estimated construction cost $6,100; five-year operating cost $25,000; transfers: Pauk. James R. Cohn, Executive, owner. Action Nov. 15.

* Sandersonsville, Ga.—Radio Station WSN7 Inc. seeks ch. 104.9 mhz, 25 watts. Action: Nov. 15.

San Jose, Calif.—Public Communicators seeks ch. 1170 kHz, 50 watts. Action: Nov. 15.

New stations

For the Record.

- **WLOL-FM Minneapolis** Broadcast Bureau granted license of assignment of license from WLOL-FM Corp. to BPR Broadcasting Corp. 100% owner of WLOL-FM Call WLOL-AM. Action Nov. 7.

- **KTCH(AM)** Wayne, Neb. (1590 kHz, 1 kw-d, 250 watts power) request for change of license from WMTY-AM to KTCF-FM, Carthageville, Mo., to construct trans. and ant.; ERP 1 kw; ant. height 300 ft, change type and trans. to FM, and change in ant. system (BPCT-476). Action Nov. 7.

- **WGBR Schneckley, N.Y.**—Broadcast Bureau granted request for authority to operate trans. by remote control from 2650 E. Division St., Springfield Ohio 45502. Action Nov. 7.

- **WJSP TV** WIPJ-TV Florence, S.C.—Broadcast Bureau granted request for authority to authorize trans. and ant.; ERP 1 kw; ant. height 300 ft, change type and trans. and ant.; ERP 1 kw; ant. height 300 ft, change type and trans. to FM, and change in ant. system (BPCT-476). Action Nov. 7.

- **WJED Salt Lake City, Utah**—Broadcast Bureau granted license of assignment of license from WLSC-LP to WJED-TV, Salt Lake City, Utah, to construct trans. and ant.; ERP 1 kw; ant. height 300 ft, change type and trans. to FM, and change in ant. system (BPCT-476). Action Nov. 7.

- **WRUW TV Roanoke, Va.—Broadcast Bureau granted license of assignment of license from WRAU-TV to WRUW-TV, Roanoke, Va., to authorize trans. and ant.; ERP 1 kw; ant. height 300 ft, change type and trans. to FM, and change in ant. system (BPCT-476). Action Nov. 7.

- **WJTM TV Spokane, Wash.—Broadcast Bureau granted request for authority to operate trans. by remote control from 739 Townsend Rd., S.W., Spokane, Wash. Action Nov. 7.

- **WJRH TV** WJRH-TV Boise, Idaho—Broadcast Bureau granted license of assignment of license from WJRH-TV to KJRH TV, Boise, Idaho, to authorize trans. and ant.; ERP 1 kw; ant. height 300 ft, change type and trans. to FM, and change in ant. system (BPCT-476). Action Nov. 7.

- **WPIC WXYZ Detroit, Mich.—Broadcast Bureau granted license of assignment of license from WXYZ to WPIC, Detroit, Mich., to construct trans. and ant.; ERP 1 kw; ant. height 300 ft, change type and trans. to FM, and change in ant. system (BPCT-476). Action Nov. 7.

- **WJZF TV** WJZF-TV Jacksonville, Fla.—Broadcast Bureau granted license of assignment of license from WJZF-TV to WJZF, Jacksonville, Fla., to authorize trans. and ant.; ERP 1 kw; ant. height 300 ft, change to FM, and change in ant. system (BPCT-476). Action Nov. 7.
Professional Cards

JANSKY & BAILEY
Atlantic Research Corporation
5590 Cherokee Ave.
Alexandria, Va. 22314
(703) 354-2400
Member AFCCE

EDWARD F. LORENTZ
& ASSOCIATES
Consulting Engineers
(formerly Commercial Radio)
1334 9th St., N.W., Suite 500
Washington, D.C. 20005
Phone: (202) 746-3000
Member AFCCE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
527 Munsey Bldg.
(202) 783-0111
Washington, D.C. 20004
Member AFCCE

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1771 N St., N.W.
Washington, D.C. 20036
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
2922 Telestar Ct.
Falls Church, Va. 22042
Member AFCCE

LOHNES & CULVER
Consulting Engineers
1156 15th St., N.W., Suite 606
Washington, D.C. 20005
Phone: (202) 296-3722
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
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SILLIMAN, MOFFET & KOWALSKI
711 14th St., N.W.
Republic Bldg.
Washington, D.C. 20005
Member AFCCE

STEEL, ANDRUS & ADAIR
2929 K Street, N.W.
Washington, D.C. 20006
Phone: (202) 837-8753
Member AFCCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCCE

JOHN B. HEFFELFINGER
9208 Wyoming Pl.
Hiland Park, CO. 80121
KANSAS CITY, MISSOURI 64114

JULES COHEN
& ASSOCIATES
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1145 19th St., N.W.
Washington, D.C. 20036
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Southview Road
Cleveland, Ohio 44141
Phone: 216-526-4386
Member AFCCE

E. Harold Munn, Jr.,
& Associates, Inc.
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7399

ROSSER TELEVISION
SYSTEMS
CONSULTING & ENGINEERING
250 West 57th Street
New York, New York 10019
(212) 346-3967

JOHN H. MULLANEY
CONSULTING RADIO ENGINEERS
9616 Pinkney Court
Potomac, Maryland 20854
301-299-3900
Member AFCCE

TERRELL W. KIRKSEY
Consulting Engineer
5210 Avenue F.
Austi, Texas 78751
(512) 454-7014

DAWKINS ESPY
Consulting Radio Engineers
Applications/Field Engineering
P.O. Box 3127—Olympic Station
BEVERLY HILLS, CALIF.
(213) 272-3344

Oscar Leon Cuellar
Consulting Engineer
1563 South Hudson
(303) 756-8456
DENVER, Colorado 80222
Member AFCCE

Service Directory

Commercial Radio Monitoring Co.
PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
102 S. Market St.
Lee's Summit, Mo. 64063
Phone (816) 524-3777

Cambridge Crystals
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-T.V.
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

Spot Your Firm's Name Here
so be seen by 120,000+ readers—among them, the decision making station owners and managers, chief engineers and technicians—applicants for engineering and facilities. *1970 Readership Survey showing 3.2 readers per copy.

Broadcasting Magazine
1735 DeSales St. N.W.
Washington, D.C. 20036
for availability
Phone: (202) 638-1022
### Summary of broadcasting

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

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<th>Licensed</th>
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<td>949</td>
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</table>

*Special temporary authorization** Includes all-off licenses

### Fines

- **WZOB[AM] Fort Payne, Ala.—Broadcast Bureau notified Central Broadcasting Co. that it incurred apparent liability for forfeiture of $500 for violation of broadcasting lottery information. Action Nov. 11.
- **KPIN[AM] Casa Grande, Ariz.—Broadcast Bureau notified Santa Cruz Radio System to forfeit $600 for failure to assure that an operator holding temporary license would be required to operate with an 9kHz receiver and remove a false statement of ownership. Action Nov. 11.
- **WEAR-TV Pensacola, Fla.—Broadcast Bureau notified Rollins Telecasting that it incurred apparent liability for forfeiture of $500 for failure to make entries in program logs to show broadcast title in each hour time segment. Action Nov. 12.
- **WSRO[AM] Marlboro, Mass.—Broadcast Bureau ordered WSRO to forfeit $500 for failure to make required field strength measurements at monitoring stations and failure to maintain logs. Action Nov. 11.
- **KSTP[AM] St. Paul—Broadcast Bureau notified that it incurred apparent liability for forfeiture of $2,000 for failure to give notice to party called upon of station's intention to broadcast conversation before it was broadcast. Action Nov. 11.
- **WMYNN[AM] Mayow Broadcast Bureau notified Mayo Broadcasting Co., licensee, that it incurred apparent liability for forfeiture of $300 for failing to make required equipment performance measurements. Action Nov. 11.

### Procedural rulings

- **San Diego, Calif.—Filing of public notice by U.S. Court of Appeals for District of Columbia Circuit. Action Nov. 11.
- **Orlando, Fla.—Proceeding: Mid-Florida Television, Central Mountain, Miami, Florida, Hawaii Television, Comit Corp. and TV 9 Inc. (Docs. 11, 12, 13, 14)—ALJ James N. William- son and Raymond Debler, competing for 1490 kHz (10300w) for failure to provide data concerning equipment performance measurements. Action Nov. 11.
- **Monroe, Ga.—AM proceeding: Community Broadcasting Co. (WKR1[AM] Monroe, 1380 kHz); Mon- roe Broadcasting; Charles and A Bass Broadcasting and So Communications Co., competing for 1490 kHz (10300w) for failure to provide data concerning equipment performance measurements. Action Nov. 11.
**Cable**

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Nov. 13 (stations listed are TV signals proposed for carriage):

- Garberville Cable TV, 1071 Park Dr., Park Ridge, Calif. (C4455): Add KRON-TV San Francisco.
- Gill Cable, 999 Bloomer Mill Rd., Union, Calif. (C4465) and Miami county (C4466), all Califia; Add WHMB-TV Indianapolis.
- Hoosier Telecable, 26 N. Wabash, Wabash, Ind. (C4469) and Miami county (C4465) and county (C4466), all Indiana; Add WHMB-TV Indianapolis.
- River Cities Television Systems, Box 424, Atlantic, Iowa 50022, for Audubon, Iowa (C4466): KETV, KTVV, KWWV, K9V and K2WV; WTJW, WTVI, WOA (KOID); KCI-TV, KJH-U and KTNJ-TV, KTVN, KTVQ, KDK and KTVU, KTVF, KTVZ, KTUU, KTVB, KAS and KTVN, KTVT, KTVB, KTVB, KTVF, KTVF, KTVF, KTVF and KTVF.
- Hoosier Telecable, 26 N. Wabash, Wabash, Ind. (C4469) and Miami county (C4465) and county (C4466), all Indiana; Add WHMB-TV Indianapolis.
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Help Wanted Management

General Manager for major market eastern city. Must be very sales oriented and creative, head sales force of 25. Will work closely with all collections. Send picture and resume to Box M-127, BROADCASTING.

Sales-oriented Manager for Pacific Northwest coast. Must have some broadcast experience and commission. Send resume to Box M-174, BROADCASTING.

Immediate opening for motivator sales manager. Need a hard-working pro. Enjoy the benefits of the Big Sky Country and be pleasantly surprised at the salary. KOYN, Box 956, Billings, MT.

Sales Manager—Southeast. CCA, media-merchandising firm, 21st year, successful operation, has new opening for same, Southern broadcaster. Clients: radio, television, newspapers, CATV. Residence required. Territory: Alabama, Georgia, Louisiana or Mississippi. Manager must have, not required, college degree, no sales experience, mandatory. Well-groomed, ability to address, motivate groups of clubwomen. On-the-street sales experience required. Full-time travel necessitates late-night car. Self-starter, ambition and need to make $5,000 minimum income. Salary during training, substantial div. thereafter. No selling, earning potential. Reply with full details, background. Applicants lack of def. to careful scrutiny. Apply John Gillmore, president, Gillmore Communications, Box 189, Westport, CT 06880. 203-226-3377.

Expanding radio and television group needs two exceptional account executives. If you have earned a degree in the past three years, have superior intelligence and the desire to get ahead, you may be one of the two. Contact Davenport-Fariss Company, 5725 East River Road, Chicago, IL 60613.

Executive Director. The Ohio Association of Broadcasters seeking applications for the position of association executive director, direct industries and applications to S. T. Joos, WIZE, Box 1104, Springfield, OH 45501; all correspondence confidential.

Help Wanted Sales

Somewhere in the broadcast industry there is a sales manager that would like to come to the Midwest and become the local sales manager for a soul station in the market of 300,000. We appraoch locally to offer a sales pro who is stable, mature, and experienced to the right person, plus fringe benefits including strong retirement plan. Send complete resume including recent photo to Box M-117, BROADCASTING.

Northeast Group needs aggressive, take-charge Sales Manager for AM-FM combination. Local sales development and management potential a must. Live and work where air is still and money isn’t bad either. 15-20K. More if job gets done. Equal Opportunity/Active Executive Employer. Box M-126, BROADCASTING.

Sales Manager for major eastern city suburban station. To lead staff of three and make agency calls. From $10,000-$15,000 plus comm. Send picture and resume to Box M-126, BROADCASTING.

Top contemporary in medium market is seeking somebody aggressive salesperson. Opening in 3 to 6 months, created by promotion within company. Take the future. WILL sell sales record and references in first letter. Box M-130, BROADCASTING.

Exclusive Morris County, New Jersey territory, 20% commission of all local radio sales. Please show your media profession that can produce. Bright contemporary format suburban AM. WKXJ, Binghamton, N.Y., 627-4000.

Salesperson wanted. Salary plus commission. Send resume to: Manager, WKNT Radio, P.O. Box 989, Greenville, SC 29604.

Help Wanted Technical

Chief Engineer, experienced in proof, FCC, maintenance, managing men and construction, for Indiana, Ohio, Kentucky area station. AM-FM/automotive etc. Must have full knowledge of all phases of broadcast engineering. Immediate opening in Missouri for experienced broadcast engineer as chief of AM/FM stereo. Needs knowledge of automation, solid state electronics and belief in NAB as must be good shop. E.O.E. Reply to Box M-195, BROADCASTING.

Radio engineer/technician with first phone needed by WXAS, Anchorage, Alaska. Needs a tower AM adding 25,000 watt ERP FM in 1975. You have to be quite experienced, long time chief. Air ability and good technical background, medical/vacation benefits and assistance in relocating. Minimum 2 yrs experience, 2800 E. Bowling Road, Anchorage, 99507. 907-344-2222. Mr. Fleming.

Immediate opening for 1st class engineer for eastern AM/FM. Send resume to WSRX, Inc., P.O. Box 38, Elkin, NC 28672.

WSTU, Stuart, Florida looking for chief engineer. Work with professionals on Florida’s Gold Coast. Between Fort Pierce and West Palm Beach. Five figure salary. Many extra benefits. Send resume to Harvey E. Darwell, Box 159, Stuart, FL 32161.

Midwest Sk/lk seeks qualified chief engineer. If you know the Rules, can handle full responsibility and have some directional experience, call the Manager, 812-452-2221. E.O.E.

WANTED: chief engineer. Must be top in character and able to work alone. Excellent opportunity in Southeast. Send resume to Box 5283, Longview, TX 75601.

Help Wanted News

50,000-watt, number one station near Washington, D.C., has one opening in the Newsroom. Must be willing to take on other functions, such as record shows. Excellent fringe benefits. E.O.E. Box M-196, BROADCASTING.

Morning shift plus news. Serious attitude news and work. Some college radio preferred. Small market, Northeast. Box M-19, BROADCASTING.

Newsperson with good writing and delivery to anchor afternoon drive. Smooth, mature delivery a must. Send tape and resume to Tom Twineham, News Director, KROD, 2001 Wyoming, El Paso, TX 79902.

New radio station needs News Dir. FM stereo-contemporary format. 2 station mkt. serving 150,000,000 people. Send resume to Connecticut Broadcasting, Box 358, Marion, OH.

Help Wanted Programing, Production, Others

Top-rated contemporary station in major market looking for an exceptional, promotion-minded program director. Must be thoroughly knowledgeable of the music scene today. Must have a basic grasp of airpersonal and air personality with a proven success story. Compensation in excess of $25,000, plus benefits. Send detailed resume with first letter. Everything held in strictest confidence. Equal Opportunity Employer. Box M-149, BROADCASTING.

Printer. Experienced printer/supervisor. Should have 5 yrs. exp., with color offset printing. Sal. comm. w/superv. Operate and supervise active 2 press “in-house” print shop. Send resume w/atal. requirements to Box M-221, BROADCASTING. E.O.E.

Florida’s Gold Coast WFTL is looking for creative, talented, adult production person. Send samples and resume to: Mike O’Shea, P.D., WFTL, Ft. Lauderdale, FL 33308.

Producer/Anchor/Writer at public AM-FM. Ability to produce and voice classical music and music format materials. Good voice, degree, 3rd phone, experience required. $1000, excellent benefits. Quality, aggressive operation. Affirmative action/Equal Opportunity Employer. Box M-223, BROADCASTING.


No. 1 rated adult contemporary needs program director/morning drive announcer who is talented in all areas. Background must withstand rigorous check, must be one of the top market quality. Contact Dick Davenport, 312-693-6171.
Situations Wanted Management

Presently employed and secure. Excellent references, 15 years experience as general manager. Expert FCC knowledge. Ten sales people, sales revenue $30,000 plus incentives. Box M-180, BROADCASTING.

Situations Wanted Sales

Radio Sales Pro 4 years nl’ sales exp. Previous agency manager at station that needs aggressive young sales manager, salesmen in N.E. Box M-113, BROADCASTING.

Situations Wanted Announcers

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

DJ-1st phone, A.A. Journalism, B.A. Broadcasting, innovative productions, excellent news, humor and rap. Tried TV but not impressed, need radio. (515)726-5217 or Box M-129, BROADCASTING.

Rock gui, 4% years experience, almost 2 commercial. College broadcasting degree. Third. Single. Box M-185, BROADCASTING.

Fast talking DJ, solid news, good commercials, tight board, endorsed immediately, anywhere. Box M-190, BROADCASTING.

Central time zone only. Country disc jockey desires air work. Experience, first phone, Box M-194, BROADCASTING.

Bright MOR air personality. First phone, experienced. Also production, news; all considerations appreciated. Box M-199, BROADCASTING.

Experience Progressive seeks east coast, others welcom. Please indicate color knowledge. First phone, all phases, 24, stable. Tape will set you straight. Box M-205, BROADCASTING.

Broadcasting veteran seeks change! Desire 3 hour MOR or Country air shift, plus sales or program director position. Also do good adult production work. Experienced as idea and promotion man, program director, salesmen, production and announcing. Box M-205, BROADCASTING.

Dry humor on Cont./MOR. Will accept responsibility, forge contacts. Billboard, color broadcast TV program. First phone, all phases, $75 minimum. Box M-206, BROADCASTING.

First-phone announcer. Nine years experience includes production, air writing, promotion, color TV script, engineering, and more. Mature approach to broadcasting. Expect to make $40,000, gold. Will relocate. Box M-211, BROADCASTING.

Professionally broadcast trained. Graduated No. 1 in class, plus two years college radio. Excellent performer. TV announcer, tight board. Interested in team sales also. Call Mike Kazela, 201-375-1607.

Situations Wanted Technical

Chairman, requires strong production in social services. Excellent references. Box M-118, BROADCASTING.

Young designer, news, excellent voice, third. Paul Smith, 307C, Coronado, Imperial Beach, CA 92032. 714-422-2104.

Young professional announcer with 5 years experience. Would like to work with MOR format, either AM or FM. Excellent music director, College graduate with degree. 1-932-2278.

Young aggressive announcer. Seeking his first job. Third phone, endorsed, will relocate, Edward Haleys, 514 West Road, Ridley Park, PA 19076. 1-925-833-1948.


Situations Wanted News

Chief engineer, experienced AM-DA, FM, SCA, TV. Strong in installation, both transmitter and studio. Eastern market preferred. Box M-118, BROADCASTING.

Engineer/announcer, seeking position with small/medium market station that wishes dedicated professional. Box M-97, BROADCASTING.

Sports director, pb all sports. Looking for the station that respects sports. Experience on the high school and college level. Box M-141, BROADCASTING.


No nonsense mature pro, 13 years experi. Good voice, in present position near NYC. Can do it all, including public affairs. Looking for position in established news dept. Box M-167, BROADCASTING.

Take charge, news professional. Seeking N.D. position in major-medium market. My experience can make your newsroom a top phone. In Southwest, will relocate. Box M-176, BROADCASTING.

Current news director, 2 years music director, seeking position in musicnews in California. BA degree. Box M-182, BROADCASTING.

Sports the weak portion of your block? I can fix that. 8 years experience. Ask mv GM what I’ve done here. Box M-197, BROADCASTING.

Top ten market radio news director desires to relocate in any size market; will relocate. United States, Strong resume. Excellent references. Box M-220, BROADCASTING.


Female news photographer, working part time in Maine. Seeking full-time position. Willing to relocate. 305-865-0545.

Situations Wanted Announcers Continued

You need me! Multi-talented music DJ, Rock, Jazz, others. College graduated, 3rd endorsed. Dedicated, will work any time. Excellent resume materials upon request. Contact: Peter Sneedell, 911 Oakland Ct., N. Belmont, CA 11710. 516-726-1271. Applicant must have master’s degree in communication or related discipline or substantial experience in communication management and production. Position requires strong working relations with faculty and administration, and competency in planning, psychological, biological and physical sciences as well as the ability to meld the efforts of various administrators. Applications accepted through December 15 or until the position is filled. Benefits: Full fringe. Salary and rank on experience. Box M-212, BROADCASTING.

Situations Wanted News Continued

College student with third endorsed third phone seeks news/announcing position in Southern Michigan, preferably Detroit or Kalamazoo. Experienced in scholastic broadcast media, seeks to complete degree at Wayne State University. For resume contact Paul Nifer, 4607 Leavens, Kalamazoo, MI 49001. Phone 616-344-1072. (No collect calls, please.)

Young newswoman, Capital City, sports show, will PBPs, seeks job. Controversial, good voice, ability to dig and find. Will put your news/sports department on map. Go anywhere. Michael Ward, 76 Brinton St., Buffalo, NY 14207.

Not star-minded. Will provide solid professionalism, on street, at typewriter, behind mike, at editor's desk. Experienced. 602-225-2895.

Situations Wanted Programing, Production, Others

Fourteen years experience radio-TV, Ten years with management, All experience on air and off air including station management. Strong programing, operations background. Excellent interpersonal, commercial deliv-. Box M-179, BROADCASTING.

Top R&B Jock has first phone. Worked in New York City, Would like M.D. or Program Dir. Box M-186, Bltels hall in strictest confidence. An ideal opportunity employer, Box M-220, BROADCASTING.

Help Wanted Technical


Chief engineer, ready to move up to top 15 market. Strong production background. Excellent interpersonal, commercial deliv-. Box M-134, BROADCASTING.

Independent UHF seeks maintenance supervisor with active maintenance experience on studio cameras, 612-931-123. Ideal salary offered, Equal opportunity employer. Box M-217, BROADCASTING.

Help Wanted Sales

Experienced retail TV executive seeks to fill immediate opening in large Northeast Market. An equal opportunity employer. Box M-57, BROADCASTING.

Help Wanted Announcers

Strong, authoritative newscaster announcer wanted for top market in well known Midwest top 50 market. Confidential replies to Box M-157, BROADCASTING.

Help Wanted Technical

Engineer for studio maintenance, experienced with professional studio cameras, and studio and field. Call: Chief Engineer, KROD-TV, 303-632-1515.
Help Wanted Management

Immediate system management opening with leading Midwest cable operator. Our client wants candidates who have graduated from college within the last three years, including June, 1972, graduates. Salary negotiable. Call Fred Harms, Management Consultant, at 312-693-8171.

Help Wanted Technical

Full charge chief engineer for small growing cable system. Yankee region preferred, but elsewhere, super-vise small work force, change polies, handle weather-related problems and news. Must be courteous, sober, shirt-sleeve worker. Equal Opportunity Em-ployer. Send salary requirements and background to Box M-89, BROADCASTING.

WANTED TO BUY EQUIPMENT


Field Strength meter for AM and FM wanted. Must be in good condition. WFWF, Box 10, Pt. Walton Beach, FL 32458.

Community college needs console, mixers, turntables, etc. Write: Mr. Bill Talbot, NJO Radio, Niagara Falls, NY.

For Sale Equipment

1-154 feet foamy Windachter tower with lighting, available for immediate delivery. Make us an offer. No reasonable offer will be refused. All prices F.O.B. factory. Call or write Shag Miller, KBOW, Butte, MT 59701.

For Sale RCA TT25BL Channel 6 Transmitter complete with accessories, with assorted spare tubes and components. Write KRIS-TV, P.O. Box 840, Corpus Christi, TX 78403 or call 512-883-6511, T. Frnk Smith.

For Sale: Approximately 2,000 51.5 ohm 3/8" flanged Studes used in transmission lines. Complete condition-removed due to complete transmitter plant upgrade. Contact: Bob Walton, WFTW, Box 282, Austin, IL 61201. Call 217-523-5491.

Largest quantity used recording tape, 2500' mylar on 10lb. NAB reel. $1.25/100 ft. WRMD, Box 461, Mineola, IL 61546.

New background music recorders, latest design. $90.00 each. WAMDR, Box 461, Mineola, IL 61546.

Marti: Immediate delivery from our inventory, reconditioned remote pickups and studio transmitter links, Terms available. BESCO, 8185 Stemmels Freeway, Suite 224, Dallas, TX 75221. 214-699-4909.


FM exciter and stereo generator: New solid state FM exciter, complete with stereo generator—$1,975.00. Contact: Bob Walton, WFTW, Box 282, Austin, IL 61201.

We have a few competitively priced used Revox A77 decks in stock at this time. These decks are reconditioned by Revox; are virtually indistinguishable from new and have the standard Revox 90-day warranty for doubtful machines. Satisfaction guaranteed.

One example is an A77 Dolby for $675 plus shipping. Please write stating your requirements. For ESS, Box 851, Hicksville, N.Y. 11802. 212-903-2957.


Help Wanted Programing, Production, Others Continued

Producer/Dir. Kentucky Educational Television is seeking a person with two or more years experience in production. In addition to various directing skills, candidates must have had experience with and responsibility for budgets, scripts, and casting. Applicant must have considerable experience in various funding agencies also essential. $12,500+. Person must be able to travel. If you need help in any area, contact me. Immed. reply. Box M-117, BROADCASTING.

Las Vegas Independent wants dynamic program manager to develop a promotion program. This includes preparing sales department visual aids,0034d; setting up, radio promotion, internal-on-air promotions, and a station brochure. Creative applicants should send complete resume, salary requirements, and non-returnable Xerox samples of representative work done for present and past employers. Write: President, KVUW, Henderson, NV 89015.

Experienced cultural affairs producer-director for public television station that emphasizes local programing. Write: Production Manager, WMVS-TV, 1015 N. 5th Street, Milwaukee, WI 53203.

TV Art Director: Midwest PBS VHF. Experience in illustration, set design, publication and promotion, layout, supervise art department. Creative environment, pleasant working conditions, excellent benefits. Send resume immediately to Don Swift, Personnel Services, 520 3rd Ave., New York, NY 10158. We are an affirmative action/equal opportunity employer.

Situations Wanted Management

General Manager with strong production; program background. Sales exp. includes station and Rep. Have put up 9's in air last 5 years. One Indie and ABC aff. net experience. If you need help in any department, contact me. My references can stand the test. Box M-177, BROADCASTING.

General Sales Manager—National, regional, local, for medium to large market. Thoroughly experienced: 12 years-radio; 18 years-television. 45 Aggressive, quality competitor accustomed to overcoming the most formidable challenges. Can train salesmen to double doubled its sales increases in station's income! Also, professional, networkURBAN WRITER will have experience in selecting and organizing newspapers and news announcing staff. Box M-184, BROADCASTING.

Situations Wanted Sales

Strong in all phases. Great at sales development. Have computer background. In radio-TV 20 years. Box M-102, BROADCASTING.

Regional and local television sales are the areas to concentrate on for bigger sales growth at your station. Regional and local manager that can help you to increase sales and develop your salesmen. For a hardworking, experienced sales manager, write to Box M-177, BROADCASTING.

Chief engineer, BSEE, 15 years experience. Prefer west coast. Box M-160, BROADCASTING.

Studio technician—first phone, seven operations—camera, VTR, switching. Presently unemployed. Box M-202, BROADCASTING.

Situations Wanted Technical

First phone, radar endorsement, color operations and maintenance experience. Chauffeur, all offices considered. Send resume to Box M-177, BROADCASTING.

Chieft engineer, BSEE, 15 years experience. Prefer west coast. Box M-160, BROADCASTING.

Traffic manager—first phone, seven operations—camera, VTR, switching. Presently unemployed. Box M-202, BROADCASTING.

Situations Wanted

Move over Howard News, sports, writing, film, editing experience—New York City 1-314-836-3460 or Box M-148, BROADCASTING.

Washington group correspondent seeks major or medium market TV anchor-reporter slot. Box M-183, BROADCASTING.

Anchoring-Reporting Top-40. If you want a solid, creative, employed newsman, try Box M-195, BROADCASTING.

8 years radio news director desires stable Michigan MidWest AM-TV news VTR experience, awards, creative ambitions. Chariot—Contactage 317-688-3141.

Situations Wanted Programing, Production, Others Continued

Producer/Manager/Producer-Director with 16 years experience in television production seeks new opportunity. Box 200-H, Tower.

Fourteen years experience radio-TV. Ten years with one company. Strong experience talk show, station and syndication, plus news anchor. Box M-179, BROADCASTING.

Help Wanted Programing, Production, Others

Producer/Dir. Kentucky Educational Television is seeking a person with two or more years experience in production. In addition to various directing skills, candidates must have had experience with and responsibility for budgets, scripts, and cast-
For Sale Equipment Continued

Special sale on one-inch IVC color video equipment:
One 700 cph player, $1,520.00; two 760 c recorders, $2,910.00 each; one 877 c with Insert edit, $5,240.00.
All in excellent condition. Voking 8068 Gordon Ave., Moneta, VA 3708, 806-227-7317.

Two Ampex 601 recorders. Excellent condition. One full track, one half track. Portable cases and rack mount adapter. $350 each, $650 both. Box H, Croton-on-Hudson, NY 10230. 914-737-6417.

Color video processing amplifier—for use with video switching systems and all helvit VTR's. Call 215-543-7600.

2K Transmitter—GE, Type 8-3 A. Older but good condition. $3,500.00. Box 1250, Menlo Park, CA 94025.


FM Antennas. New circularly polarized Class A FM antenna, tuned to your frequency, with mounting hardware. $400.00 per bay. Term. Communication Systems, Inc. Drawer C, Cape Girardeau, MO 63701. 513-334-6097.


MISCELLANEOUS

Prices Prized! Prized National brands for promotions, contests, programming. No barter or trade .... bested. For fantastic deal, write or phone Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611. Call collect 312-944-3700.


Biographies on hundreds of rock groups. Free samples. Write Rock 'n' Roll's United, Box 978, Beloit, WI 53511.

INSTRUCTION

Broadcast Technician: Learn advanced electronics and earn your degree by correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

Job opportunities and announcer/dj 1st class FCC license training at Announcer Training Studios, 25 W 43rd St., N.Y.C., N.Y. A benefit.

First Class FCC License in 6 weeks. Veterans approved. Day and Even Classes, Ervin Institute (formerly Ekins Institute) 8101 Blue Ash Road, Cincinnati, Ohio 45244. Phone 1-739-1770.


For Sale Equipment Continued


RADIO

Help Wanted Announcers

New station in small to medium midwest will need announcers (MOR or CJW) and on-air news personnel. Resumes and tapes to George Roberts, P.O. Box 62, Bloomington, Ind. 47401.

Help Wanted Technical

Directional Antenna School

Learn Practice and Theory from NAB DA Seminar Consultant. Correspondence Course details: Battson Radio Institute, P.O. Box 8, Cleveland, OH 44141.

Help Wanted News

MORNING NEWSCASTER

Midwest independent with five man news staff (no jocks) seeks top quality Morning Newscaster. Send details to Box M-188, BROADCASTING.

Help Wanted Programming, Production, Others

MUSIC DIRECTOR

Well respected Midwest major market beautiful music station has an immediate opening for a music director who has the ability to build our on air sound. Production voice capability also helpful. Excellent working conditions. Reply in confidence to: Box M-201, BROADCASTING.

SITUATIONS WANTED MANAGEMENT

COMPLETE BROADCASTER


SITUATIONS WANTED ANOUNCERS

CHARISMA!

Few "jocks" have it—The ratings prove it! I will bring you personal and professional maturity that only 7 years of hard work in medium markets can give. I have played in Peoria—VERY WELL. For profile and one Hell of a show call Scotty Henderson (209) 673-4179.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

CREATIVE PRODUCTION DIRECTOR

Major mkt exper, innovative, fast, capable, versed in commercials, promos, sp. features, agencies etc. Knowledge of equipment. Authorized. Available soon—unstable management. All considered.

Box M-145, BROADCASTING.

Help Wanted News

Four TV News Weathercasters Needed

1) Major Market—top ten
2) Medium market

Send Resume and VTR to:

Box 586
Marion, Iowa 52302

SITUATIONS WANTED

ANCHORMAN

Major market anchor man looking for competitive news department as aggressive reporter. Outstanding producer. Excellent on-camera appearance. Experienced in all areas of television journalism, major markets.

Box M-181, BROADCASTING
Situations Wanted News Continued

TOPFLIGHT SPORTS DIRECTOR

now available, due to current eco-

nomic climate, for sports-oriented TV
or radio-variables. I personally re-

cruited and hired this talented ex-

perienced 2 years ago. He is the

best at PBP. I've heard. Active in

public and community relations, he

made many friends for Ch. 67. This

outstanding pro must be considered
executive material, too. Write or call:

JACK LAFLIN
723 Towne House Village
Hampstead, Lt, NY 11787
AC 516 582-4078

I am pleased to recommend him
highly. He will be an asset to your
organization.

DAVID H. POLINGER
WSNL-TV Ch. 87, Long Island

Miscellaneous

One of the Nation's best known, top 10,
Program Directors will critique your tape
The superstars have worked for him.
He will counsel you, in detail, on your
strengths and improve your flaws.
Advise you on placement/or advance-
ment. For details write:
Box M-191, BROADCASTING

"WHAT'S IN THE CAN?"
$5 For Your Station $5
Proven sales producer! Inexpensive, unique,
money making promotion. For Info. A sample,
call or write today.
813-821-0986
KEY MARKETING CORP., P.O. BOX 650
ST. PETERSBURG, FL 33731

TV SLIDES: $6EA
* HAPPY THANKSGIVING
* SEASON'S GREETINGS
* CHRISTMAS GREETINGS
* MERRY CHRISTMAS
* HAPPY NEW YEAR
SEND FOR COMPLETE LIST
BOB LEBAR FILMS 240 E. 55 ST. NYC 10029

10% discount on orders
of six or more.

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Box 51, Lincolstop, N.Y. 10014
Number "One" to Weekly Nationwide
Employment Listings for Radio, TV,
PD's, News, Sales and Engineers
$9.00 per year (4 issues); $12.00 3 months (12 issues); $28.00 12 months (56 issues)
Remit Cash With Order, Please!

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The newsweekly of broadcasting and allied arts

Wanted To Buy Equipment

USED TV EQUIPMENT WANTED
Building new television stations. Looking for
used studio equipment, color only and a
good condition. Cameras, film chains,
multiplexers, switches, etc.
Contact: R. Porter, Vice President
721 North Bronson, Hollywood,
California (213) 466-8131

AMPEX AVR-1
SAVE $25,000
Less than 300 operating hours,
2-Mark 20 heads, color monitor,
and selling for $125,000.
Applied Video Electronics, Inc.
Post Office Box 25
Brunswick, Ohio 44212

Wanted to Buy Stations

Seeking successful small market radio
ation with owner who wants to retire
for partial interest and management control
with buy out over several years. Broadcast
executive with 20 years experience, I will
run while you relax.
Box M-172, BROADCASTING.

For Sale Stations

MIDWEST MAJOR MARKET
AM-Daytimer with FM
(Valuable Real Estate)
Fiscal year gross—$375,000
Cash or terms offered considered
AT YOUR SERVICE WITH 20 YEARS EXPERIENCE.
RICHARD A. SHAHEEN, INC.
Media Brokers
435 N. Michigan Ave Chicago, Ill 60611
312-467-0040

BROADCASTING'S CLASSIFIED RATES
Rates, classified ads:
—40 words per word—$10.00 weekly mini-
 mum. (Billing charge to stations and firms: $1.00).
—20 words per word—$5.00 weekly mini-
 mum.
—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 $4.00 per inch.
—More than 4th billed at run-of-book rate.
—Stations for Sale Wanted to Buy Stations, Employ-
 ment Agencies and Business Opportunity advertising
requires display space.
Since January 1, 1974, BROADCASTING no longer
accepts copy requesting audio
—Item 2, transcriptions, films or VTR's.
—BROADCASTING cannot accept copy requesting audio
cassettes to be sent to
a box number.

Florida Small Daytime $110M 29%
South Medium AM/TV 1.1MM Terms
SM Metro AM/FM 1.2MM 25%

Florida Small 200M 29%
South Medium 1.1MM Terms
SM Metro 1.2MM 25%

For Sale Stations Continued

West Coast full time AM and full power FM
with good profits and good record in attrac-
tive market. Asking $3,000,000 with some
terms available to qualified buyer. Perfect
acquisition for radio group operator looking
towards expansion. FM offers good growth
potential.
Box M-131, BROADCASTING.

Small market CBS television affiliate
available for less than $2,000,000. Re-
 sponsible buyer can arrange good terms
with long payout. Excellent growth still
available to new owner. Please include
financial qualifications in inquiry.
Box M-132, BROADCASTING.

Gulf Coast Daytimer. Fast
Growing area, in metro area.
Needs sales oriented manage-
ment. Underdeveloped. $300,-
000 cash.
Box M-214, BROADCASTING

AM Full Time, good earnings New England
$700,000. Exclusive with:
E. P. Hutton & Company Inc.
One Boston Place
Boston, Massachusetts 02108
617-742-9200, Ext. 36

THE KEITH W. HORTON COMPANY, INC
200 William Street • Elmira, New York 14902
(P.O. Box 948) • (507) 733-7138
New England office • St. Albans, Vermont 05478
(P.O. Box 270) • (802) 524-5963

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles and New York
Washington
Contact: William L. Walker
Suite 508, 1725 DeSoto St., N.W.
Washington, D.C. 20036
202-223-1533

Class "C" FM
Las Vegas, Nevada
Box M-187, BROADCASTING
Two news presidencies down, one on horizon for CBS's feisty Bill Small

Bill Small worked hard for—and this month won—the presidency of the Society of Professional Journalists, Sigma Delta Chi. Such a reward for dogged, dedicated labor was in keeping with the career pattern of the 48-year-old CBS News senior vice president. Except for one thing: Organization presidencies rarely go to those with Mr. Small's controversial M.O., catalogued by all sources as one of relentless stubbornness.

“He's not universally adored,” is the putting-it-mildly verdict of Eric Sevareid, CBS News commentator and a close friend of the subject. “But anybody worth anything in this world is controversial.”

Mr. Small is, indeed, worth something to broadcast journalism. Start with his Sigma Delta Chi achievements: long the vice chairman of its Freedom of Information Committee, he authors the broadcast section of SDX's annual report. In the past five years, he has been its regional director, national secretary, national treasurer and vice president, and has twice won the society's distinguished service award for research in journalism for his two books (“To Kill a Messenger: Television and the Real World,” 1970, and “Political Power and the Press,” 1972). An SDX official described him as “epitomizing the true professional in our field . . . absolutely bulldog tough in the observance of standards.”

“Bulldog tough”—which everyone concedes Bill Small to be—has two sides. There is the image of the journalist-as-mongoose, never letting go of the truth behind a story-as-cobra. Mr. Small is widely admired for his aggressive approach to news stories, and in the case of his role as CBS News Washington bureau chief during the Watergate years, the tenacity came in handy.

The other side of “bulldog tough” is the image of the English pit terrier, circa General Patton, who would lock his jaws into a potential enemy's leg—even that of an innocent bystander. This is the Bill Small who, according to one former colleague in Washington, is “a driving, compulsive competitor” with “a one-track mind taking a hard line on his/CBS’s interests.” Some in Washington call the former CBS bureau chief there “arrogant, chauvinistic,” but everyone calls him “stubborn.” “His main fault,” a former associate decided, “is an inability to retreat from a prepared position—even when he is demonstrably wrong.”

One closely connected colleague expressed “respect for Small’s professionalism, with a nod about his arrogance in achieving it . . . He's a tough man, and tough men run rough-shod over people.” In Washington Mr. Small “stepped on an awful lot of toes,” an associate remembers, “and irritated an awful lot of people. He is not a very tactful man. He assumes that he and CBS are always right and that sooner or later everybody else will fall into line.”

A commonly cited example of this attitude is Mr. Small's adamantine refusal last December to deal in any way with former President Richard Nixon's then TV adviser, Al S. Drury. The black-balling of the man responsible for arranging network pool coverage of White House events posed painful problems for ABC and NBC, as well as for CBS, but Mr. Small steadfastly disregarded Mr. Snyder, because of a two-year-old memorandum released through the office of U.S. Senator Lowell Weicker (R-Conn.) in which Mr. Snyder advised then presidential aide Jeb Magruder not to cooperate with CBS News on a piece about the administration's domestic public relations operation.

ABC and NBC Washington bureau felt “used” by Mr. Small and resorted to “out-stubborning” him—apparently a marginally known secret in dealing with him. Mr. Small, it seems, used to be fond of walking out of network pool meetings when he was not calling all the shots. “Bill Small is accustomed to getting his own way,” a capital newsman said, “and when he doesn't he gets very stubborn. In pool situations you can't always do that. Then you just have to be more stubborn than he is.”

The image of the classic “hardnosed” journalist, it seems, has fit Mr. Small to a T for a long time. Before heading CBS in Washington in 1962, he was news director at WHAS-AM-TV Louisville, where he is still known as “the most aggressive news director Louisville has ever seen.”

A "round-the-clock worker," and a "soup to nuts" manager, according to a WHAS executive, Mr. Small gained the distinction of “giving newspapers a hard time, competitively, back in the days when nobody had any respect for television.” During seven years with WHAS, Mr. Small helped himself to the state’s most prestigious journalism awards and served as president of the Radio Television News Directors’ Association (RTNDA). He served on the Kentucky Advisory Committee on Educational Television and helped create the state’s first ETV program. Mr. Small is still referred to as a Kentuckian by associates.

Prior to joining WHAS, Mr. Small was news director for WLS-AM (Chicago) for five years immediately following his 1951 graduation from the University of Chicago with a master's degree in social sciences. The cliche of the "tough boys from Chicago" lingers in the Small mystique—he was born and raised in that town, one of a bakery-owner's four children.

A dynamo who manages to succeed at a demanding profession while simultaneously advancing its prestige through conscientious work with two professional organizations—all this while churning out books and articles—Mr. Small, apparently, gets to sleep a few hours each night and still spends a lot of time with his family. Outlets at the poker table and the tennis court are secondary to his passion for gourmet cooking, friends report, and Mr. Sevareid lightly observes that Mr. Small “will bore you to death talking about restaurants. He has a weakness for rich food.”

Although he left Washington less than a year ago to assume CBS's primary "hard news" executive post, Mr. Small has already been touted as successor to CBS News President Richard S. Salant. The New Yorker newcomer has made sweeping personnel changes since his appointment, bringing a great bulk of his Washington staff with him.

Bill Small is "genuinely interested in press freedom and in preserving professionalism, but he is also a hard-driving man on his way up," a former colleague noted. If he steps on toes on the way, the colleague said, the following self-deprecation comes from Bill Small is applied: "Don't worry about us," the CBS vice president once said. "We're big, tough guys, and we can take care of ourselves."
Against the stream
The optimism about advertising that is reported in the lead story of this issue would seem to be at odds with current events. With the coal mines shut, steel plants banking furnaces, auto workers being laid off by the thousands and the stock market alternately falling and faltering, more agency people are forecasting increases in billings than are worrying about declines.

Take the survey of the 30 biggest-billing members of the American Association of Advertising Agencies that is part of this issue’s report. Twelve predict increases in their business next year, six see billings staying even, six fear declines and six won’t venture predictions. On Madison Avenue bulls outnumber bears.

It is evident, however, that advertising practices will be affected by the recession — as the First National City Bank labeled it in its monthly economic letter out last week. Buying will be done with care. Commitments will be for shorter periods, and cancellation privileges will be demanded.

Broadcasters must adjust their habits to meet the changes in the advertising market. As has been mentioned here before, both radio and television have inherent advantages over other media in uncertain economic times that demand flexibility in advertising planning and placement. Those advantages, applied creatively, will enable skillful broadcasters not only to survive recession but also to assist in ending it.

Bench marks
Two speeches by eminent jurists in recent weeks provided new signs of a swing in judicial thinking toward First Amendment application to broadcast regulation. The swing is unquestionably occasioned by the increasing volume and professionalism of broadcast journalism.

In an address at the Yale Law school, U.S. Supreme Court Justice Potter Stewart undertook a scholarly exposition of the original concept of the freedom of the press, as enunciated in the Constitution, and made it clear that he included broadcasting as an organ of the press.

In an address to the Federal Communications Bar Association, Chief Judge David Bazelon of the U.S. Court of Appeals in Washington said the regulatory scheme that has developed under the Communications Act of 1934 conflicts with constitutional restraints in government. He said the task “for the bench and bar, and indeed the Congress, is to begin the long overdue process of reconciling First Amendment doctrine and telecommunications regulation.” If Judge Bazelon also cluttered his remarks with wholly irrelevant criticism of television programing (Broadcasting, Nov. 18), his statement may still be read as an affirmation of First Amendment protection for the broadcast press.

At Yale, Justice Stewart emphasized that the press, alone among private businesses, is given institutional protection by the First Amendment in the freedom of the press clause. By contrast, freedom of speech and most other provisions of the Bill of Rights protect individuals’ freedoms. The distinction must be understood, Justice Stewart said, “to avoid an elementary error of constitutional law.” He could have added that the error has often been made in fairness-doctrine decisions in which the individual’s freedom of speech has been held paramount, to the exclusion of the broadcaster’s freedom of the press.

The press, said Justice Stewart, particularly in the past two years, has “performed precisely the function it was intended to perform by those who wrote the First Amendment of our Constitution.” It has acted as a fourth force, outside government, to provide an added check on the three governmental branches that were themselves designed to be interally competitive.

“Newspapers, television networks and magazines have sometimes been outrageously abusive, untruthful, arrogant and hypocritical,” Justice Stewart said. “But it hardly follows that elimination of a strong and independent press is the way to eliminate abusiveness, untruth, arrogance or hypocrisy from government itself.”

For broadcasters, the messages coming from high benches are clear. There is hope for the elimination of unconstitutional restraints that the government has imposed on broadcast journalism. That hope can be realized only by the dedication of money, time and people to the further development of radio and television news.

Yes, if it’s done right
The creation of a National Commission on Regulatory Reform, which was the subject of a Senate hearing last week, could serve a useful purpose at this point of independent agency history. The agencies of principal concern to broadcasting and broadcast advertising — the FCC and Federal Trade Commission — have both embarked in recent years on missions that have considerably outgrown their original directives. An independent study of the independent agencies is in order.

President Ford, it seems to us, had a point in suggesting that wasteful and excessive bureaucratic regulation can lead to economic distortions. Indeed, the bureaucracy itself contributes to inflation by the expansion of its size and powers.

The commission on commissions would have a large and thankless assignment, which could properly be executed only by appointees of exceptional merit. If it is to be created, it needs adequate time and adequate budget to do a professional, objective job.
“WGN?
I just started listening...
Guess I got tired of the
same songs every day.
But on WGN,
no two days are alike...
in fact, no two
programs are alike.”
Guaranteed delivery fall 1975. Starring Martin Milner & Kent McCord. Adam-12* is a Jack Webb color half-hour production. MCA TV

*Or another appropriate title.